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 Reed Business  
Information®

November 2006

# PACKAGING DIGEST®

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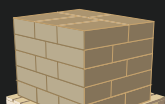
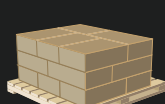
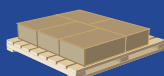
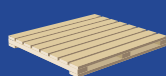


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# design trends beverages

## Wines win in single-serve packs

More and more brands of wine, such as Sutter Home, Vendange Wine Cellars and the Wine Cube from Target, are cropping up in novel, single-serve packages such as mini bottles, mini cartons and flexible pouches that are reminiscent of juice boxes. Sales of such single-serve wine packs grew 14.7 percent in the past year, while sales of standard-size bottles grew 12 percent, according to ACNielsen reports. Winemakers hear consumer cries for more and more convenience and believe the single packs, which about 187 mL of wine, cater to consumer needs and also accommodate supermarkets and other retailer outlets, so are less expensive. The idea is that many consumers drink one or two glasses of wine at a time and the rest of the bottle goes to waste. Sold in multiples that total up to a "regular" 750-mL size bottle, the smaller packs help eliminate the waste problem.

Brands such as Sutter Home are toasting their success in the "mini" market segment by adding more varieties to their lines, persuading winemakers that have stuck to traditional bottles to shrink their

packaging, too.

Back in 2001, **Tetra Pak** ([www.tetrapakusa.com](http://www.tetrapakusa.com)) demonstrated to Canandaigua Wine's Table Wine business that aseptic packaging was well suited to protecting wine's sensitive flavor profiles and that its lightweight, space-saving aseptic cartons would differentiate Canandaigua's brands on the shelf. Canandaigua's Almaden Vineyards was the first sangria in the Tetra Prisma package. In 2004, Canandaigua launched its Vendange in 500-mL Tetra Prisma® containers. Other winemakers are tinkering with packaging in a continued effort to broaden wine's appeal and boost sales. Boxed wine has become popular, as have synthetic corks and twist-caps. Wines are also being given exotic, playful and sexy names, with label graphics to match, signaling a true departure from the traditional wine label. Single-serve packaging is yet another effort to loosen up wine's stuffy image. In the spring, winemaker Three Thieves put its pinot grigio and cabernet sauvignon in bright green and purple

pouches that hold 250 mL, about a glass-and-a-half of wine. A four-pack costs \$8 to \$10.

In July 2006, Target began selling its Wine Cube four-packs of single-serve wines as part of its store-brand collection. Staying fresh for up to four weeks, the brightly colored packs of 250 mL Tetra Prisma single-serve aseptic cartons from Tetra Pak are printed in jewel-tone hues. Each carton has an octagonal shape and a peelable top seal and spout opening. The four-pack retails for about \$8. A bit of a throwback to the boxed wines made popular in the 1980s, the Wine Cube houses trendy varieties including Syrah/Shiraz, Pinot Grigio, Chardonnay and Merlot.



## Sports drinks make 'Trek' in PET bottle

Leading Brands of Vancouver has launched TREK® natural sports drinks and NITRO™ energy drinks in North America in an unusual, 20-oz Heat-Tek™ Brick polyethylene terephthalate (PET) bottle from **Ball Corp** ([www.ball.com](http://www.ball.com)). The bottle's unique, proprietary design eliminates the need for side vacuum panels, providing a smooth label panel that gives consumers a more comfortable grip and facilitates labeling. Sweetened with pure cane sugar and low-fructose corn syrup, the TREK line is designed to naturally hydrate athletes quickly. NITRO packs the punch of an energy drink and also hydrates the body.

The 20-oz, patent-pending bottle features the trademark TREK loop cap that allows the bottle to be easily clipped to a backpack, a belt, a bike and other paraphernalia. TREK is initially available in four flavors: Orange; Fruit Punch; Lemon-Lime; and Wildberry.

NITRO comes in Grape, Blue Raspberry and Red Berry. Leading Brands chairman and CEO Ralph McRae says the drinks were designed to fill what's perceived as a void in the fast-growing, gulpable beverage category. Energy drinks have been increasing in size recently, with larger bottle sizes becoming more popular.

The Heat-Tek technology helps the container to eliminate what Ball Corp. calls the "crinkle effect," created by applying labels over side vacuum panels, says Mike Vaughn, vp of innovation at Ball. "More importantly, it doesn't require the significant equipment modification required to fill other panel-less bottles in the market, so it is a very cost-effective solution," he says. Adds Joanne Saunders, marketing vp for Leading Brands, "The easy-grip bottle provides a cost-effective way for us to improve consumers' drinking experience with a smoother, easy-to-grip label panel."

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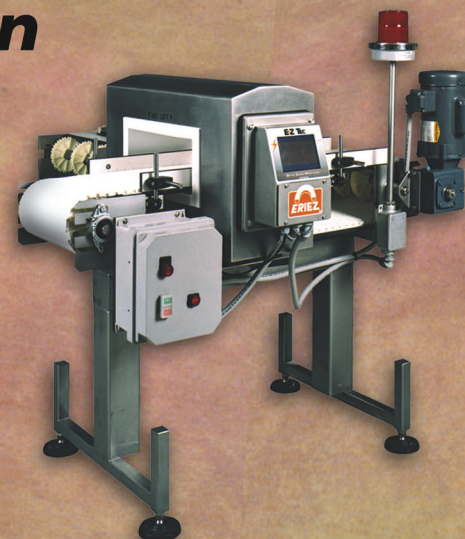
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## design trends

### Spectacular packaging for Green Tea Nutritional Shots

With their tall, sleek bottles and spectacular shrink- sleeve labels, Green Tea Nutritional Shots™ from Robeks Corp., Manhattan Beach, CA, are shelf standouts. Green Tea Nutritional Shots are ready-to-drink herbal, vitamin and mineral blends of organic, green tea, which has long been popular in Asian cultures for its health benefits. The tea delicately combines vitamins, minerals and herbs to create four life-enhancing blends—Energy, Immunity, Antioxidant and Fat Burner—each infused with its own proprietary herb and/or fruit extract formula.

Key to the design are four colorful, polyethylene terephthalate glycol (PETG) heat-shrinkable sleeves from **Ameri-Seal Inc.** ([www.ameri-seal.com](http://www.ameri-seal.com)) that are each printed in three colors on gravure presses. The tall, slender, 25-oz bottles narrow drastically at the top, making PETG the perfect choice, because, according to Ameri-Seal, that film's shrink ratio is greater than that of more-traditional polyvinyl chloride. Ameri-Seal also contract-sleeves the bottles at its Chatsworth, CA, location using heat/steam tunnels. This service, along with Ameri-Seal supplying the customer with materials, cuts costs and saves time.

Green Tea Nutritional Shots sell for \$29.95 in Robeks Juice stores located around the country, and they can be ordered directly from the company. The recommended serving size is 1 oz, which the company suggests adding to your favorite smoothie during your next visit to a Robeks Juice store.



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### Sleeve labels help relaunch Mini Oreos in Spain

United Biscuits Spain has relaunched Mini Oreo cookie packaging with a new sleeve-label design from **Sleeve Int'l.** ([www.sleeve.com](http://www.sleeve.com)). The biscuit market being hugely competitive in Europe, companies must get their products and packaging right, says Sleeve. Not only does the packaging have to look good, with an immediate visual impact that encourages shoppers to pick it up, but it also has to be practical and must keep the product fresh. That means its labeling must carry the right information as clearly as possible. With that in mind, Sleeve uses its SI-OPS-TF/050 sleeve-label film for the Mini Oreo application. The film accepts reverse printing in eight colors. Printed with brightly colored graphics, the sleeve film is durable enough for morphing, or distorting of the printing on the sleeve prior to applying it to the container. Sleeve

says it prints the film in such away that the design appears undistorted, even though the sleeve follows the contours of the cup. Developed in the U.S., the American-style cup for Mini Oreos is new to the European market.

Together with intriguing label designs, the cup also has high retail impact, United Biscuits says. "This is an extremely competitive market, and it's vital to grab the customers' attention with labeling that makes consumers aware straightaway that they are looking at a great-tasting, high-quality product they [will] want to buy," adds Eric Masson of Sleeve. The Mini Oreos cookie line includes six variations and a new diet cookie with reduced sugar and added fiber. "United Biscuits has put innovation into the product," says Masson. With consumers buying more "mini" cookies, Mini Oreos should be *calienté* in Spain.



# design trends



## Glamorous pouches add even more 'perk' to Folgers' Gourmet

Procter & Gamble has introduced Folgers' first entry into the gourmet coffee market in an attractive package created with assistance from brand design agency **Libby Perszyk Kathman (www.lpk.com)**. Folgers Gourmet Selections™ includes ground and whole-bean varieties such as Vanilla Biscotti, Lively Colombian, Morning Café, Espresso Roast, Hazelnut Crème, Chocolate Truffle and Caramel Drizzle. The line went into national distribution in September and has a suggested retail price of \$5.99 per 12-oz package. Brands like Folgers are often geared to the "home kitchen," but the new, premium line is aiming at a different, more upscale audience than is the "regular Joe," says P&G.

Produced and printed by **Fres-co System USA, Inc. (www.fresco.com)**, the sleek, luxurious pouches display sophisticated foil printing and the metallics of a spot gold on a signature color palette with a sunrise pattern to convey a premium, gourmet look. LPK helped to develop the visual identity and package graphics, and created sample packaging and marketing communications materials for the new coffee line.

Expanding on the existing Folgers brand equities, the package graphics carry the brand's identity with a distinctive feel that signals that these premium coffee blends are still meant for everyday but have a flair of upscale enjoyment. Core brand equity elements were retained, such as the signature-white Folgers logotype, the sun-and-mountain graphic and the color red, but were combined with warm tones and refined typographic treatments to maximize shelf impact and communicate the distinctive varieties within the line.

The sleek standup foil-based pouch substrate is gravure-printed in eight colors, including the gold. Prepress work was handled by **Schawk Graphics (www.schawk.com)**. The new packaging and gourmet-inspired flavors are sure to wake up consumers.



## Almond canister, pouch come to the Emerald City

Diamond Foods, Inc. has added Smoked Almonds to its Emerald line of premium snacks, bringing to 20 the number of products in the Emerald snack lineup. Packaged in a handy, on-the-go, 11-oz plastic canister that fits into auto cup holders, the nuts stay fresh with a twist-on lid that locks in flavor. Specifically distributed in C-stores, the almonds are also available in a 2.25-oz pouch. **Graham Packaging Co. (www.grahampackaging.com)** blow-molds the proprietary canister of polyethylene and uses a proprietary process to insert an oxygen barrier that preserves freshness. Shrink-sleeve labels from **Fort Dearborn Co. (www.fortdearborn.com)** are flexo-printed in eight colors. The peel-off seals are from **Savoye Packaging (408/995-5514)**, and twist-on caps are injection-molded of polypropylene by **Berry Plastics (www.berryplastics.com)**. Diamond's main processing facility in Stockton, CA, packs the canisters on a new, \$2.2 million line that outputs 120 cpm. Diamond says the controlled-atmosphere, metallized film pouches, provided by **TechFlex (www.tfpac.com)**, are made of a pouchstock from **Deluxe Packages (www.deluxepackages.com)**, flexo-printed in eight colors on rolls of a proprietary film.

## Potato meal kit is 'Complete'

Introducing a fresh addition to on-the-go, meal replacement kits, Russet Potato Exchange (RPE), Bancroft, WI, has parlayed its successful Biggins™ Singles potato product into the Biggins™ Complete Meal, which comes replete with toppings, seasonings and utensils. Biggins Singles, which have been available for more than three years, introduced consumers to the convenience of single, double-washed russet potatoes, sold in patented FlavorWrap™ wrapper, ready to heat in the microwave.

The main component of the Complete Meal, the Biggins Single, is a 10-oz potato wrapped in a clear, polyolefin shrink film (from a proprietary supplier) that is FDA-approved and microwavable. According to Rachel Leach, RPE marketing manager, the film's clarity allows the potato to be clearly visible, and it provides an even, wrapped coating for the product. Acting as a "steamer" during microwaving, the film wrap enables the potato to cook more quickly and more uniformly, she adds, "without the labor of washing, scrubbing, repackaging or venting."

Introduced late last July, the line comes in two varieties: Sargento® Cheddar & Hidden Valley® Original Ranch, sold in the retailers' fresh produce section, and Sour Cream & Cheddar, found in the refrigerated section. The potato kit is held in a microwavable, black, polypropylene tray. An outer paperboard sleeve is converted by **Menasha Packaging (www.menasha.com)** and is supplied by **Harder Packaging (920/581-2000)**.



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# design trends

## Glidden's Rollable brand paint is easy to apply



A notable new container introduced by ICI Paints for its new Glidden Rollable brand paint is a real benefit for do-it-yourselfers. The new injection-molded, polypropylene Quick-Roll container, developed by **Superfos US** ([www.superfos.com](http://www.superfos.com)) in close cooperation with ICI, has numerous features. An injection-molded grid acts as a built-in roller tray that allows consumers to roll paint directly from the container, and a slanted bottom at one end facilitates removal of the entire contents. The Quick-Roll container, which contains 1.85 gal of paint, is filled to below the grid, so that users can remove excess paint with no paint loss or mess. The rectangular design of the Quick-Roll container helps prevent accidental spillage, and the dual handles are easy to hold, even on ladders. The container includes an easy-open, recloseable lid, and the design provides ample surface space for branding, which increases shelf appeal.

Other benefits of its rectangular plastic construction include rust and dent elimination, reduced transportation costs and more efficient utilization of shelf space.

"The new container has done very well in the marketplace, and we expect it to continue to expand market share," says ICI purchasing manager James Marshall. "We will expand it into other products in 2007."

The Superfos Quick-Roll container for ICI received Gold and Silver Star recognition in the Starpack 2006 Awards, held in London. The Gold Star was awarded to Superfos in the "Best Consumer Packaging Non Food" category, and the Silver Star award was received in the "Best Component" category. The Starpack judges stated, "This user-friendly paint container for do-it-yourself enthusiasts and professional decorators offers a number of well thought-out consumer-convenient features."

Superfos applies all of the labels to the container in its plant before sending it to ICI. The top label is applied in the mold, while the front and back labels are pressure-sensitive. ICI fills the container with its Glidden Ceiling Paint with EZ Track™ Technology, a revolutionary product that goes on pink and dries white. Glidden Ceiling Paint in the Quick-Roll container is available nationwide only in Home Depot stores, where it sells for about \$32.



## Lawn care pack is primed for greater utility

Responding to convenience issues raised by consumers of its lawn and garden supply products, Lebanon Seaboard, Lebanon, PA, has pruned the cumbersome elements of the packaging for its Preen Weed Preventer product line to provide greater user-friendliness and ergonomics. With direction from structural package innovation firm **4sight, Inc.** ([www.4sightinc.com](http://www.4sightinc.com)), Lebanon Seaboard now offers its four weed-prevention products in a 180-oz rectangular, handled, high-density polyethylene container from **Plastic Container Corp.** ([www.netpcc.com](http://www.netpcc.com)) that incorporates an easy-dispensing flip-up cap from **C&N Packaging, Inc.** ([www.cnpkg.com](http://www.cnpkg.com)) and a seven-color, pressure-sensitive label from **CCL Label** ([www.ccllabel.com](http://www.ccllabel.com)).

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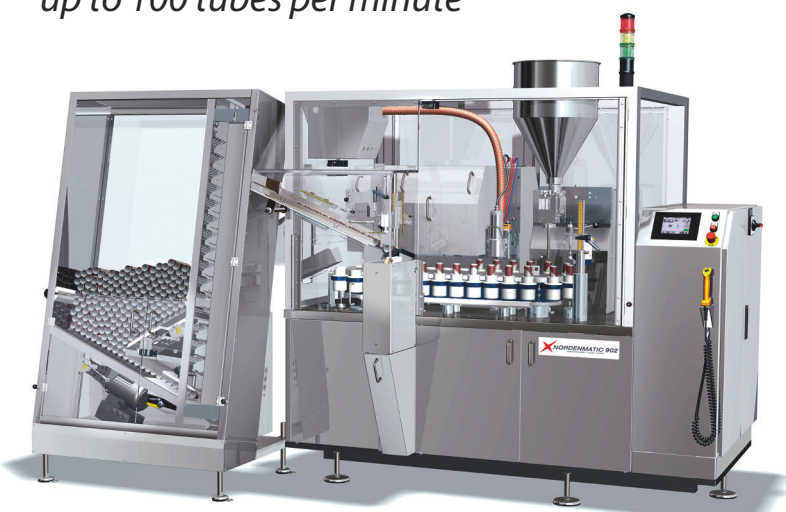
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## comment

Ann Marie Mohan, Senior Editor

Sustainability:  
What's the  
buzz about?

At presstime, the packaging community is gearing up for the largest biennial event in the industry: PACK EXPO International 2006. A forum for the latest packaging trends and technologies, the show traditionally brings to the fore those topics of greatest urgency to packagers and their machinery and materials suppliers—and this year is no exception. The topic du jour for 2006: Sustainability.

Often associated purely with goodwill efforts in environmentalism, the modern concept of sustainability has been in existence since post World War II, but until now, has had limited application. However, as alternative technologies emerge and proponents of the concept advance the business case for sustainability, momentum is growing for the widespread adoption of this sea-change strategy, as evidenced by the emphasis placed on the topic at PACK EXPO.

But what exactly is sustainability? And, what does sustainable packaging comprise? And, most important, as a packager, what should your response be to this sweeping shift in business practices?

The first formal definition of sustainable development, established in 1987 by the United Nation's World Commission on Environment and Development, characterized it as development that "meets the needs of the present generation without compromising the ability of future generations to meet their own needs." Today's interpretation, while still at its heart supporting environmental goals, positions sustainable development as a business plan that can enhance a company's bottom line through the innovative utilization of its resources.

In the realm of packaging, this involves a conscious decision by brand owners to evaluate the complete life cycle of each product's packaging—from design and material use through distribution and end-of-life scenarios—to maximize cost-effectiveness, while at the same time minimizing the pack's impact on the environment.

One excellent example of how a traditional product and package was reworked to maximize sustainability is Unilever's introduction last summer of a concentrated laundry detergent, packaged in a compact, 32-oz "mini" bottle. According to the company, it designed the product with input from Wal-Mart to make the bottle "more shelf-friendly and more sustainable." As Helayna Minsk, director of marketing for Unilever, told PD, "the 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." In addition, she said, it takes less fuel to ship these smaller bottles because a larger quantity of product can fit into each truck. 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.

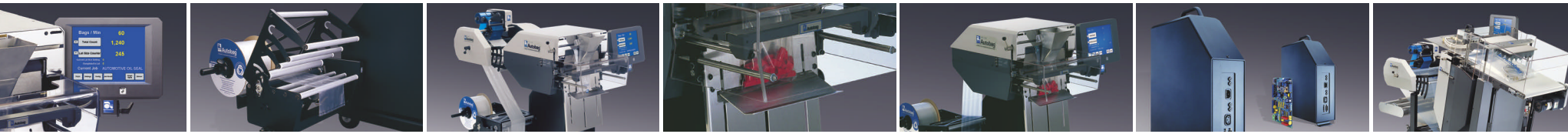
Given the obvious economic benefits resulting from such an example, doesn't it make sense for all packagers to evaluate their processes and resources in this light?

The challenge as we move forward is to learn how to implement and measure sustainable packaging programs to meet a variety of product and consumer needs. In the coming months, PD will attempt to further define the concepts of sustainability while providing concrete examples of successful applications. Last month, PD debuted a new Sustainability column. Written by Anne Johnson, director of the Sustainable Packaging Coalition, the article appears in this issue on p. 49.

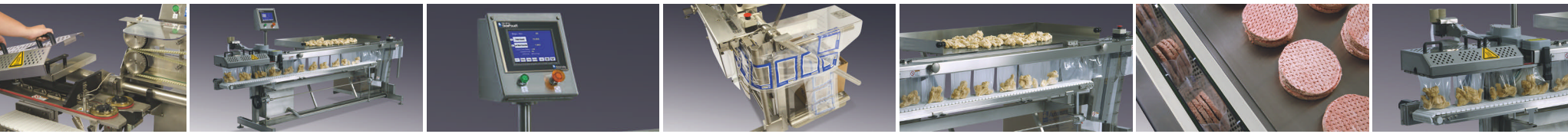
For a complete sustainability immersion, mark your calendars for a three-day event (one-day workshop; two-day conference) on Sustainability in Packaging, produced by PIRA International and sponsored by PD. Scheduled for March 6 to 8, 2007, at The Doubletree Castle Hotel in Orlando, the event will include presentations from more than 20 key industry representatives speaking on a range of sustainable packaging topics. For registration and general information, contact PIRA at 207/781-9610 or visit their website at [www.intertechpira.com](http://www.intertechpira.com).

*Ann Marie Mohan*





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## new products equipment



**Interchangeable infeeds** Plug-'N'-Play identifies a series of interchangeable infeeds for use across the horizontal packaging machine lineup, with types including flight-bar infeeds for multipacks; a two-belt infeed for pacing boxes, trays and other unitized packs; a servo-driven flight infeed for register-printed film; two-belt infeed with overhead belt for pacing unstable trays and trayed snackfood bags; and the Shuttleworth in-line indexer that provides built-in accumulation and pacing.

**Arpac Group**, 847/678-9034.  
**www.arpac.com**

**Linear encoder** Developed for straightforward motion applications where simple, fast mounting is decisive, the co. offers the LIDA 200 Series exposed linear encoder package. The co. notes that the series is high-quality and low-cost, and provides two ways of simple mounting. Is suitable for the low-end linear motor market.

**Heidenhain Corp.**, 847/490-1191.  
**www.heidenhain.com**



**Printer** The IP 7000 makes its debut as a high-end noncontact printer that can print up to 32 lines of text (7 dots/line), logos, scannable bar codes, etc., at a 200-dpi horizontal and a 187-dpi vertical resolution, operating, the co. says, at line speeds to 4.6 ft/sec. The co. cites the use of piezoelectric element technology saying the printer is rugged enough to operate in challenging industrial environments, and that it prints on all types of porous packaging materials with a 2-mm minimum and a 100-mm maximum print height per printhead, with printheads carrying three-year warranties. A recirculating auto prime (RAP™) feature allows the IP 7000 to consume 35-percent less ink than competing printers.

**Matthews Marking Products**, 412/665-2500.  
**www.matthewsmarking.com**



**Case-printing assessment** Offered by the co. is its Generic Case Printing (GCP) Assessment tool to show companies using preprinted shipping cases that their case-packing costs can be reduced by as much as 40 percent. The co. offers the OPTIMIZER, which is said to enable in-house case printing at speeds to 60/min.

**Iconotech**, 800/521-0194.  
**www.iconotech.com**

### Sortation controls

Designed to properly control the toughest, critical areas while providing flexibility and scalability to fit into any system are controls identified by the co. as ProLogix, Plug-N-Go, GapLogix and ZipLogix.

**HYTROL Conveyor Co., Inc.**, 870/974-5642.  
**www.hytrol.com**



**Sanitary conveyors** The 7600 Series of AquaPruf sanitary conveyors is introduced in straight and curved configurations, reportedly made with urethane-encased belts that won't absorb water or fray. The co. says the entire conveyor system can be disassembled for cleaning, without tools, in only 30 sec, with nosebar transfers available in ½-, 1- and 17/8-in. options, lengths between 3 and 40 ft, widths up to 5 ft and speeds to 328 ft/min.

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

**Case packer** The new Model 206 uses servo-driven mechanics to provide accurate, consistent product accumulation and packing at higher speeds than traditional mechanical packing. The co. says the servo functions provide quick changeovers with programmed operation for each carton and case size.  
**A-B-C Packaging Machine Corp.**, 800/237-5975.  
**www.abcpackaging.com**



# new products equipment

**Motion system** Aiming to eliminate the learning curve associated with programming and commissioning most point-to-point assembly applications, the co. adds the new IndraMotion for Handling to its CMS Cartesian Motion System, offering to make it easier than ever to specify, install and control Cartesian robotics systems. The new CMS is said to use the ultra-fast L-40 and L-20 PLC-based motion controller as well as the VCP 08.2 HMI controller interface to provide intuitive and simple controls for Cartesian gantries with up to three linear axes and three rotary axes. It's designed for payloads to 25 kg, speeds to 1.0 m/s and acceleration rates to 15 m/s<sup>2</sup>.

**Bosch Rexroth Corp.**, 800/739-7684.  
[www.boschrexroth-us.com](http://www.boschrexroth-us.com)



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**Positioning drive** The release of its 10/100-MB/sec Ethernet port on its Model 940 PositionDrive is announced by the co., which notes that the port is fully-hardware-802.3-compliant. The 940 is described a high-performing digital servo drive with a simple yet robust motion controller that can operate AC servos and AC induction motors. The port is said to allow the unit to connect to any Ethernet network and use a range of network equipment.

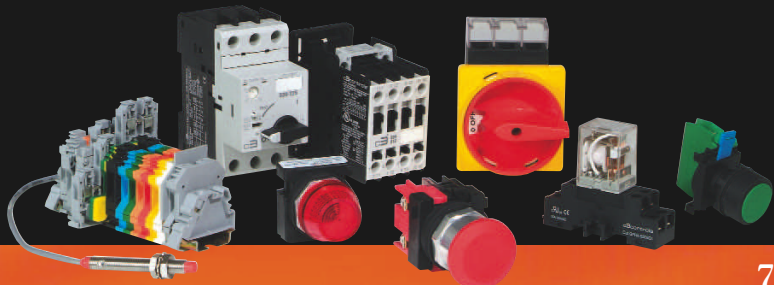
**AC Technology**, 508/278-9100.  
[www.actech.com](http://www.actech.com)



**Pathogen eliminator** The POP.I™ system is introduced to remove *E. coli* and other bacterial poisons from spinach, lettuce and green leafy vegetables. The co. says that if vegetables are packaged within 1 hr of treatment, the portable device will make them 100-pure from any *E. coli* contamination, as well as a host of other parasites and bacteria, by using antidotes that are nontoxic and readily available in all states.



**Aquatyzer Engineering, Inc.**,  
562/595-5159.  
[www.aquatyzer.com](http://www.aquatyzer.com)





# system integration

## Look to vendors for system integration services, too

Vance J. VanDoren, Ph.D., P.E.

Hiring the services of an independent system integrator is a relatively recent option for end users that want to automate their facilities. Back in the days before PCs, PLCs and off-the-shelf software, the design and installation of an industrial control system was typically the responsibility of the vendor that provided the equipment. Most components were proprietary, and virtually all of the software was custom-coded.

services is their ability to supply full life-cycle support. Vendors generally offer support contracts for their products and will often extend those to the application engineering. This provides a one-stop answer to any future questions in the life of the control system.

This, too, can be a mixed blessing. Individual vendors generally support just their own products, so they are naturally inclined to offer a single-



Having both the direct contacts with their product's architects and the experience of completing many projects with their own equipment, the vendor's application engineers know better than anyone how to implement their own technology.

Many of the major automation vendors still offer system integration services today, though they don't always call it that. Vendors typically describe their services as "application engineering" or "project engineering," even though they often do the same work as a systems integrator.

### Advantages and disadvantages

End users can benefit from a vendor's professional services if risk reduction is a particularly critical issue. Vendors know their products better than anyone else and will probably not make the costly mistakes that someone unfamiliar with their technology might.

Even with today's open systems, automation is awash with details and idiosyncrasies. Having both the direct contacts with their product's architects and the experience of completing many projects with their own equipment, the vendor's application engineers know better than anyone how to implement their own technology.

On the other hand, vendors typically charge a premium for their services, though the savings in implementation costs can sometimes compensate for the higher billing rates. End users that have projects with critical delivery requirements and/or complex product relationships should carefully consider this trade-off.

Another advantage of selecting a vendor's

brand solution. This can lead to less-than-objective product choices and in the worst case, solutions that are force-fit into the project.

### Cooperating with system integrators

Many vendors offer the best of both worlds by involving third-party systems integrators in their clients' projects. Integrators that have been "certified" or "authorized" by a particular vendor typically have had special training and enjoy priority status when technical support is required.

Vendors with system integrator partnership programs will often leave the design and implementation duties to an integrator local to the project or to one that is particularly well-versed in the client's industry. That arrangement leaves the vendor free to focus primarily on providing the right equipment for the job while maintaining overall responsibility for the project's completion.

Furthermore, vendors that also have their own in-house systems integration division will often specialize in a particular industry or technology. They will avoid competing with their systems integrator partners by bidding on a project only if it fits their particular expertise. On the other hand, some vendors will not hesitate to bid against their own partners if it proves economically advantageous to do so.

Consulting Editor Vance J. VanDoren, Ph.D., P.E., contributes articles on process control, advanced control and system integration. Dr. VanDoren also edits Control Engineering's and Packaging Digest's annual Automation Integrator Guide. Dr. VanDoren previously served the industrial automation industry as an applications engineer for General Electric and as a product marketing and development engineer for Texas Instruments' Industrial Automation Division. He currently manages a firm of consulting engineers in Lafayette, IN, where he develops custom control strategies for advanced process-control applications.

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# new products equipment

**Shrink-sleeve labeler** Said to feature a unique cutter assembly that improves cut accuracy and reduces scrap while minimizing maintenance is the new Endura® sleeve system. The labeling system—made for applying and shrinking full-body sleeve labels on a variety of container types, sizes and shapes—consists of an Endura SLS applicator and one or two Endura SLT shrink-tunnel modules. The system is said to handle containers from 2 to 4.8 in. dia and from 2 to 12 in. H, at speeds to 400/min.

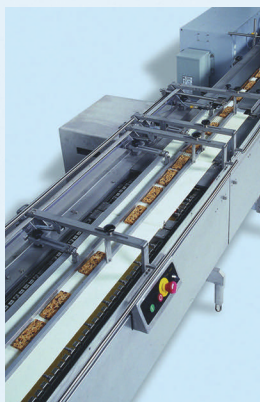
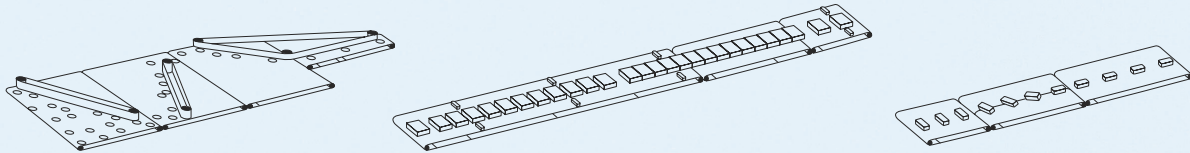
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**Quick disconnect** What is described as the world's smallest M3 threaded quick disconnect is introduced. The co. describes it as setting an industry standard for miniaturization and high performance and says it is made of brass but can be supplied in stainless steel, and the entire assembly weighs only 3.4 g.

**Beswick Eng. Co., Inc.,** 800/354-5014.  
[www.beswick.com](http://www.beswick.com)

**Suction cups** Designed to suit small, robotic automated assembly equipment is an expanded line of miniature suction cups reportedly made from robust, high-tensile-strength materials. Called appropriate for mounting on 1-mm fittings are suction cups in 3 to 8 mm OD sizes in 0.5-mm increments and in



red silicone for high-heat applications. They're also available in silicone-free Nomathane™ and in electrostatic-dissipative Nomastat™, a blended material said to diffuse static buildup.

**Anver Corp.,** 800/654-3500.  
[www.anver.com](http://www.anver.com)

**Sensor software** Explorer 3.3 software is released for the co.'s In-Sight® machine-vision sensors, reportedly featuring nonlinear calibration to improve repeatability by correcting for lens and perspective distortion; robot drivers and sample code to facilitate tight, seamless integration; and PatMax® to accurately, reliably locate unfixtured parts. The software is available on a broad range of IP67-rated hardware platforms.

**Cognex Corp.,**  
508/650-3000.  
[www.cognex.com](http://www.cognex.com)



**Expansion system** XP-10E, the co.'s next-generation expansion system, is reported to now allow users to migrate to a PCI Express (PCIe) system while maintaining existing software and PCI card investments. The co. notes that now fully-RoHS-compliant (RoHS-6 2002/95/EC), the XP-10E system is an out-of-the-box solution that gives users greater slot capacity, redundant power supplies and the flexibility of jumper-selectable slot types.

**Carlo Gavazzi Computing Solutions**, 508/588-6110.

[www.gavazzi-computing.com](http://www.gavazzi-computing.com)



**Blister printer** Designed to provide protection against counterfeiting for pharmaceutical blister-packs is the new DTS 1200 in-line or standalone blister-printing unit. Digital printing technology is said to enable each package to be printed with a randomly generated, unique number. A reported feature is a 1,200-dpi resolution in a range of 0.5 to 20 m/min with up to four-simultaneous-PMS-color dynamic printing of variable and real-time data.

**CSAT America LLC**, 888/904-2728.  
[www.csat.de](http://www.csat.de)

**Digital ink-jet press** The new 4000 Series ink-jet system is reported to be a digital UV ink-jet press delivering labels in production volumes with quality comparable to flexo printing, and production costs significantly lower than current digital color presses. The machine is suitable for short- and medium-length narrow-web production runs, as well as variable-data imaging.

**Jettrion LLC**, 734/641-3062.

[www.jettrion.com](http://www.jettrion.com)



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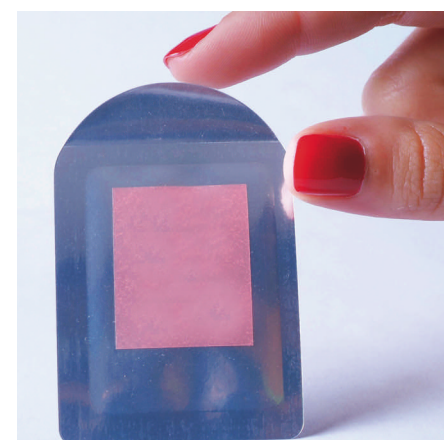
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## automation & controls



# Fill-and-cap sensors get technical on water-bottling line

Meridian Beverage Co.'s new, high-tech bottling line needed a high-tech verification system. Services provider Hamilton/ITS found one in a reliable fill-and-cap sensor that uses patterns to detect and inspect bottles and caps at speeds of 375 bpm.

Lauren R. Hartman, Senior Editor

A new, high-tech bottling line can often require a new, high-tech solution to a problem. In fact, recent challenges presented to **Hamilton/ITS (www.hamiltonits.com)**, a Vidalia, GA, technology and services provider that partners with industrial customers to provide a quick response, particularly to immediate and urgent needs, included finding a reliable fill-and-cap verification system for a speedy, new water-beverage bottling line located in Vidalia, running bottles for Meridian Beverage Co. of Atlanta. Hamilton/ITS, which installs a wide range of electronic controls and retrofits as well as upgrades older analog automation equipment, recommended the **Cognex (www.cognex.com) Checker™ Model 101E** sensor for the new line because of the sensor's reliability, operating speed and added features, says Ray Hamilton, president of Hamilton/ITS.

Available in multiple sizes, including a 16.9-oz bottle with a twist cap, Meridian's noncarbonated, naturally flavored AquaCal brand of water is fortified with calcium and is available in eight flavors.

"The challenge was to kick out bottles that weren't filled properly or had caps that were missing or were improperly seated on the bottles," Hamilton notes. His automation company has been assisting Meridian over the years on many challenging projects. "This latest camera sensor installation was for a line that runs almost nonstop, at up to five-hundred bottles a minute, so downtime on our system wasn't an option."

Keith Gavin, who was called in from Cognex distributor **TSI Solutions, Inc. (www.4tsi.com)** actually suggested the new sensor to Hamilton/ITS. The latest in the Checker series, the 101E simplifies parts tracking and rejection on variable-speed production lines. Introduced this year, the 101E is said to be the first and only unit that uses patterns to detect and inspect parts to provide detection reliability. Offering the simplicity and the power



The sensor, above foreground, is useful on the water-bottling line because it synchronizes rejections using encoder counts instead of time to accurately track unacceptable bottles between inspection and rejection points.

of the original Checker 101, which synchronizes part rejection using time, the new 101E sensor synchronizes part rejection using encoder units.

Essentially, the 101E has a built-in PLC that verifies product presence and other packaging features, directly accepting encoder signals (a maximum of 300 kHz) and eliminating the need for an extraneous PLC when tracking and rejecting parts and packaging components. It works with Cognex's CheckMate™ software, which runs on a PC. Meridian installed the sensor on the line in March 2006. The bottling line was installed a month earlier.

In Meridian's case, the sensor determines things that can take place out of sight and under the bottle caps, and also checks improperly applied caps and tamper-evident cap-safety rings as the bottles pass through the inspection station. It also inspects for the

Continued on page 26





The new inspection procedure involves transporting cases of 24 cans along a running conveyor belt, center, equipped with the new sensor to determine if 24 cans have been correctly loaded before the case is shrink-wrapped. Another sensor checks crates of beer bottles, above, conveying on a fast-paced belt, top, for the proper amount of bottles. The sensor also checks whether the bottles have light or dark caps.

# Inspection comes to a foamy head at Vienna brewery

Lauren R. Hartman, Senior Editor

**P**ackage inspection has also been automated at Ottakringer Brauerei AG, located in Vienna, courtesy of the effectiveness of Cognex's Checker 101 vision sensor. Used to ensure that its beer crates and cases of canned beverages contain the correct amount of product, Ottakringer's economical new sensor was added to its secondary container-inspection stations.

Consumer satisfaction is a decisive factor in the face of tough competition in the brewery business, as Ottakringer Brewery knows. The main priority of the brewery's maintenance department is inspection of its beer crates of bottles and shippers of cans. So as an extra quality measure, Ottakringer wanted to guarantee that its tertiary packaging contains the full number of defect-free beverage products, in order to prevent customer complaints. The second-largest Austrian brewery says that it has been able to make significant production and quality improvements while reducing costs by using the intelligent Checker 101. Image-based sensors are increasingly taking over the tasks previously performed by standard sensor technology. In the Ottakringer brewery, intelligent sensor technology is benefiting bottling lines and sales and is proving to be an important factor in the company's competitive contract bottling operation.

After Ottakringer contacted the image-processing department of Cognex partner **Schmachtl GmbH** ([www.schmachtl.at](http://www.schmachtl.at)), which honed in on the brewery's production automation needs and priorities, the brewery was able to develop an in-house sensing solution. Schmachtl provided a test unit and recommendations for Ottakringer's maintenance team on setting up the inspection station. The brewery reports that the sensor proved to be easy to install and operate as well as simple to program using a laptop computer. Onstream since January, the automatic inspection procedure involves transporting each case of 24 cans along a running conveyor belt equipped with the Checker 101 to determine if 24 cans have been correctly inserted before the case is shrink-wrapped and readied for distribution. The results of the check are transferred directly to a production-control system. Production flow is improved and batch production statistics are easily obtained,

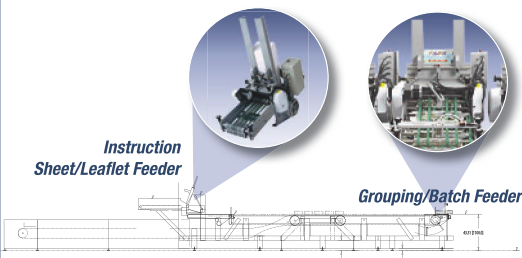
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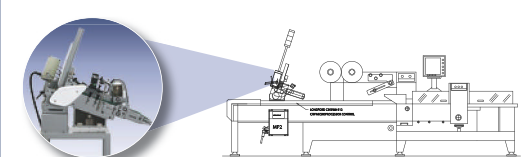
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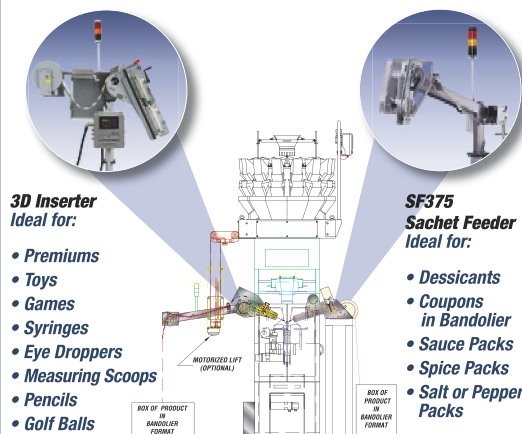


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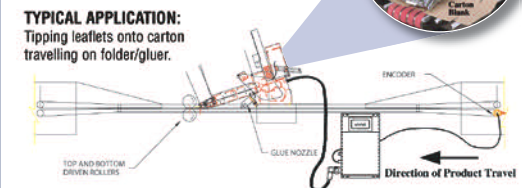
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Integrating the sensor into the control technology of Ottakringer's production system was easy due to a standardized interface.

Ottakringer reports.

With fast and scalable results, the system was then ready for an additional application within the brewery. The next step for the maintenance department was to introduce a completeness check on beer-bottle crates. According to the maintenance team, the previous inspection method, which was a complicated system using many individual sensors, was a bit outdated and needed to be replaced with a more flexible, reliable technology. The department completed the additional crate-application project by March 2006. The simple, space-saving sensor design proved to be of a real benefit, as no fundamental changes to the conveyor line were required. Like the beer-can shippers, the crates of beer bottles travel on a running conveyor belt and are inspected by the Checker for the proper amount of bottles. The sensor can also distinguish whether the bottles have light or dark tops.

Compact and sturdy, with an integral LED illumination and lens, the intelligent sensor measures 53.2×129.2×45.9 mm and can analyze up to 500 images/sec. It features protection Class IP67 and automatically adjusts to the respective bottle, determining whether 18, 20 or 24 bottles are in each crate moving down the line. And the staff doesn't have to modify the inspection station when changing a package type. The station runs on a two- to three-shift basis and reliably inspects beer crates at a rate of about 1/sec. Integration of the Checker into the control technology of the production system was easy, the brewery notes, due to a standardized interface. If a fault is registered, the sensor causes the production belt to stop automatically. The operating staff can program new jobs quickly using a laptop. Shipment quality has improved, according to the brewery, and contributes to upgrading Ottakringer's image. Already, the brewery says it may use the Checker sensors for other parts of its operation.



Under a light-controlling hood, out of sight, the sensor inspects fluid-fill levels, left, and tamper-evident safety rings as bottles pass through the inspection station. While this cap, above, looks fine, a tiny gap is found on the left between the cap and the TE ring, a fault detected by the sensor.

Meridian, continued from page 25

proper fluid fill levels.

Eliminating the need for a high-speed parts-counter module, complex wiring or mounting devices, ladder-logic programming and precise parts handling when using multiple photoelectric sensors, the 101E can reduce or negate some of the costs and complexities of a PLC for parts tracking and rejection on variable-speed lines and bottling lines like Meridian's.

"We liked the fact that the sensor has a built-in PLC and encoder tracking, which facilitates kickout of unacceptable bottles and caps," says Hamilton. "We contacted TSI and decided to go with the Checker 101E. It is proving to be very cost-effective."

Operators can install the sensor in a user-friendly, step-by-step fashion, without ever having to stop the line. After the CheckMate software is installed on a PC, the next step is to mount the unit so that it faces the item to be inspected, connect the 24-VDC power cables connect the supplied USB cable to the PC connect, and the sensor is ready to

begin acquiring and processing real-time video at 500 frames/sec. With the click of a "get-started" button, the sensor records images of "passed" or "failed" components so that the user can see exactly what's working and correct any problems, if necessary.

If inspection isn't required, the sensor can be used to improve process control by detecting and tracking parts or film webs. With built-in lighting and optics, as well as a built-in industrial I/O, the 101E detects packaging components, such as a straw on a juice box or the presence of a date/lot code, for example, by understanding what they look like. Unlike the shift register of a PLC, which requires programming, the sensor's shift register is automatic, enabling it to accurately track as many as 4,000 flawed bottles between the inspection and rejection points, which on Meridian's line, are a few feet past the bottle-capping station.

**D**escribed as a "multipurpose" sensor, the unit detects packaging features that may otherwise require multiple photoelectric

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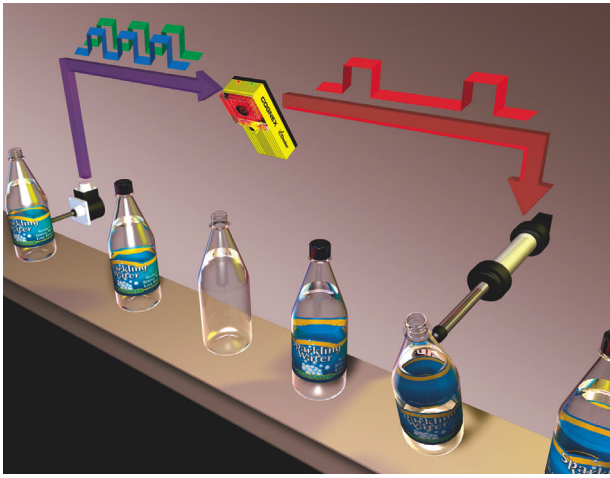
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The compact sensor fits in a light-controlling hood through which the bottles pass. Its internal shift register tracks flawed bottles and triggers the kickout station.

sensors, or may not be within their capability because it precisely asserts its output at the proper encoder position for each bottle, Cognex says. Thus it can eliminate the need for a separate PLC. The sensor is able to operate on production lines running as fast as 3,000 parts/min.

shoulder-to-shoulder, at about 375/min under the current production schedules. But the 101E sensing system is rated to run at speeds up to 500 bottles/min.

Charles Purcell, vp of manufacturing at Meridian Beverage, says he is very pleased with the sensor's ability to synchronize cap rejection and unacceptable fill levels on the speedy packaging line using encoder counts instead of

time to track flawed packages between the inspection and rejection points. "We expect effective solutions for our company's money," he says. "The Checker is the type of thing we like to see. It's easy to use, efficient and cost-effective."

Hamilton says TSI and Cognex offered a simplified approach to sensor technology, noting that the sensor cut design and engineering time

in half and saved about 20 percent in equipment costs.

**More information is available:**

Cognex Corp., 877/264-6391.

[www.cognex.com](http://www.cognex.com).

Hamilton/ITS, 912/537-9476.

[www.hamiltonits.com](http://www.hamiltonits.com).

Markey Foods, 912/537-2594.

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TSI Solutions, Inc., 770/879-3500.

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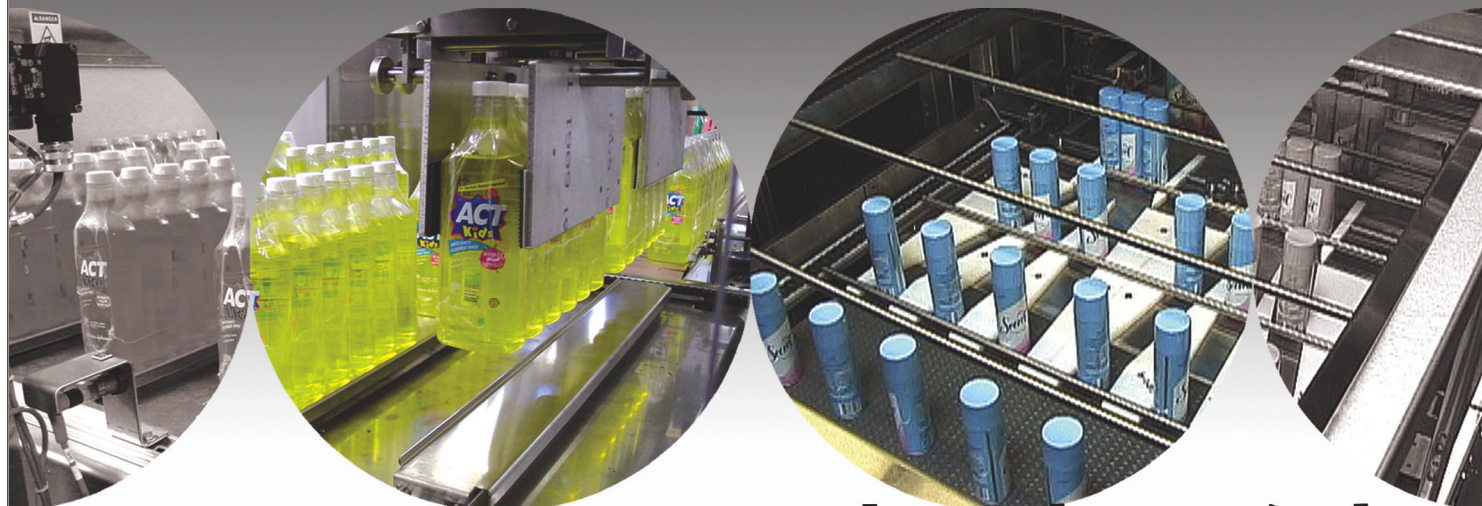
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TSI's Gavin says that he especially recommended the 101E to Meridian because its built-in PLC can accept encoder feedback, can track any "bad bottle" locations and can properly trigger the reject station when needed. "TSI and the Cognex team really helped us integrate a great solution for Meridian," Hamilton points out. "With it, we cut about fifty percent off of the time it usually takes to develop logic and software."

The AqualCal bottling line, which currently runs Meridian's 16.9-oz bottle and is expected to soon run an 8-oz size, was installed at contract packager **Markey Foods** ([www.markeyfoods.com](http://www.markeyfoods.com)) in Vidalia. The self-contained sensor tracks seven different features and samples five to seven snapshots, or images, of each bottle. The numerous snapshots reduce false-negative responses. After the bottles pass the sensing station, an air cylinder rejects and kicks off bottles that don't meet requirements or that are questionable. The rejected containers move onto an accumulation table about 1.5 ft away.

The self-triggering feature of the sensor eliminates the need for external circuitry, which significantly helped to reduce the costs of purchase, design, installation and maintenance, says Hamilton.

After final in-place tuning, the project team found that the system tested 100-percent for cap placement and proper fill level. The plastic bottles feed on the line,



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The Band, one of the most influential rock groups worldwide from 1968 to 1975, is featured in a pictorial book containing a five-CD set of music and a DVD in specially made pockets. The book is covered in a cotton book cloth.

# Specialty cloth make sense for 'scents,' CDs

A converter of cloth coverings for packaging uses natural-finish cloth materials to specially laminate SBS carton board for The Band Collectors' Edition of CDs and a book cloth for Island Michael Kors Collection fragrance cartons from Estée Lauder.

Lauren R. Hartman, Senior Editor

**T**wo very disparate end users share at least one commonality: They both enjoy the richness of an affordable but luxurious starch-filled natural covering used as a laminate for their

paperboard packaging. The first is a book cloth material for a set of ocean-aqua-blue cartons with a canvas-like feel for the Island Michael Kors fragrance line from New York City-based Estée Lauder. The second is an aqueous, acrylic-coated linen material covering a musical history of The Band, one of the most popular



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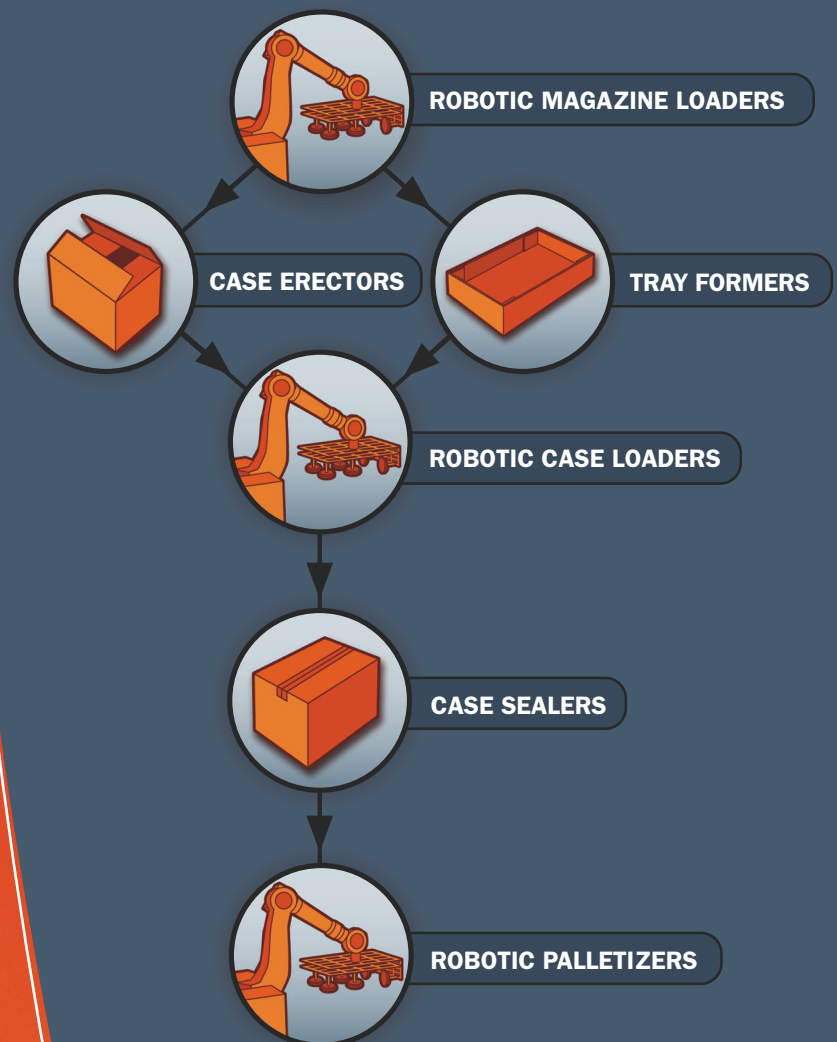
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and influential rock groups worldwide from the years between 1968 and 1975, produced for Capitol Records/EMI Music Catalog Marketing, Hollywood. The musical collection takes the form of a hardbound, picture-filled book detailing the band's vocal adventures with bound-in disc holders containing a five-CD set of greatest hits and one DVD.

Both of these products feature distinctive, 100-percent cotton cloth covering materials that were chosen for the packaging to provide substantial durability, a quality appearance and an atypical look and feel. Produced by **ICG/Holliston** ([www.icgholliston.com](http://www.icgholliston.com)), the Kennett® starch-filled natural cotton book cloth wrap is used for Michael Kors, while the Arrestox®/Roxite® B aqueous acrylic-coated cloth covers The Band's musical pictorial/disk set. A recognized name, the Arrestox/Roxite B cloth is a "gold standard" for book binding and coverings and is extremely durable. The Kennett cloth is often used for an assortment of cover applications, specialty containers and for mechanical binding applications when packagers want to make a striking first impression. It's also 100-percent-recyclable, says Holliston. Another point of similarity the fragrance line and the CD/book musical history collection share is that they are both considered high-ticket items: The Island fragrance products are retail-priced

starting at \$40, and the book/CD collection sells for about \$80. Thus, they require premium packaging that must convey a top-quality image.

In the case of the folding carton for the fragrance line, which also includes Waterfall Body Lotion, the intent was to create a feeling of "relaxed luxury" (see PD, Dec. 2005, p. 34), according to Estée Lauder, as imagery of an island captured in the packaging symbolizes a relaxed ease and indulgence. Most commonly used as a book-cover material, the Kennett 100-percent cotton linen weave fabric is thought to have its first use for the packaging of a major fragrance line with the Island Michael Kors line. With its deep, oceanic, aqua color scheme and four-color-printed island imagery on the interior, the carton uses the tactile quality of the cloth covering to convey similar visual and tactile esthetics of the designer's fashions.

**Cartondruck USA** ([www.cartondruck.com](http://www.cartondruck.com)) converts the cartons using .018 SBS folding carton stock that it laminates with a custom aqua color of the Kennett cloth material, which ICG/Holliston describes as a Grade B fabric in 54-in. widths. Weighing 380 lb/1,000 linear yd, the fabric has a degree of resistance to scuffing, abrasion and ultraviolet light and easily accepts foil hot stamping and blind stamping. For bottles

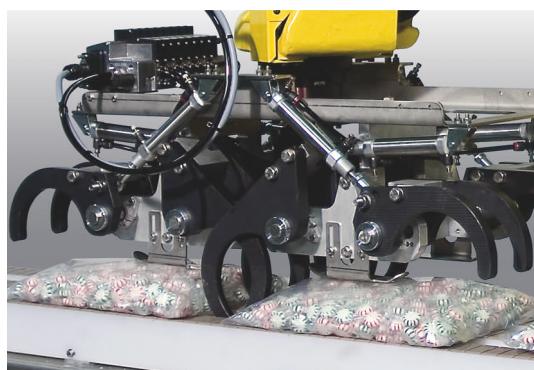


Textured folding cartons for the Michael Kors Island line have almost a canvas-like or denim feel, courtesy of a color-matched cloth laminate that's pigmented in the same ocean aqua as the fragrance itself.

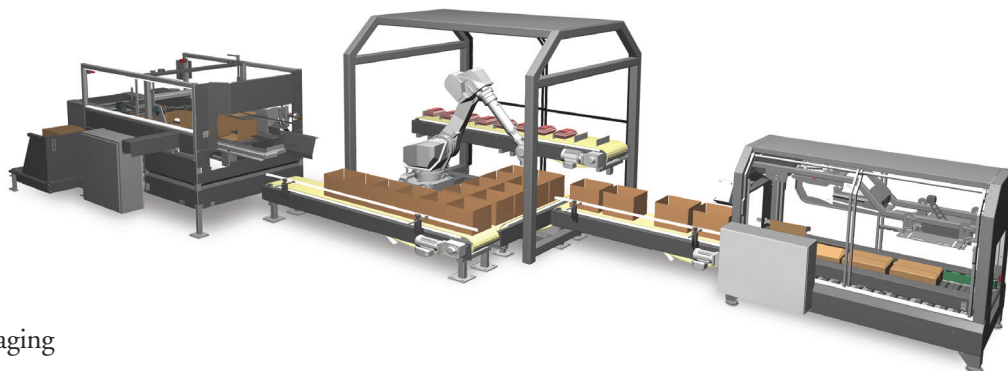
## Pearson delivers modern-day case packing system

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in various sizes, including 150-, 100-, 50- and 30-mL, the front panel of each fragrance carton wrap is UV-offset-printed and hot-stamped with the designer's logo and fragrance name in silver foil. The ingredients listing and other mandatory copy on the back panels are screened in white relief.

Lawrence C. Maston, the new president and CEO of ICG/Holliston, says industrial customers usually purchase a wide range of his firm's specialty cloth products. "Packaging markets have discovered our materials

for high-visibility applications in the luxury box, personal care, wine and spirit, and entertainment sectors," he says. The materials are extremely durable, but are also easily decorated and can accommodate a wide variety of printing, embossing, foil-stamping and die-cutting. They can be easily laminated onto board, doubling the scope of possible applications. Strong brands have traditionally been communicated on store shelves by dynamic graphics and innovative shapes and sizes. More recently, brand managers looking for

that extra competitive edge have turned to nontraditional choices, such as feel and texture. This is where we excel."

Maston adds that the look and, more importantly, the feel of real cloth adds a degree of brand recognition and appeal that ordinary packaging substrates may not be able to offer. "As product development and introduction costs among packagers increase, there has been a shift from traditional mass-market advertising to in-store marketing, primarily to help contain these costs," he adds. "This has

increased the importance of 'high-value' packaging so that new products stand out on the store shelf. We notice that more designers and product managers are turning to cloth.

Michael Kors is a case in point. The designer reportedly loved working with the open-weave and tactile appeal of the Kennett material for the Michael Kors Island Collection," Matson points out. Wishing to evoke tropical seas, the cloth in a lush turquoise blue was selected for the secondary packaging, which drove the brand image of the new line while advancing the underlying strength of the Michael Kors brand itself.

A typical application of the Arrestox Linen book cloth is The Band's gift book/disc combination. Released by Capitol/EMI Music Catalog Marketing in September 2005, *The Band, A Musical History* includes five audio discs and one DVD featuring rare live performance footage. Spanning The Band's early backing-band days, first for Ronnie Hawkins, and then for Bob Dylan and beyond, the musical history carries more than six hours of music



For more 'scentsational' details about the ISLAND MICHAEL KORS fragrance carton, visit [www.packagingdigest.com/info/kors](http://www.packagingdigest.com/info/kors)

and comes packaged with a 108-p. hardbound book with previously unseen photos and memorabilia. The release concludes the comprehensive restoration campaign for The Band's entire Capitol Records catalog, which also produced remastered bonus tracks and re-releases of its first eight albums. The series also features nine film clips of previously unreleased concert performances, a filmed studio jam and three songs The Band performed on "Saturday Night Live" in 1976, never before issued in their entirety. The comprehensive set documents the group's recording career up to 1976 and includes 37 previously unreleased tracks. Each of the discs fits within the protective, heavy-grade, last three "pages" of the bound hardcover book, inside individual foldouts that seat them within thumb-notched holders.

Printed and in part converted by by AGI Media, Inc., a MeadWestvaco resource ([www.agimedia.com](http://www.agimedia.com)), which uses outside sources to handle the final assembly, the package and insets for *The Band, a Musical History*, makes their own earthy, rock 'n roll statement.

The outer book cover is completely covered with the cloth Arrestox Linen in a whopping 8.5-mil thickness. According to AGI Media, the package design for *The Band, A Musical History*, had to represent the members' images and needed to command a bit of mystery and the group's early rock 'n

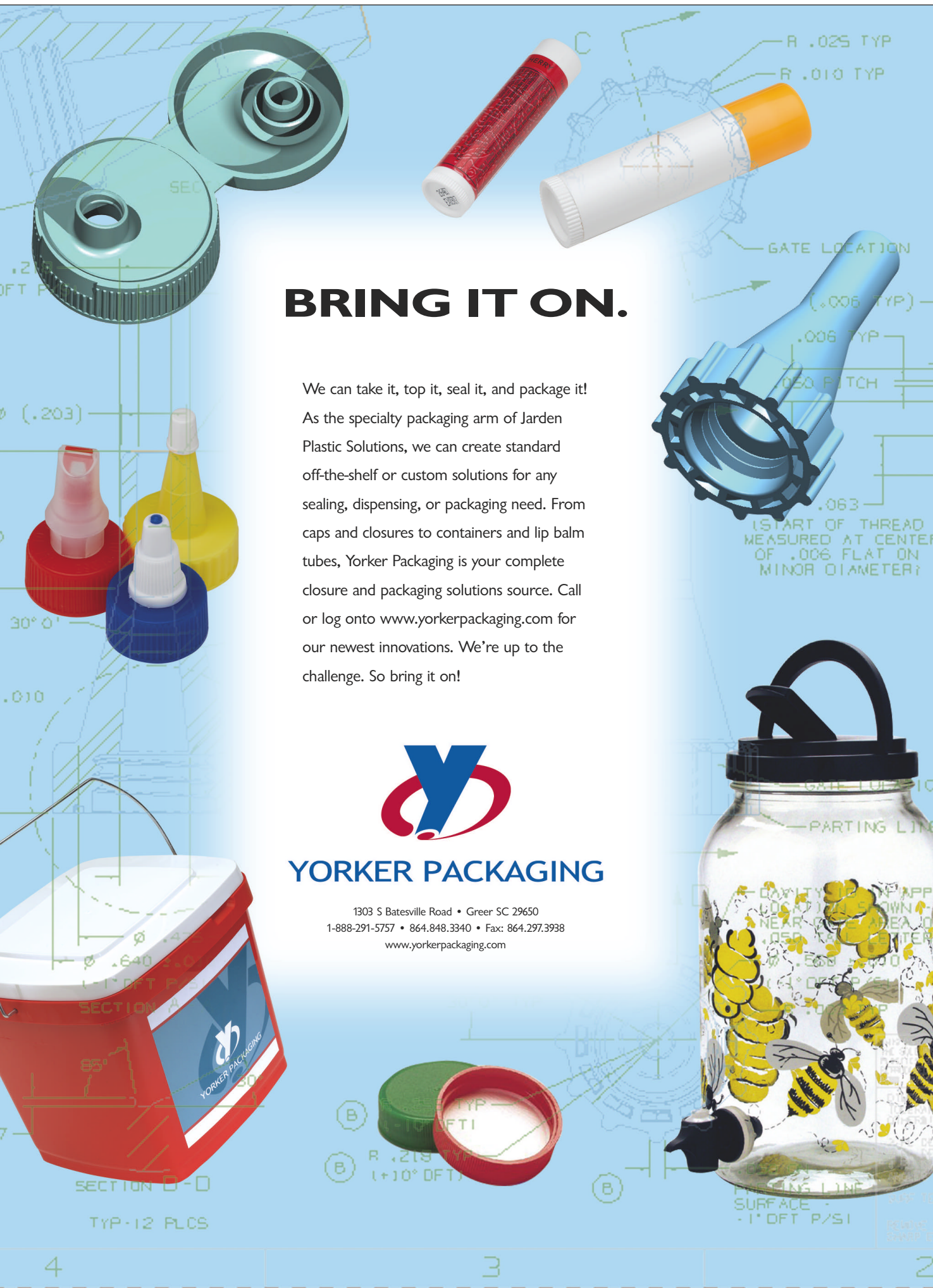
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## Innovative, tactile materials can be a key differentiator that a brand manager...might be looking for.

roll roots. So the outer wrap is offset-printed in four-color process plus a spot PMS red by AGI Media's facility in Melrose Park, IL, with a reproduction of a painting of The Band by world-renowned artist Ed Ruscha. The gray, black and sepia-toned color scheme has a misty, almost foggy quality. Though the aqueous, acrylic-coated cloth is available in 40 colors, white was selected and was delivered to AGI for printing. ICG/Holliston points out that the coating resists stains and mildew and can be also foil-hot-stamped, blind-stamped and screen-printed.

Inside, the book is filled with details, recollections, artistic photos, recording dates and memories on a glossy stock, showcasing the band members, who began to collaborate as early as the 1950s. Their unique blend of sound and its evolution over the years, as well as reproductions of the group's album covers, posters and concert imagery, as well as listings for each song, are included in the large compilation. Another AGI Media facility in Louisville, KY, prints the text pages, while the sturdy CD and DVD pockets in the back of the book are converted and printed at AGI Media in Melrose Park.

**D**urability and ruggedness were also key packaging objectives for the book. Since the package is also part of a book that constantly opens, closes and folds, the spine and foldable portions especially had to resist nicks, white marks and wear. The marketer also wanted to extend the same durable, yet quality look and feel to the inner disc-holder pockets to create a cohesive design. The disc-holder pockets are made of a rugged .024 SBS board that bends and folds easily. The back panel of the book/package also displays a spot-glued placard label that lists the songs on each disc in black and red type on a cream-colored background.

There is no text printed on the front or the back of the book, except for the spine, which features the name of the The Band in white type and "*A Mustical History*," in red. **Reindl Bindery** ([www.reindlbindery.com](http://www.reindlbindery.com)) assembles the final package, which is later shrink-wrapped by outside sources in clear film to protect it. Printing of this outer, clear film is in white with the name of the group and contents in large block letters.

Maston says he has noticed a combination of packaging trends cropping up recently, which may point to the emerging use of the cloth

materials. "Innovation is certainly there, but companies are dealing with a market that requires ever-increasing levels of differentiation. Tactile appeal is an often overlooked winning hand in the limited deck of cards available to designers," he says. "Tactile materials can be a key

differentiator that a brand manager or a package designer might be looking for."

**A**s the U.S. government's preferred supplier of passport material and supplier to more than 40 other countries, ICG/Holliston finds new ways to deal with creating innovative packaging. "When you listen to your customers and provide them with tailor-made solutions, you can often end up with a new product that you can expand into its own line and make available

to others. Basically, if we don't have it, we'll make it for you," Maston says.

### More information is available:

**ICG/Holliston**, 800/251-0451.

[www.icgholliston.com](http://www.icgholliston.com).

**AGI Media**, a MeadWestvaco resource, 708/344-9100. [www.agimedi.com](http://www.agimedi.com).

**Cartondruck USA**, 201/313-4790.

[www.cartondruck.com](http://www.cartondruck.com).

**Reindl Bindery**, 800/878-1121.

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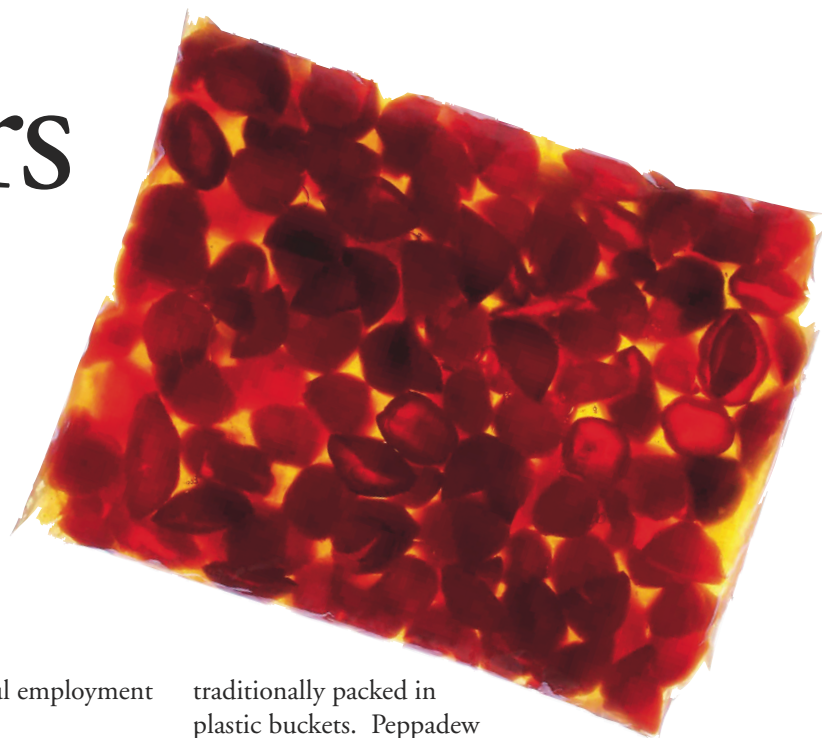




Farm workers pick the sweet/spicy pepper fruit in rural South Africa, above. Versatile enough for use in salads, deli service and various food recipes, the peppers were first spotted in 1995 by a farmer in the South African Eastern Cape. Peppadew now packs them in 2-kg foodservice/catering quantities in a clear, flexible film version, below right, for U.S. distribution and in blue film for the European market.

# Pouching peppers in South Africa

South African food processor Peppadew Intl. harvests rich rewards by packing its unusual piquant pepper line in vertical pouches for foodservice markets worldwide.



Lauren R. Hartman, Senior Editor

**P**eppadew Intl. (Pty) Ltd., with headquarters in Johannesburg, South Africa, markets a unique line of sweet, piquant pepper products under the Peppadew™ brand at its factory in Tzaneen, a small town in the Limpopo province in the Northern part of the country. The Peppadew brand of peppers is currently available in 14 countries. Peppadew also has a distributor in the U.S. called Peppadew USA.

The unusual peppery fruit—yes, fruit—was first spotted in 1995 by a farmer in a bush of his Eastern Cape garden. Based on a carefully guarded secret recipe, the versatile Peppadew products are said to deliver the perfect balance of sweet and spicy taste and a trademark crispy texture that have created a “culinary adventure” around the world. This truly South African product is the first fruit launched onto the world market since the kiwi 26 years ago, the company says. The secret process, developed by Peppadew to optimize the quality and taste of the spicy-sweet peppers, is based on a manual picking and

deseeding method, which means gainful employment to the local communities.

Today, Peppadew Intl., managed by Anglo American, Mitsubishi and nine managerial shareholders, has registered the plant-growing rights internationally, thus it owns the sole rights to grow and market the product worldwide. In the past five years, the company has grown by as much as 50 to 70 percent a year, with an annual production of 5,000 tons of finished product. Peppadew believes that this growth will continue, as world demand for the peppers continues to thrive. Its product line is available in leading supermarkets and foodservice outlets in South Africa and around the world. The peppers are packed in whole, halved or diced-sweet varieties, and in mild or hot, as well as a pepper-based sauce and a relish. There are also new items, such as pepper-flavored potato chips, which are available across the U.S. And the company estimates about 80 percent of sales come from export markets.

Approximately 40 percent of the peppers are packed into glass jars for retail sales, while about 60 percent serving the catering/foodservice sector were

traditionally packed in plastic buckets. Peppadew admits, the packaging needed a change in order to prolong the peppers’ shelf life and to enhance operational efficiencies.

With the decision to switch from the buckets to another type of package, Peppadew began evaluating several options and soon started working with **Sealed Air’s Cryovac Div. ([www.cryovac.com](http://www.cryovac.com))** to come up with an alternative package. Since Cryovac’s Vertical Pouch Packaging (VPP) technology has proven to be a successful option for packaging fruit in brine in hygienic, highly durable flexible pouches that can prolong shelf life, the idea was fine-tuned for Peppadew with a new, flexible foodservice-sized version that offers substantial advantages over rigid containers, the company reports.

Employing more than 3,000 seasonal workers, the company’s modern, 10,000-sq-m production facility in Tzaneen has a cold room where the fruit is stored when received from the fields, as well as a packaging area with two retail bottling/jar lines and

Continued on page X





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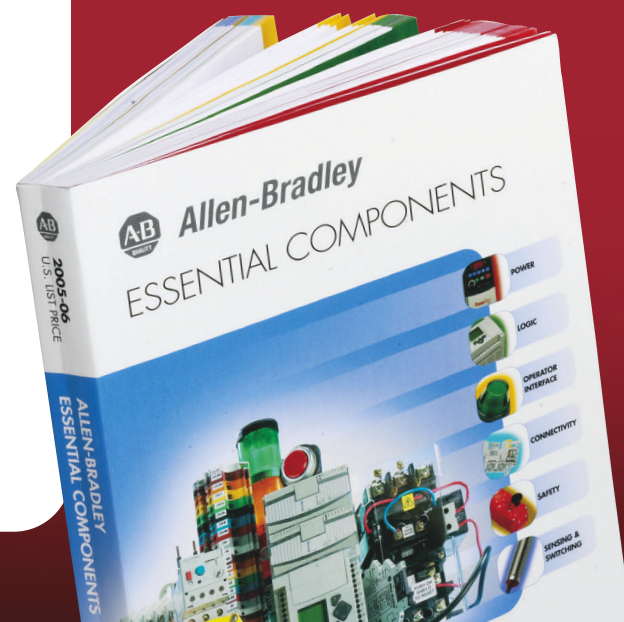
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two "catering" lines incorporating Cryovac's VPP systems. The facility groups seven buildings, including deseeding halls and a warehouse where the finished product is quarantined for a period of 10 days prior to being labeled and dispatched. In these buildings, the fruit undergoes processes such as deseeding, sorting and extensive washing, followed by blanching, packing and heat treatment to ensure that the peppers are consistently of high quality.

Cryovac provided a turnkey VPP pouch-packaging system to the plant that comprises a product-infeed pump for the pepper brine and a bucket conveyor made by **O.M. Eng. (27 11 363 3006)**, a local Sealed Air company, that carries the peppers to a set of scales provided locally by **Accutech (27 11 708 1100)**, another Sealed Air company. The scales then dispense the proper weight of peppers required. This equipment is connected to the vertical form/fill/

seal pouch machine and a discharge conveyor linked to a pasteurizer and a metal detector, both designed and manufactured by **HG Molenaar (27 21 868 2210)**. The pouching system produces 2-kg

flexible film pouches in an unprinted version for the U.S. market and a blue version for the European market.

After 18 months of continuous development, testing, tweaking and staff training, the system is running smoothly, observes Peppadew managing director Phil Ovens. This year, it has become a genuine success, he says. "The learning curve has been a bit steep for both parties, but the results are simply fantastic," he relates. "Training our staff on this



A turnkey vertical pouch-packaging system comprises a product infeed pump for the pepper brine and a bucket conveyor and scales that lead the peppers to a vf/f/s system generating 2-kg foodservice packs.



Read about **CRYOVAC'S** other packaging technologies, including the **iBag™** shrink bag for fresh cuts of meat, which uses **InfoWrap™** information-ready technology that uniquely identifies a product throughout its life cycle at [www.packagingdigest.com/info/fpa06silver](http://www.packagingdigest.com/info/fpa06silver)

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sophisticated technology required gigantic efforts, but they have really paid off for us."

The major benefits of the Cryovac VPP technology are prolonged shelf life and enhanced quality assurance. The VPP system is a new concept in packaging that can handle most liquids or liquid/solid food products that can be pumped. It produces Cryovac flexible pouches using a proprietary, 140-micron, coextruded, multilayer, barrier film that, combined with the pouching technology, provides a pack with no headspace. Heat-sealed and separated into finished, hermetic, puncture-resistant pillow packs with high integrity, the pouches can be pasteurized and are ideal for the preservative-free peppers, Ovens points out, thus supporting the strong Peppadew brand identity. The barrier coex film materials have an oxygen permeability rating of less than 2.0 and a moisture vapor transmission rate of 3.10, Sealed Air reports. The material provides the peppers with optimal protection and a shelf life of 24 months, versus four months with the previous rigid buckets, and the flexible structure basically matches the shelf life provided by the glass jars used for the retail consumer portions.

Other advantages include optimized storage abilities, as the pouch improves space utilization by an estimated 30 to 35 percent and upgrades the sanitation and hygiene of what is now a more protected, enclosed product. The pouches are convenient to open and identify, Ovens notes, help increase safety during handling and reduce waste, as the pouches are more easily discarded than the rigid buckets. These benefits also extend to the deli counters in retail store chains, facilitating product storage and handling, as well as keeping stock full. Moreover, Peppadew says the flexible pouches offer an approximate 30-percent cost savings compared with a comparably sized rigid container, and the new equipment provides significant

enhancements in operational efficiency versus hand-filling the buckets.

**T**hanks to its new packaging, Peppadew is extending its reach in foodservice/catering sectors, including olive bars at retail stores, especially in the U.S. Value-added foodservice customers are also using the product to stuff with cheese, meat or tuna and to enhance pasta salads and antipasto platters, as well as to enhance the flavor of bread, sausages

and numerous other food items.

Says Ovens, who leads a committed, professional team that's passionate about the success of the Peppadew brand, "Cryovac VPP is a unique packaging solution for us. We got massive support from Cryovac and had massive determination to make the project happen. Thanks to them, this is a real success story."

Today, the company says it is looking to introduce a consumer-size standup pouch for chilled counters at

retail grocery stores, and has recently acquired a second Cryovac VPP line to boost production and to keep up with "soaring demand" for the peppers.

### More information is available:

**Cryovac Div., Sealed Air Corp.,**  
800/845-3456. [www.cryovac.com](http://www.cryovac.com).  
**Accutech,** 27 11 708 1100.  
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# Sachet line speeds instant noodle packing

Leading South Korean noodle manufacturer Nong Shim modernizes its packaging line with a flowwrapping system that maintains quality and increases production—all without increasing the product price.

**N**ong Shim, a South Korean noodle and snack specialist, can trace its origins back to 1965, when Lotte Industrial Co., Nong Shim's parent company, was established. In 1978, Lotte changed its name to Nong Shim, and in recent years, the company has experienced rapid growth. The products manufactured in the company's eight plants in South Korea and China are currently exported to more than 80 countries. Among its accolades, Nong Shim was the official instant noodle provider to the 1988 Seoul Olympics and to the 1998 World Cup in France.

Although known for a variety of snacks, including shrimp crackers, onion rings and potato chips, Nong Shim is best known for its Shin Ramyun beef-flavored instant noodle product, which was developed in 1986. Since its introduction, Shin Ramyun has become one

of the best-selling instant noodle products worldwide in a market where, in 2000, more than 150 million packs were sold in China alone.

Instant noodles are enjoying an increasing level of global popularity for a variety of reasons. They are

**An outstanding detail of the system is the simultaneous packaging of up to three sachets.**

cheap, convenient and quick and easy to prepare, and they can be packaged with a myriad of flavorings. Shin Ramyun is a particular favorite, due to its unique hot and spicy taste. Although sold globally, its strongest

markets are South Korea, Japan, the U.S., Hong Kong and Taiwan, and in China, where it is a best-seller.

The growing worldwide consumption of instant noodles, plus Nong Shim's desire to pursue the global market, prompted the company to increase its production capacity and to modernize its packaging department. In order to consolidate its leading position, Nong Shim had to find the most efficient, effective answer without compromising the price of the noodles. **Sigpack Systems** ([www.sigpacksystems.com](http://www.sigpacksystems.com)) was able to offer a high-speed, efficient solution to meet this challenge.

In 2006, Sigpack Systems celebrated its centennial. Because of this, Nong Shim says it knew that Sigpack, with more than 100 years of experience, could be relied upon to provide the results it needed. According to Sigpack, many of the most

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The noodles and sachets are packed by two flowrapper pillow-pack machines producing a total of up to 640 heat-sealed, OPP packs/min.

famous food brands around the world are packaged on its machines and systems, which offer optimum protection and practical, easy-opening and resealing features to packaged goods.

The solution at Nong Shim uses three machines from Sigpack that complement each other, to provide the company with an efficient, high-speed production line. The first is the DAC compact buffer, a compact, high-speed machine featuring gondolas that can be removed for cleaning during operation. Guaranteeing optimal cooling in a minimum of space, the gondolas are located in a cooling tunnel, with guarding located on the right, left and over and under the gondolas. The next machine is the FVV sachet feeder, a multi-application unit featuring smart


handling that ensures correct positioning of the sachets.

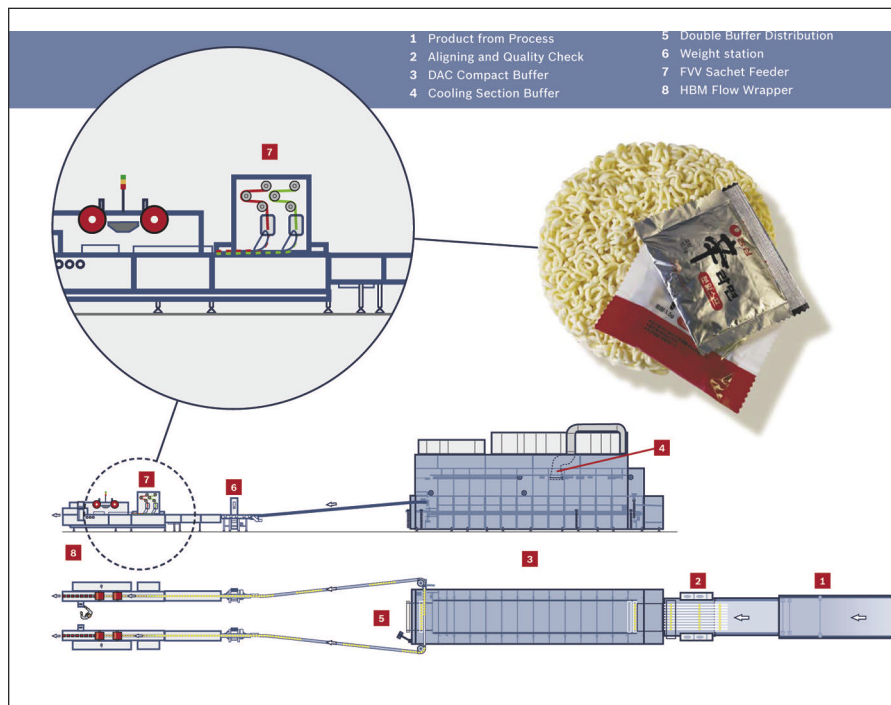
The third machine, the HBM horizontal pillow packer, is an ergonomically designed, robust servo machine that has been

engineered for multishift operations packaging food and nonfood items. The HBM is built to ensure easy access to all machine parts, says Sigpack, while its ergonomic operating height guarantees comfortable operation, fast conversion to new sizes and shapes, and easy changing of the packaging material reels. Shuttering provides security and noise protection, while crumb trays catch any falling product debris.

The noodle processing line at Nong Shim produces 52 rows/min of 10-noodle "nests," each measuring 5.118 in. dia. The individual rows are aligned, and any irregular nests are automatically rejected. The noodles, with a temperature of 230 deg F, and are then fed into the DAC compact buffer, which has a capacity of up to seven minutes of line storage. The integrated cooling in the buffer section

Continued on page 38

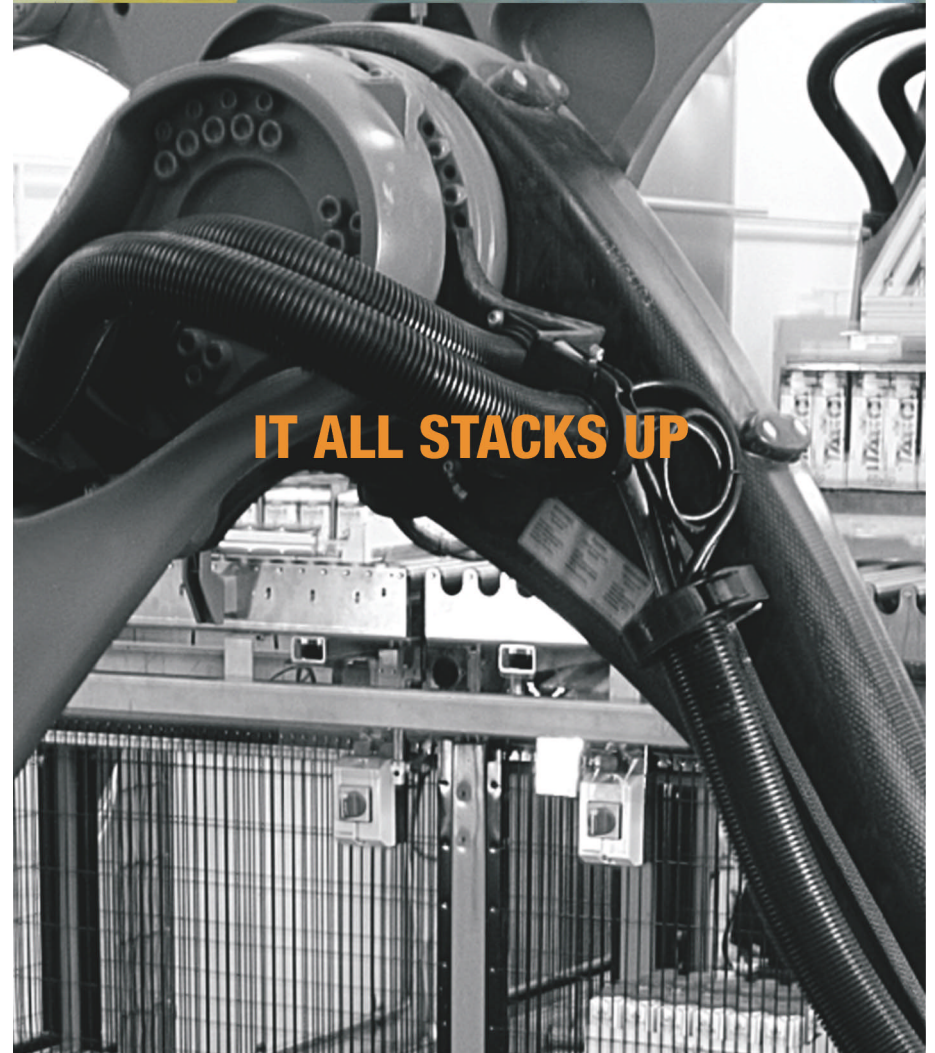
 A new, high-speed robotic packaging line from **SIGPACK SYSTEMS** that copes with 40 different packaging formats every day is providing big benefits for Swiss chocolate manufacturer Chocolat Frey. Read more at [www.packagingdigest.com/info/frey](http://www.packagingdigest.com/info/frey)



Nong Shim's new line cools the noodle 'nests,' joins them with sachets containing toppings/flavorings and pillow-packs the product on a horizontal flowrapper.



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## Nong Shim's output has doubled since installing the new system, and the efficiency of the line is 98.5 percent.

reduces the temperature to 95 deg F. Two lines are fed at the same time, with a maximum outfeed of 64 rows/min. A weigh station checks the product before it passes on to a Sigpack FBF in-line infeed with string belts, so that crumbs

fall directly into catch-trays to prevent waste buildup.

An outstanding detail of the system is the simultaneous packaging of up to three sachets containing the powdered flavoring, dried vegetables and oil. This

is performed using the FVV sachet feeder. The sachets, which are fed in on one track and controlled by a vacuum belt, are cut, placed on top of the noodles and then on top of each other. The feeding speed of the sachet loader corresponds exactly to that of the chain that transports the noodles, thus preventing the sachets from slipping.



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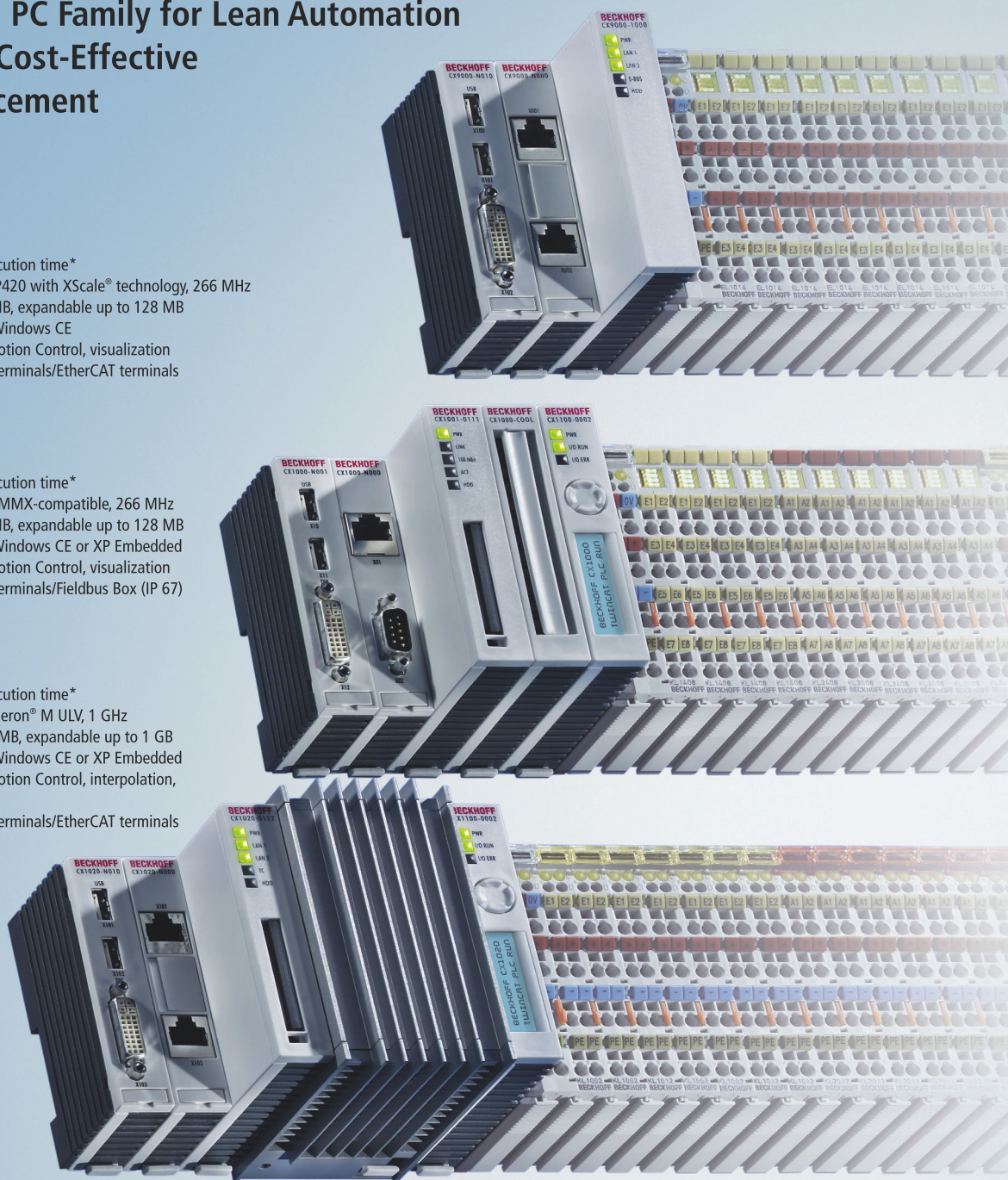
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The sachets are placed on top of the noodle nests, top, and the noodles and toppings are carried to the flowrapper. The buffer, above, provides up to 7 min of storage.

The pusher is constructed in such a way that it is able to transport the sachets and the noodle nests gently to the packaging station.

The noodles are then packed by two HBM flowrapper pillow-pack machines producing a total of up to 640 heat-sealed, oriented polypropylene packs per minute. Nong Shim provides its own packaging film to which the equipment has been adapted, so that higher speeds and shorter sealing times can be achieved.

Nong Shim's output has doubled since installing the new system, and the efficiency of the packaging line is 98.5 percent—a figure that is even higher than that guaranteed by Sigpack. The entire system has a small footprint and a slim line layout, saving space and providing ease of maintenance. Only three people are required to run the system, and their tasks are limited to monitoring, reel changes and minor maintenance work.

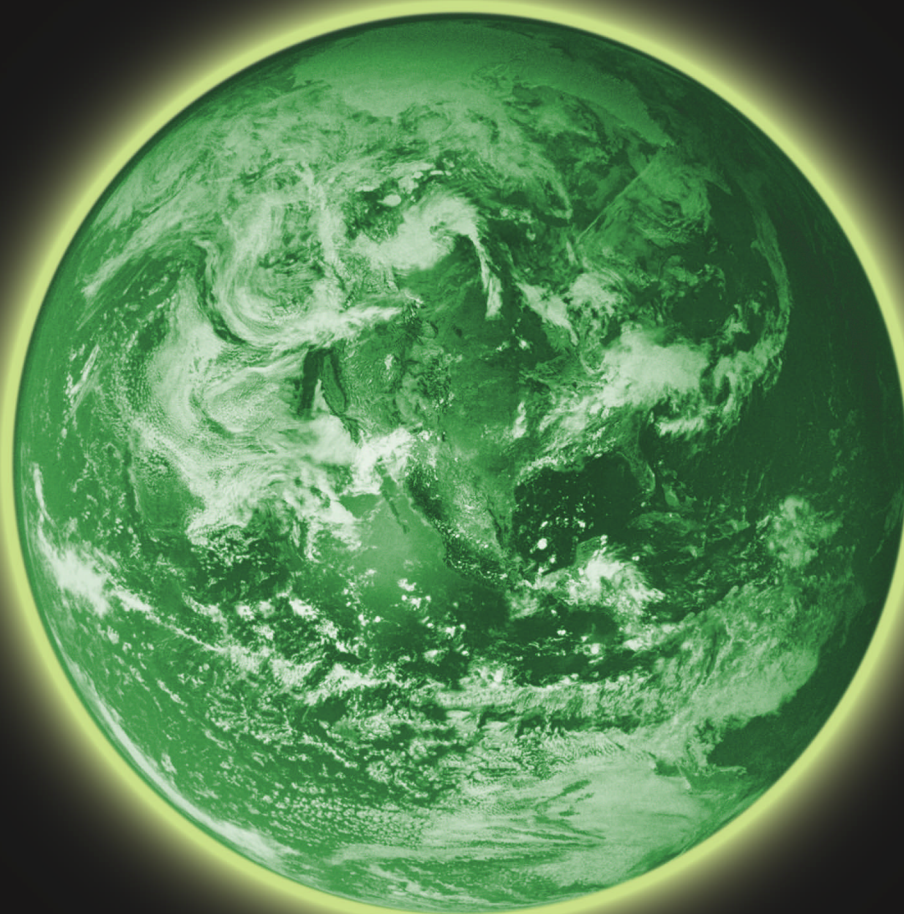
Nong Shim is extremely satisfied, not only with the results, it says, but also with the support Sigpack provided throughout the planning, construction and commissioning stages of the project.

#### More information is available:

**Sigpack Systems AG, a Bosch  
Packaging Technology Co.,**  
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# Converter proclaims a passion for paper

Flexo printer Portco Packaging adds an eight-color, gearless, CI press to meet an expected 25-percent annual growth in paper packaging.

Mark Spaulding, Editor in Chief, Converting magazine

Ever since a Chinese court official named Ts'ai-Lun invented paper (not papyrus) back in 105 A.D., scientists, engineers, printers and end users have made improvements to this ubiquitous manufacturing material. One of the latest in that long line of innovators is Vancouver, WA-based converter **Portco Packaging, Inc.** ([www.portco.com](http://www.portco.com)).

Portco's contribution to the advancement of paper isn't so much the paper itself as its beautification via high-quality flexo printing and its application to flexible packaging. "We made a conscious effort five years ago to really focus on paper as our primary

substrate," explains Portco president Macy Wall. "We thought—from a contrarian standpoint—there was a real opportunity in paper that was not being properly served. We look back now and see that in this market, there's way too much capacity in film."



According to **THE FREEDONIA GROUP**, U.S. paper packaging demand (excluding boxes) is expected to reach \$8.4 billion in 2008. Read more at [www.packagingdigest.com/info/freedonia0611](http://www.packagingdigest.com/info/freedonia0611)

Founded in 1929 as a twisted-paper handle maker for carryout grocery bags, Portco has produced everything over the years from Hula Hoops to swimming pool covers to extruded plastic pipes. Today, Portco has returned to its roots in paper

converting, specializing in printed rollstock, tissue/towel overwraps and multiwall bagmaking for the prepared food, building products, fresh potato and nursery markets. It serves customers primarily in the Pacific Northwest, as well as in California and western Canada.

"One of the things we have to offer our customers here is quick turnaround that they can't get from suppliers in other parts of the country," Wall says. "People don't want to wait for shipments to arrive from Minnesota or Missouri."

Adds Portco sales manager Linda Malmstadt, "Here on the West Coast, there's also a real focus on organic food products, and a lot of organic food companies want to see their products packaged in sustainable

Continued on page 42

## GEN<sup>3</sup> SPOTLIGHT

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# Making Safety Smarter, Easier, and Less Expensive

Manufacturing engineering organizations are becoming aware of the strategic value of safety, recognizing that the use of intelligent safety systems can increase machine uptime and limit liability exposure. As a result, many have come to view an intelligent safety strategy as a competitive advantage rather than a cost burden.

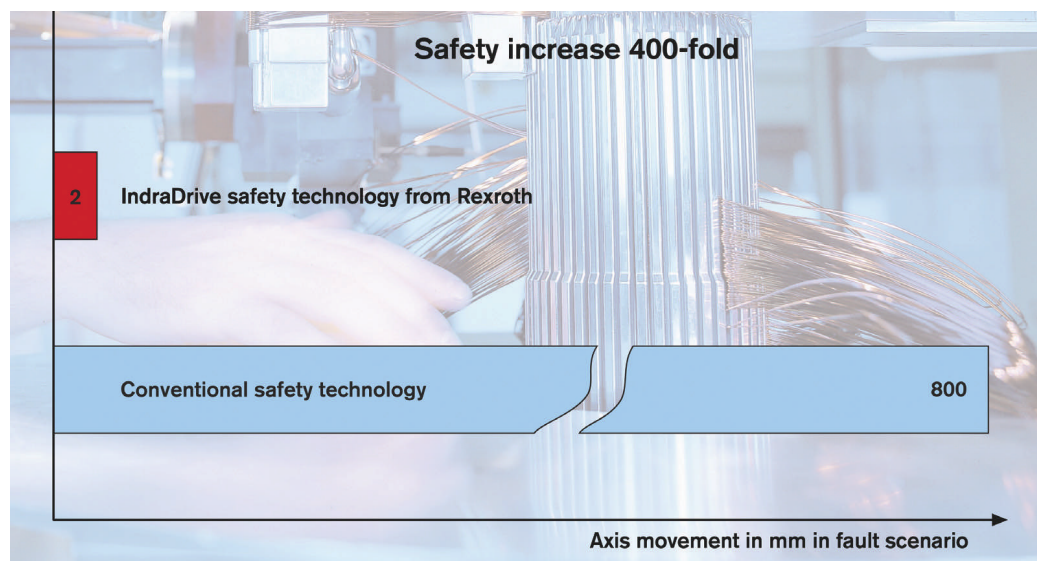
## The objective:

### keeping operators safe

Conventional safeguarding systems emphasized operator safety at the expense of productivity. However, despite the efforts to make equipment “absolutely safe,” operators seeking productivity improvements may override a conventional safety system because they need access into the machine working area. All too often, an accident results.

### A smarter solution

A more modern, effective safeguarding strategy evaluates how the operator interacts with the machinery. Modern, intelligent safety solutions are usually associated with safety PLCs that replace conventional hard-wired safety relays. However, it is far more important to avoid unintended axis movement and create safe motion that reduces the risk of operator injury by



allowing continued but limited axis movement. In addition, the use of freely programmable safety logic greatly increases the flexibility of a safety system.

The Rexroth IndraDrive’s “Safety on Board” feature offers a reliable safety solution that incorporates the most advanced integrated safety functions and complies with the latest international standards for safe stopping and safe motion. These capabilities are available on a common platform that functions as a servo-drive or frequency converter, thus lowering the overall cost of integration and deployment for the machine builder while providing the latest safe motion technology to the end user.

### Faster reaction times

The IndraDrive also has reaction times that are 400 times faster

(see graphic) as opposed to technology like Rockwell Automation’s DriveGuard, a conventional solution that uses contactors to produce a safe stop.

### Easier to use

Because IndraDrive’s Safety On Board safe motion technology is integrated directly into the drive, motion controllers regardless of manufacturer are able to leverage safe motion technology. The IndraDrive has enough I/O for the safeguarding logic needed to interface to safety gates, panel switches, and interlock switches. Thus, machine builders only need to learn one safety solution for an application.

For the only modular, controller-independent safe motion solution from a global motion control company, choose Safety On Board on the Rexroth IndraDrive.



## Re-inventing ream wrap

Reams of copier and computer-printer paper are usually packaged in wrappers printed with the paper company's name and product description. Kind of dull. But Portco Packaging is out to change all that. Portco's customer, Hoquiam, WA-based Grays Harbor Paper LP, has launched its patent-pending Wrap Ads™ program, which allows third-party companies to place sized or full-bleed advertisements on the outside of wrapped reams of paper.



Currently being tested in clubstores on the West Coast, Wrap Ads can drive sales of the advertised product, for example, via coupons printed on the wrapper or repeat sales of the paper itself, Grays Harbor says.

Using 46.5-in.-wide, polyethylene-coated offset paper supplied by Grays, Portco prints the Wrap Ad in four process plus two spot colors using Sun Chemical water-based inks. Pamarco 660-line-screen anilox rolls are teamed with DuPont ([www.dupont.com/cyrel](http://www.dupont.com/cyrel)) Cyrel® photopolymer flexo plates for 120-line-screen printing. The plates are adhered to Rossini ([www.tossini-na.com](http://www.tossini-na.com)) sleeves with Tesa Tape ([www.tesa.com](http://www.tesa.com)) double-backed adhesive tape. The job runs

at an average speed of 1,100-ft/min, for a press run up to 550,000 lineal ft, yielding 895,000 finished wraps.

More information is available:

DuPont Cyrel Packaging Graphics, 302/999-4377. [www.dupont.com/cyrel](http://www.dupont.com/cyrel).

Rossini North America, Inc., 678/482-0835. [www.rossini-na.com](http://www.rossini-na.com).

Tesa Tape, Inc., 704/554 0707. [www.tesa.com](http://www.tesa.com).

resources like paper."

To meet these demands for rapid turnarounds—and for the shorter runs of numerous stockkeeping units that every converter nationwide is facing—Portco has made several changes lately. Last fall, it opened a new 50,000-sq-ft facility in Toppenish, WA (near Yakima), that focuses on bagmaking. That site houses one four-color stack press, now retrofitted with a Paper Converting Machine Co. (PCMC [[www.pcmc.com](http://www.pcmc.com)]) eXtreme™ dryer. Portco removed an existing sheeter from its headquarter's plant in Vancouver so that the space could be used for printing.

That emphasis is illustrated by Portco's January 2005 installation of a new Comexi ([www.comexi.com](http://www.comexi.com)) FB2108 gearless central-impression (CI) flexo press.

The 56-in., eight-color, sleeved press is teamed with a BST Pro Mark ([www.bstpromark.com](http://www.bstpromark.com)) Genius video web-inspection system and an ink concentration controller for high-level color management, auto registration



Portco's new gearless CI flexo press prints the full range of C&H sugar packaging, from individual 5-lb bags to wrapping for multipacks.

and print quality. The press also employs Tidland ([www.tidland.com](http://www.tidland.com)) shafts and Performance Series knife holders for in-line slitting and Fife ([www.fife.com](http://www.fife.com)) Polaris® DP-20 web guides.

Continued on page 44

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Originally, Portco's managers looked at in-line presses for their fast-changeover capabilities, says Portco vp Bryan Williamson, but web widths were too narrow for the majority of Portco's customers. "That led us to the sleeved, gearless CI presses to run multiple impressions across the web," he says.

"We purchased the Comexi based on a growing demand for increasing graphics and print-quality requirements along with speed-to-shelf," says Wall. "It provides reduced setup, lower waste,

consistent run-to-run quality and the ability to print finer line screens. Because there aren't many people focused on using paper as their primary substrate, we find that we know something about it now. It takes some special talents that aren't necessarily being developed today."

Portco meets the quality challenge of flexo printing on paper through a variety of methods, including close working relationships with vendors. "We partner with vendors that are very savvy in the flexographic industry,"

says Portco production manager Rich Castillo. "We deal with people out there who can bring what they learn to the table for us here."

Trials held earlier this year had the aim of helping Portco move its current flexo-on-paper standard higher. Portco tested 900-line-screen anilox rolls from **Pamarco** ([www.pamarcoglobal.com](http://www.pamarcoglobal.com)) to reach 150-line-screen printing while maintaining good ink density. "Achieving repeatability from beginning to end is a challenge that most film printers don't face because of the surface



An operator checks print quality using the press's video web-inspection system.

tensions and the surfaces of what they're running," explains Castillo. "We run from seventeen-pound tissue to eighty-pound kraft paper. Ink density is everything on an open [uncoated] sheet."

Further strengthening its commitment to quality printing, Portco installed an automated ink-mixing and dispensing system from **Southeastern Process Equipment & Controls** ([www.spec-inc.com](http://www.spec-inc.com)) in February 2005. The 24-valve arrangement, using **Sun Chemical** ([www.sunchemical.com](http://www.sunchemical.com)) inks, helps Portco achieve "a world of difference through standardization in color matching," Castillo says.

For Portco, the future of flexo-printed paper looks promising. Sales growth has been running 10 percent to 15 percent a year, and managers foresee a 25-percent increase in 2006. "As film prices continue to increase, we may see more packaging in paper," says Williamson.

Adds Wall, "I think there's some technical work to be done. Meanwhile, there's a lot of business in paper that we haven't even touched yet. For a company our size, there's plenty of room for growth."

#### More information is available:

**BST Pro Mark**, 800/796-9621.  
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**Pamarco Global Graphics**, 800/533-5396.  
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920/494-5601. [www.pcmc.com](http://www.pcmc.com).  
**Portco Packaging, Inc.**, 800/426-1794.  
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**Sun Chemical, Inc.**, 800/933-7863.  
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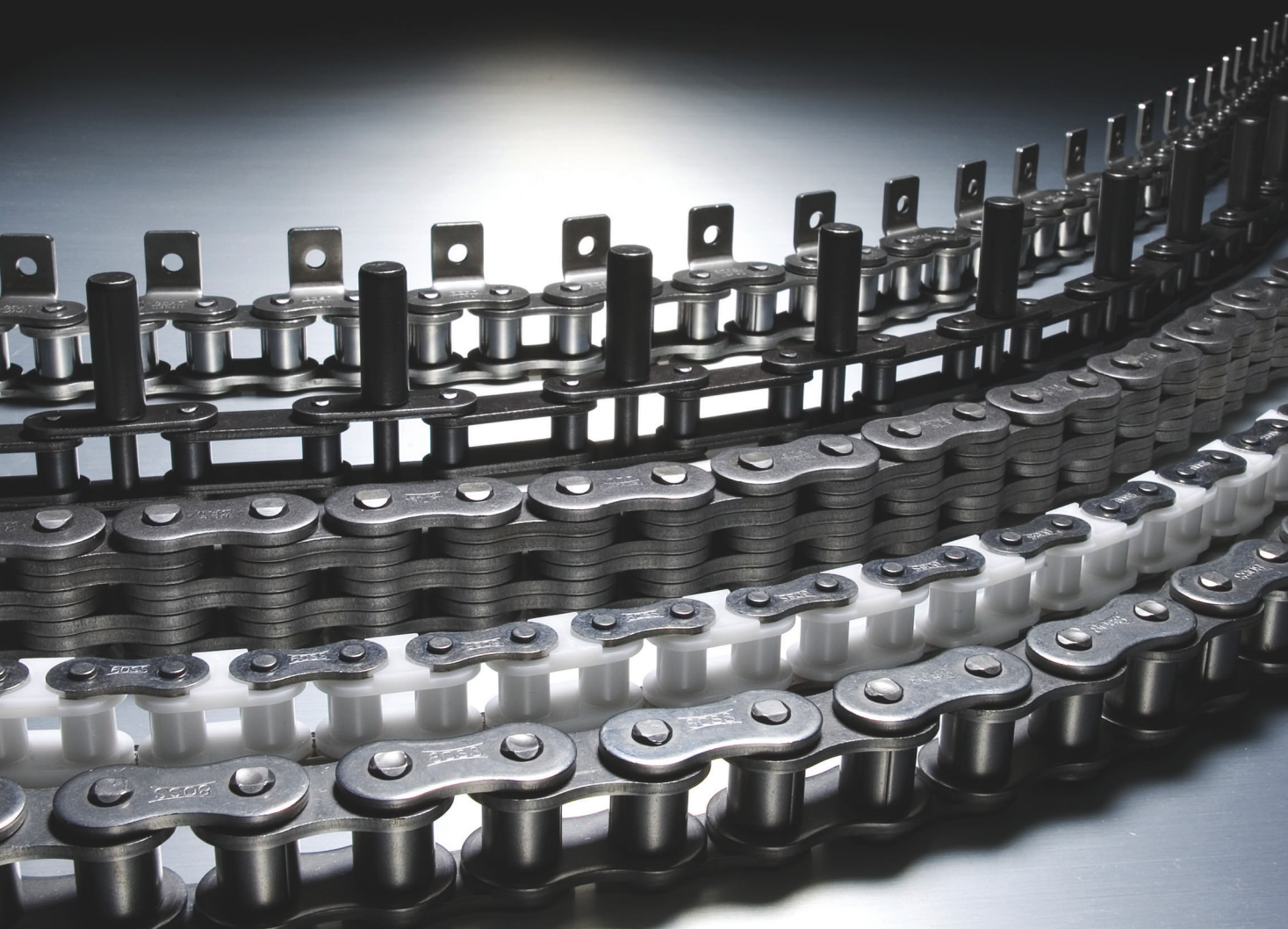
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# Designs that make eggs fly



Bernard Abrams, Contributing Editor

**W**hat happens when packages in a product category form a level playing field? Usually, the design innovator comes to rule the roost.

The cock of the walk in egg marketing is undoubtedly Egg-land's Best (EB), which nearly a decade ago, introduced the first nationally distributed, branded egg. Egg-land's Best® eggs, anticipating and perhaps creating the trend to the best-quality "natural" egg, result from what the company says is a patented vegetarian diet of grains with no animal fats, animal

EPS and PET/ethanol cartons enable Egg-land's Best to emphasize quality and nutrition and achieve a 114-month, double-digit sales-growth record.

byproducts or hormones fed to the free-roaming hens laying its eggs.

From his company's Cedar Knolls, NJ, headquarters, Charles T. Lanktree, president and CEO, tells PD that the triple foundations of quality, taste and identity buttress EB's growth. He holds these components responsible for the incredible record of

114 consecutive months of double-digit sales growth in a market sometimes as fragile as its product; and for the fact that EB now owns between a 75-percent and 80-percent share of market in national sales of branded fresh, whole eggs in supermarket distribution.

There's no letup, either. He notes that 2006 sales growth to mid-September is up 24.1 percent.

Lanktree acknowledges the roles of quality assurance and new product activity in keeping sales sizzling: "We know the FDA inspects very few eggs moving through the distribution system, so we retain an independent company to inspect our eggs in stores, as well as the checks run right after laying," he notes.

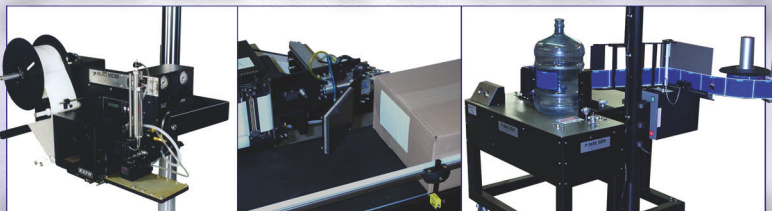
Nor does he underestimate the role of advertising

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in developing and keeping interest in his company's eggs, even while noting that a burgeoning of media tends to splinter ad effectiveness. "We do spend more on ads," he says, but in terms of encouraging trials, "word of mouth continues to be a strong influence."

The strongest influence is his packaging. From the outset, when EB began using the same cartons as other egg packers, Lanktree has emphasized the power of branding through the design system developed and maintained by **J. Roy Parcels Associates** ([www.jroyparcels.com](http://www.jroyparcels.com)); and of directing the packages as instruments for informing consumers about the quality, taste and, most recently, health implications of eating eggs as part of a nutritious diet.

Most powerful is the logotype in red and blue on the white background of the foamed polystyrene cartons made by the **Dolco Packaging** ([www.Tekni-Plex.com](http://www.Tekni-Plex.com)) subsidiary of Tekni-Plex used for white eggs. This logo incorporates a circular, quality-approved seal in red, with the tradename reversed out of a rectangular blue background and, also in blue, the words "farm fresh." It is complemented by the EB mark in red, stamped reassuringly on each egg by a proprietary process.

## The designs have enabled us to brand ourselves as we moved into these new products.

Copy beneath the logo gives the grade, count and large or extra large size, plus the required net weight statement and the words "all natural."

The other half of the carton cover, flexo-printed in four colors, praises the product as America's Best Tasting Egg, with callouts citing "high in Vitamin E," "100 mg of Omega 3" and "25% less saturated fat than regular eggs" and the bottom-line copy, which reads, "vegetarian fed hens."

Also given prominence are a seal and a medal proclaiming the 2006 Best Taste Award presented to Egg-land's Best eggs by the American Culinary Institute.

It doesn't stop there. Under the cover, copy in much greater detail thanks the consumer for selecting Egg-land's Best eggs and explains about the eggs and what makes them special, also giving the nutrition facts table.

There is a statement that tells the consumer, "If you are concerned about cholesterol, follow a diet lower in saturated fat and cholesterol and ask

your doctor or dietitian about Egg-land's Best clinical studies."

"From the beginning," Lanktree says, "we have done trials to make certain that the quality of our eggs remains consistently high, and we have plenty of testimonials from consumers who continue to eat our eggs because they know we don't ease up on our standards." Continuing to encourage trials, the company recently added an EPS 18-count carton with cover copy varied to suggest that eggs can be part of a nutritious diet, with the

same callouts, distributed primarily in clubstores and in some supermarkets. For this package, the Parcels design approach varies the logo format to place the quality seal above the blue rectangle, gaining flexibility as well as impact.

The trademark is at the heart of the package designs, and of all EB's communications, comments Roy Parcels, president of the design firm. "With the full trademark, which

can be used in horizontal and vertical packaging formats and the EB symbol we developed, the company has an



Dolco also provides **PE FOAM EGG CARTONS** to Southeastern egg producer Simpson, which cracked a labor-intensive case sealing problem with a new case sealer. Read about it at [www.packagingdigest.com/info/simpson](http://www.packagingdigest.com/info/simpson)

identity that works with a variety of product and package surfaces, and that anticipates new product introductions," Continued on page 48



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he adds.

Proving out these statements are the most recently introduced 12-count cartons for Egg-land's Best Cage Free® and Egg-land's Best Organic® large brown eggs. The package structure is by now familiar. It is a carton that

other egg packers, including those for supermarkets' own labels, have started to adopt for their protective and marketing advantages.

It's the transparent, trifold carton made of recycled polyethylene terephthalate (PET)/ethanol produced

by Interplast ([www.interplast.net](http://www.interplast.net)).

Originally debuting in 2005, the carton labels are revised for this year with the addition of the American Culinary Institute medal incorporated seamlessly into the graphic designs.

The labels open up the packages



visually. They are supplied applied to the cartons by Interplast and printed via offset lithography in one spot and four process colors on an uncoated gloss stock by Imprimerie L'Empreinte ([www.empreinte.qc.ca](http://www.empreinte.qc.ca)).

During die-cutting, the labels are perforated approximately 1 in from the edge on three sides to conform with the carton-lid configuration, explains Leyenda Lee, Interplast marketing and sales director. "We developed equipment that applies a spot thermal glue and inserts the labels into the carton lids at high speeds online at the thermoformer," she informs PD. "That helps to keep our operation efficient and competitive."

The graphic designs for both egg varieties take this factor into account. For the cage-free variety, all graphic and copy elements of the EPS carton carry over, plus a brown-on-gold banner proclaiming the egg type and an appetizing depiction of two eggs, sunny side up, with fruit and mint leaf garnish.

For the other variety, the word "organic" is reversed out of a green banner, and a basket of Egg-Land's Best eggs is shown with the EB marks prominent and an overprint of the U.S. Department of Agriculture (USDA) Organic mark. A mini version of the egg-basket graphic repeats on a folded side of the label.

Both labels also carry the information from the EPS carton labels in one color on their reverse sides, as informing consumers post-purchase is important to building and keeping brand loyalty.

Sums up Lanktree: "The designs have enabled us to brand ourselves, are clear and clean and set us apart from competitors while we get our messages across to consumers. You could hardly ask for more."



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# sustainability

## Sustainable packaging: a definition

Anne Johnson

There's no such thing as sustainable packaging

A formal definition of sustainable packaging is needed to provide a common platform of understanding against which the packaging supply chain can measure its efforts. This was the objective of the Definition of Sustainable Packaging released in October 2005 by the **Sustainable Packaging Coalition** ([www.sustainablepackaging.org](http://www.sustainablepackaging.org)). Drawing on fundamental eco-efficiency concepts and sustainability principles articulated by William McDonough and Michael Braungart in their book, "Cradle to Cradle: Remaking the Way We Make Things," the definition outlines a framework for sustainability in the context of packaging and its related materials systems.

Encompassing the entire life cycle of packaging and more, the definition presents a vision for the packaging industry in eight criteria—all of which must be addressed



One key strategy is design, as it's the point where we can prevent waste, optimize our use of resources, select safer materials and plan for the recyclability or recoverability of our packaging.

if sustainable packaging is to become a reality. The definition is ambitious and comprehensive. It presents a challenge to the status quo while offering guidance to identify the opportunities and the strategies to move forward. One of the key strategies is design, as it is the point where we can prevent waste, optimize our use of resources, select safer materials and plan for the recyclability or recoverability of our packaging. However, even the most well designed packaging will not meet the sustainability test if there are not effective systems to recover the value of the materials. Building effective, closed-loop recycling and composting systems for packaging materials will be one of the biggest challenges to the creation of a truly sustainable packaging industry, but one from which everyone stands to gain.

### The definition criteria

The definition criteria listed here (with no implied ranking) represent broad sustainability objectives, and each presents distinct opportunities to different members of the supply chain.

Sustainable packaging:

- Is beneficial, safe and healthy for individuals and communities throughout its life cycle;
- Meets market criteria for performance and cost;
- Is sourced, manufactured, transported and recycled using renewable energy;
- Maximizes the use of renewable or recycled source materials;
- Is manufactured using clean production technologies and best practices;
- Is made from materials healthy in all probable end-of-life scenarios;
- Is physically designed to optimize materials and energy; and
- Is effectively recovered and utilized in biological and/or industrial cradle-to-cradle cycles.

As this column moves forward, we will explore in greater detail each of the criteria mentioned above. But even today we are witnessing the challenge of sustainable packaging as a catalyst for innovation. Pursuing sustainable packaging may open unexpected doors for your business.

Anne Johnson is the director of the Sustainable Packaging Coalition, a project of GreenBlue ([www.greenblue.org](http://www.greenblue.org)). For additional information, e-mail [info@sustainablepackaging.org](mailto:info@sustainablepackaging.org).

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### 2007

**Jan. 8-11 ProMat 2007.** *McCormick Place, Chicago. 800/345-1815.*  
[www.promatshow.com](http://www.promatshow.com)

### Jan. 25-26 Flexible Packaging Assn. Environmental Summit.

*TradeWinds Island Grand Resort, St. Petersburg Beach, FL. 410/694-0800.*  
[www.flexpack.org](http://www.flexpack.org)

### Feb. 1-2 Interphex Puerto Rico.

*Puerto Rico Convention Center, San Juan, PR. 888/745-2529.*  
[www.interphexpuertorico.com](http://www.interphexpuertorico.com)

### Feb. 12-15 WestPack 2007.

*Anaheim Convention Center, Anaheim, CA. 310/445-4200.*  
[www.westpackshow.com](http://www.westpackshow.com)

### Feb. 28-Mar. 2 Flexible Packaging Assn. Annual Meeting.

*Fairmont Turnberry Isle Resort & Club, Aventura, FL. 410/694-0800.*  
[www.flexpack.org](http://www.flexpack.org)

### Mar. 6-8 Sustainability in Packaging.

*Doubletree Castle Hotel, Orlando, FL. 207/781-9610.*  
[www.intertechpira.com](http://www.intertechpira.com)

### Mar. 6-7 Global Plastics

*Environmental Conference. The Florida Hotel & Conference Center, Orlando, FL. 800/798-1241.*  
[www.spercycling.org](http://www.spercycling.org)

### Mar. 7-10 China Drinktec.

*Chinese Export Commodities Fair Pazhou Complex, Guangzhou, China. 852-2516-3396.*  
[www.2456.com/drinktec](http://www.2456.com/drinktec)

### Mar. 24-27 Snaxpo.

*Westin Diplomat Resort & Spa, Hollywood, FL. 800/628-1334.*  
[www.snaxpo.com](http://www.snaxpo.com)

# Sustainability in Packaging

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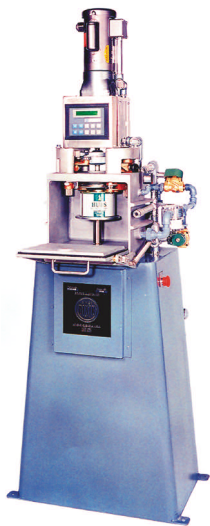
# new products equipment



**Printhead** Aiming for higher levels of convenience, productivity and versatility, the co. introduces the IV9-Dot printhead for its Ij3000 integrated-valve large-character ink-jet system. Standard features reportedly include an environmentally sealed printhead, a robust metal housing overall, an LED ink-pressure display, an electronic dot-size setting, printhead purging via the keypad and backwards compatibility with existing Ij3000 and Series 1 printheads. **Diagraph**, 800/722-1125. [www.diagraph.com](http://www.diagraph.com)

## Seamer

The Multiversa vacuum seamer is designed for continuous operation in each of four operating modes, with each set value, cycle and time delay monitored on-screen. Containers may be closed atmospherically, under vacuum only, or in the vacuum then gas-flush mode. For maximal oxygen removal, there is a timed delay in the multiflush mode. **Dixie Canner Co.**, 706/549-1914. [www.dixiecanner.com](http://www.dixiecanner.com)



**Strategic initiative** In what it calls a strategic initiative to address the common causes of reduced efficiencies, the co. launches its *plus* program, including the new A-Series *plus* range, an enhanced version of its continuous ink-jet printers, the new S-Series *plus* high-performance scribing laser range, the new C-Series *plus* range, extending its outer case-coding equipment and a new support program, TotalCare *plus*. **Domino Printing Sciences**, 847/244-2501. [www.dominoamjet.com](http://www.dominoamjet.com)

**Ink-jet printer** Said to be designed and developed in conjunction with the 3M Graphics Market Center is the new Rho 160R UV ink-jet printer, reportedly calibrated for printing on a variety of approved, 3M-branded graphic media with the 3M™ Piezo Inkjet Ink Series 2700UV. It's also said to print up to 62-in. W at a 600-dpi resolution at 660 sq ft/hr, the printer has a Quadro™ Array print system for precise, even laydown. **Durst Image Technology U.S., LLC**, 585/486-0340. [www.durstus.com](http://www.durstus.com)



TRACEABILITY



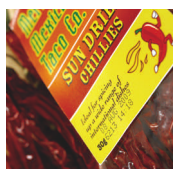
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INK JET



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# new products equipment

**Transfer cars** The standardization of its line of transfer cars is announced by the co., which says its cars move to speeds of 400 ft/min with multiple induction and discharge points. Chain or chain-driven live-roller onboard conveyor types offered with weight capacities up to 3,500 lb for a single-station unit or 7,000 lb for a dual-station unit. Other standard features are said to include a choice of one or two conveyor stations per transfer-car unit; flanged wheels on flat-bar track mounted on top or flush to the floor; power to the units via bus bar; state-of-the-art laser-guided positioning; wireless Ethernet communications; onboard PLC controls; and prewiring and testing prior to shipment.

**FKI Logistex**, 877/935-4564.

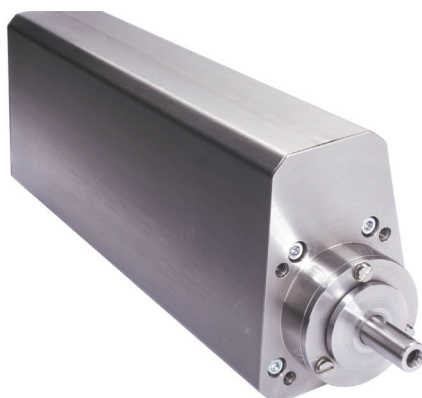
[www.fkilogistex.com](http://www.fkilogistex.com)



**Servo module** Developed for use in sterile environments is the new PacDrive™ Aseptic SCL-055 integral intelligent servo module with self-contained motor, drive and encoder feedback sections. Said to feature an aseptic, acid- and leach-resistant housing with an easily cleaned, smooth surface design, the module is described as ideal for sensitive production areas in manufacturing, filling, capping and labeling, providing 0.85 Nm holding torque, 4 Nm peak torque and a nominal rotational speed of 1,500 rpm, the co. says.

**ELAU, Inc.**, 847/490-4720.

[www.elau.com](http://www.elau.com)



**Case/tray packer** The new Axiom® DL case/tray packer is said to combine a compact design with all-servo functions to maximize flexibility. Reportedly rated to 55/min, the packer is said to have a large size range, repeatable changeovers that are completed with minimal change parts and walk-in accessibility for maintenance efficiency.

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

[www.douglas-machine.com](http://www.douglas-machine.com)

**Digital press** To give label printers and converters production flexibility, the co. adds the Indigo press ws4500, a digital press with reported fast ink replacement, enabling users to replace spot colors without interruption. Making it possible to switch jobs with near-zero downtime, the press is also said to provide Pantone®-licensed custom color capabilities to be integrated into both small- and medium-order quantity work on a 24/7 basis.

**Hewlett-Packard Co.**,

866/522-4103.

[www.hp.com](http://www.hp.com)

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**Grate** Designed to remove ferrous contamination and reduce the traditional magnet cleaning cycle to a simple push/pull operation is the new tramp iron grate in housings. Reportedly incorporating powerful Erium ceramic or Xtreme rare-earth magnet materials, the single-skinned tube design is said to remove the iron with a stainless-steel split ring sandwiched between two floating wipers; as the individual banks cycle tramp iron, it is stripped from the tubes outside of the product zone and is then discharged through a small chute at the front of the housing.

**Eriez Magnetics**, 888/300--3743.  
[www.eriez.com](http://www.eriez.com)

**Linear slides** Compact, high-performance linear slide systems are now available from the co., which offers its MDrivePlus™ integrated motor and electronics with advanced current control. The MDrivePlus is factory-assembled with long-life linear slides for applications including lab/medical test equipment, pharmaceutical, robotics and other uses. The co. says high-performance, value-priced linear slides enable speeds exceeding 60 in./sec with standard linear slide leads of 0.10-, 0.20-, 0.50- and 1-in. travel per revolution, rivaling belts and cables.

**Intelligent Motion Systems, Inc.**, 860/295-6102.  
[www.imshome.com](http://www.imshome.com)



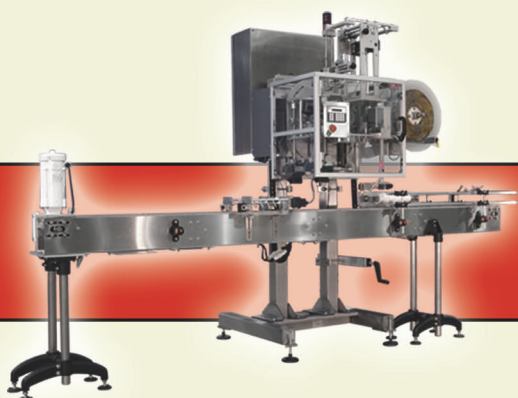
**Filler** Designed for viscous liquid and cream products is the programmable DF32 tabletop filling machine, which the co. says works with a  $\pm 1$ -percent accuracy to eliminate fill-volume inconsistencies, embedded air, product waste and spillage. Servo-controlled operation for gentle handling and repeatable fill volumes results from the filler's structure, which includes a pump head made from AISI 316 and PEEK materials, the co. notes, with fill volumes of 10 to 5,000+ mL/min and up to 2,000 fills/hr, depending on product viscosity.

**Flexicon America, Inc.**, 802/657-3232.  
[www.flexiconamerica.com](http://www.flexiconamerica.com)

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800.598.8601 for more information.



# new products materials

**Wine closure** Joining the co.'s portfolio of closures is the Zork® wine closure, an alternative to traditional cork closures that reportedly features superior esthetics, outstanding oxygen barriers and an integral, TE tearband. Developed by ZORK Pty in Australia, the closure is now to be made and marketed domestically by the co. in a wide variety of colors, with custom printing and debossing and compatibility with a widely available bottle finish, the co. anticipates.

**Portola Packaging, Inc.,**  
630/406-8440.  
[www.portpack.com](http://www.portpack.com)



**Shipper manual** To guide in the shipment of hazardous materials by military aircraft, the co. releases a military version of its "A.I.R. Shipper™ Air International Regulations for Shippers of Dangerous Goods" manual, said to be packed with a complimentary CD-ROM version of the "Air Force Manual" (AMMAN 24-204) in pdf format. ICAO revisions addressed include the 50+ changes to the dangerous goods list, new packing instructions for fuel cells, clarifications on the use of cylinders to transport liquid dangerous goods and a new marking for environmentally hazardous substances, the co. says.

**Labelmaster,** 262/242-1856.  
[www.labelmaster.com](http://www.labelmaster.com)

**Security papers** Availability of CheckProtect® with HeatStar™ security papers is announced by the co., which describes them as papers with a special thermochromatic ink incorporated into the finished product to secure documents such that the blue star ink begins to "decolor" at 75 deg F and completely disappears at 91 deg F, but activates with body heat.

**Boise Paper,** 866/221-5017.  
[www.bc.com](http://www.bc.com)

**Sheet-fed inks** Now offered by the co. is the K+E® line of what it describes as premium sheet-fed inks known worldwide for their ultimate quality, consistency and performance in high-end color-printing applications through an expanded North American distributor network that provides enhanced sales/service capabilities to serve printers of all sizes.

**Flint Group North America,**  
734/622-6000.  
[www.flintgrp.com](http://www.flintgrp.com)

**PVC shrink sleeves/bands** In conjunction with partner Alfatherm S.p.A. of Italy, the co. announces a threefold increase in capacity for North America and Europe on a manufacturing line that it says can produce PVC film for shrink-sleeve labels and TE bands. With full production that began in the last quarter of 2006, the new film line's integrated calendaring process and stretching unit are cited, said to provide noteworthy benefits in terms of film quality, including superior gauge control, planarity and roll profile, yielding film with up to 66-percent higher controlled shrink rates and a higher shrink-initiation temperature, which can eliminate the need for refrigerated storage and trucking.

**NOW Plastics,** 413/525-1010.  
[www.nowplastics.com](http://www.nowplastics.com)

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**Colored cups/tubs** Reportedly without sacrificing the transparent look of its 12-oz XCHB™ cup and 32-oz XCHB™ rigid tub made with FDA-compliant multilayer PP, the co. produces the containers in virtually any PMS color. As with their clear counterparts, the colored containers offer exceptional clarity and low haze, and have high organic and flavor barriers. Their flanges are suitable to heat-sealed membrane lidding, the co. adds, noting their suitability to barrier food applications and the availability of LDPE overcaps in many colors.

Sonoco, 843/383-7794.

[www.sonoco.com](http://www.sonoco.com)



**Recloseable tube** Tear n' Tuck is introduced as a patented, recloseable tube designed for liquid, cream and paste products that may require multiple applications. The co. describes the new structure as having an easy-open tear top with an innovative fold-and-tuck precision tip allowing the tube to be tightly resealed after initial dispensing of the product, adding that the tube is available in a wide variety of tip designs, orifice dimensions, package sizes and fills. The tube can be decorated via hot stamping or with preprinted material.

Unette Corp., 973/328-6800.

[www.unette.com](http://www.unette.com)



**Thermoplastic elastomers** A new group of thermoplastic elastomers said to offer excellent barrier properties is targeted at food/beverage applications, including beverage closures, flexible films for foods and medical uses demanding barrier integrity such as vial stoppers and IV-bag films. The key benefit cited is a barrier to oxygen and moisture-vapor transmission, with the possibility of a two- to five-times boost in shelf-life over conventional materials, the co. says.

GLS Corp., 800/457-8777.

[www.glsCorp.com](http://www.glsCorp.com)



**Container** In repackaging a luxury men's care line, the co. offers a dispensing container (in this case, for Amenity aftershave and face moisturizer and gel facial cleanser). The sleek, new 325-cL container is trim for traveling, is topped by a metered-dose Keltec Star pump, and is screen-printed in two colors by the co., color-matched to the other packages in the line.

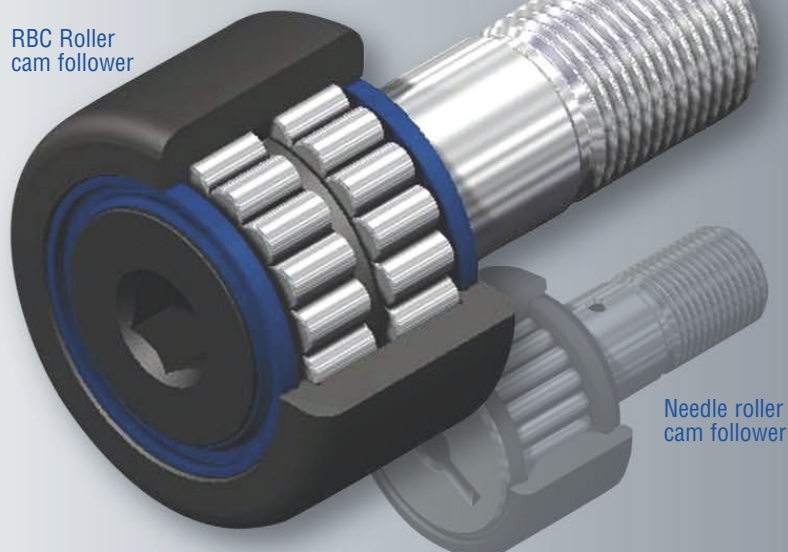
Kaufman Container, 216/398-8330.

[www.kaufmancontainer.com](http://www.kaufmancontainer.com)

**Merchandising strip** Reportedly made of recyclable plastic, the Quickstrip™ is offered as a patented merchandising strip that has a unique single tab that allows for effortless removal and rehanging of products. The strip also comes with perforations that enable empty sections to be easily removed.

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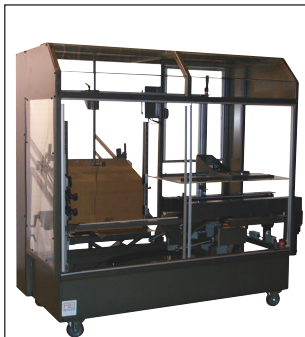




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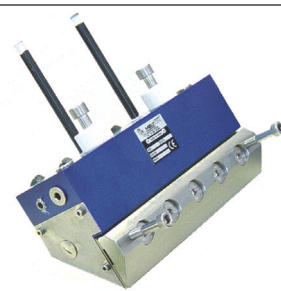
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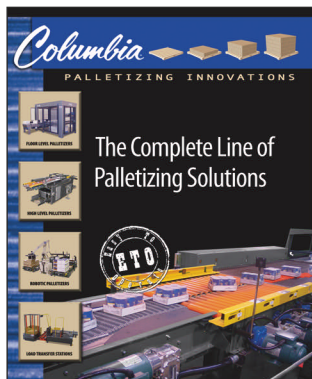
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# newsmakers

## GROWING & GOING

**SATO** opens a new Technology & Business Development Center in Gothenburg, Sweden.



Carroll Manufacturing & Sales

**Carroll Manufacturing & Sales** opens a new headquarters facility in Avon, OH, that is nearly triple the size of its previous building.

**Shorewood Packaging**, a business unit of International Paper, opens a new office in Los Angeles.

**Sonoco** begins commercial operation of a fully automated, state-of-the-art materials recovery facility in NC.

**Scott Paper Ltd.** is changing its name to Kruger Products.

**Applied Manufacturing Technologies, Inc.** opens a new Midwest regional office in St. Louis, MO.

**Captive Plastics, Inc.** completes the purchase of rigid container supplier Graeco PET Packaging Technologies.

## BUYING & ALLYING

**Hartness Intl.**, Greenville, SC, and Visy Industries, Melbourne, Australia, form a robotic and automation division called HartnessVisy Automation.

**Westlake Chemical Co.** agrees to acquire the PE business of Eastman Chemical Co. for \$255 million in cash. The sale, which includes Eastman's PE and polymer businesses, related assets and the company's ethylene pipeline, is expected to close in the fourth quarter of 2006.

**National Starch and Chemical Co.** expands the adhesives, synthetic polymers and electronic materials manufacturing facilities at its Salisbury, NC, plant.

**Eagle Technology, Inc.** acquires Equipsoft, LLC.

**Serac, Inc.** names USA Strategies, Inc. to launch a multilevel marketing initiative that will expand Serac's brand recognition in North America.

**Confidex** and RFID TagSource announce an agreement designating RFID TagSource as Confidex's representative in North America.

**Rad-Cure Corp.** names Pitman Co. as a national distributor.

**James Alexander Corp.** breaks ground on its Blairstown, NJ, facility. Construction is scheduled for completion by December of this year.

## MOVERS & SHAKERS

**MOCON** names Donald N. DeMorett to its

Board of Directors. He will also serve on the board's audit committee.

**Sonoco** elects M. Jack Sanders a senior vp of its Global Industrial Products unit. Sanders was previously vp of Global Industrial Products.

**Grainger** names Court Carruthers as president of its Canadian subsidiary, Acklands-Grainger, Inc.

**Tagsys** names Fred Kohout as chief marketing officer.

**LOGOSBRANDS** adds Rob Alexiou as chief innovation officer.

**Fleetwood GoldcoWyard** names Don Olson its market mgr. for North American

breweries and adds Tom Shedosky and Ric Owens to its regional sales team.

**Key Technology** appoints Dr. David M. Camp as president and CEO.



Dr. David M. Camp  
Key Technology

**Portola Packaging, Inc.** appoints Tim Tyler, currently gm of Portola's Tolleson, AZ, plant, to the newly created roll of director of manufacturing operations U.S. and Mexico, and hires Tom Blaszkow as director of business development equipment and blow molding.

**HK Systems, Inc.** appoints Michael L. Gonzalez as president and COO.

**BASF Corp.** appoints Tom Chizmadia vp of corporate communications.

**Zip-Pak** appoints Milan Iglendza and Arnie Santa Ana regional sales mgrs. and

Janet White as key account mgr.

**Cognex Corp.** promotes Eric Ceyrolle to the position of exec. vp of worldwide sales and marketing.

**MAN Roland Druckmaschinen AG** names Vince



Eric Ceyrolle  
Cognex Corp.

Lapinski CEO of MAN Roland Inc., effective Jan. 1.

## ASSOCIATION ACTIONS

A group of executives from leading global motion-control companies have launched a new trade association called the **Motion Control Association (MCA)**, which the group says, will be dedicated to serving the interests of motors, drives and controls companies.

## CHEERS

Roger Ynostroza, who capped a 34-year editorial career with **Graphic Arts Monthly** magazine earlier this year, has been named the 2006 recipient of the **Printing Industries of New England's** Influencer Award.



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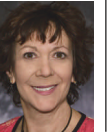
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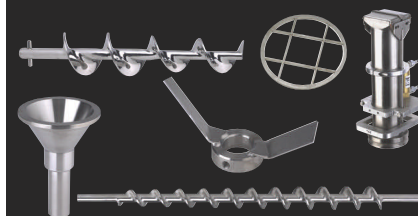


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### Programmable liquid container

PepsiCo, Kellogg's, Nestle and Procter & Gamble have all expressed interest in a programmable liquid container that can release flavors and colorings into a bottle of liquid with the push of a button. According to its inventor, Tod Woolf, the concept can be licensed for products ranging from beverages to paints and perfumes.

### Wines follow in juice boxes' steps with single-serve pouches, mini bottles

More mini-bottles, cans and, most recently, juice-box-like pouches that hold a single serving of wine are making it onto the shelves of super-markets and other retailers.

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Vol. 43 No. 11

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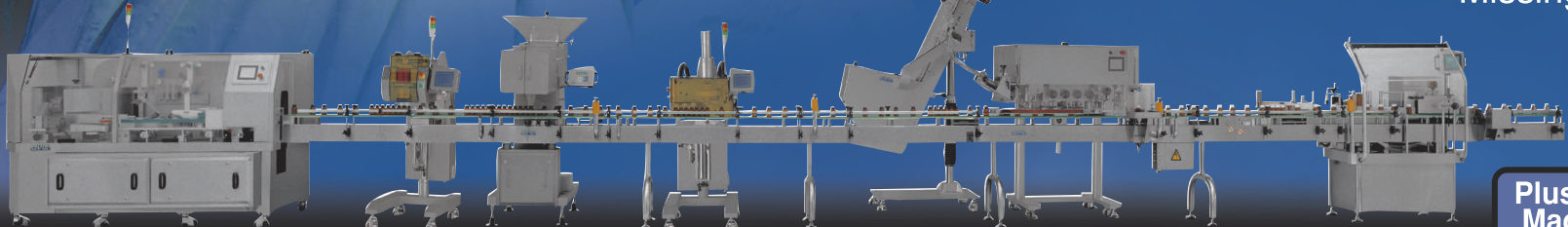
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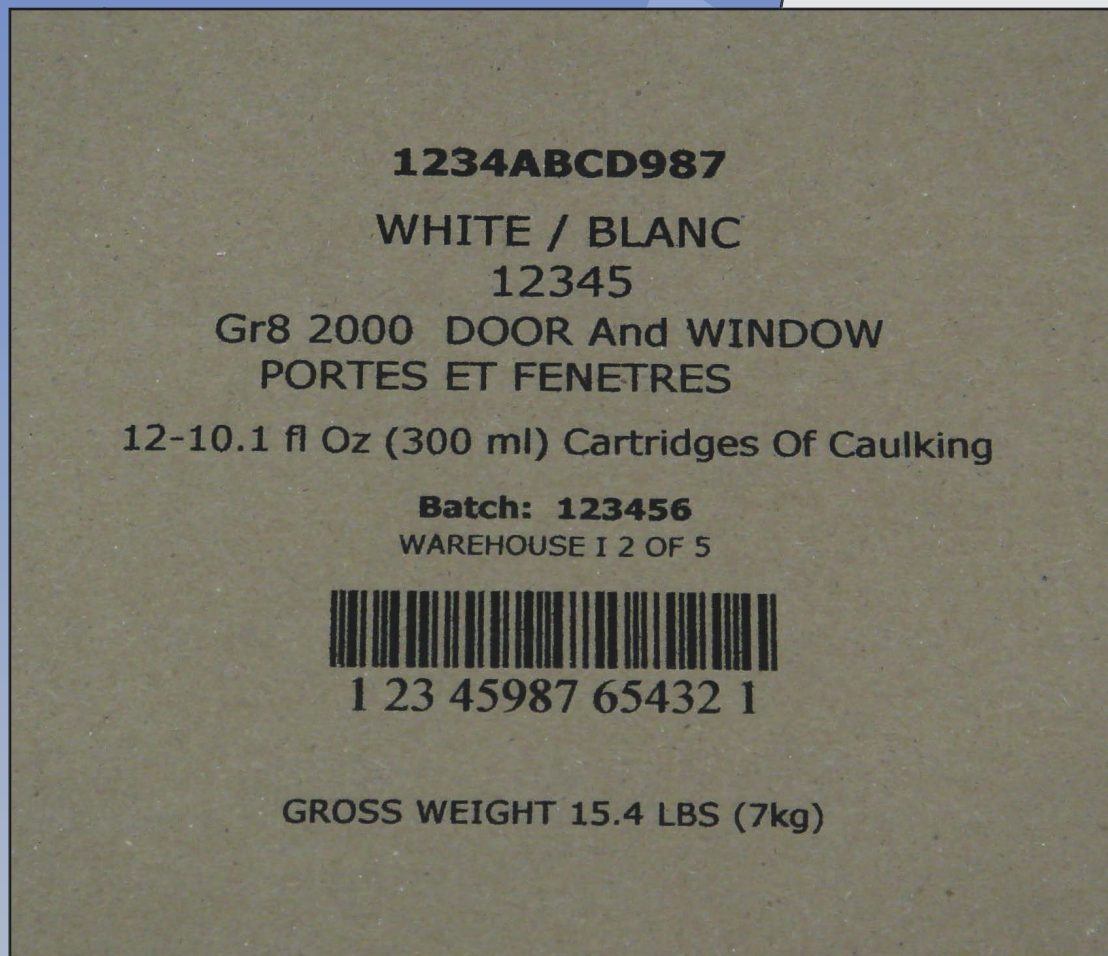


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