

RFID PACKAGING:
2006 was a story of
extremes. p. 44



DAIRY FILLING:
Computerized filler
blends milk. p. 22



DESIGN TRENDS:
Shaped pouches target
busy women. p. 8

 Reed Business
Information®

February 2007

PACKAGING DIGEST®

www.packagingdigest.com

Sustainable by design

Organic juice goes PLA 42

Survey: How green
are we? 39

Adhesive saves in
unexpected ways 36

CLICK
HERE TO
RENEW



HITACHI
Inspire the Next

Hitachi values the importance of recycling. That's why we've taken our best features and made them even more environmentally friendly.

Hitachi has the only Continuous Ink Jet Printer to meet new RoHS Environmental Standards.



THE NAME YOU KNOW AND TRUST

Hitachi America, Ltd.; 50 Prospect Avenue; Tarrytown, NY 10591
Tel: 914-631-0600; Fax: 914-631-3672; inkjetprinters@hal.hitachi.com; www.hitachi.us/ijp

HITACHI
Inspire the Next



Irresistible packaging and displays.

Cost-effective, durable construction.
Low-profile footprint in full compliance
with retailer requirements.
And a 2004 Outstanding
Merchandising Award
winner for innovative design.
Find out what the expertise of
**Weyerhaeuser Retail
Experience Network**
can do for you.

**FULL-SERVICE DESIGN | PRINTING & MANUFACTURING
PACK-OUT & ASSEMBLY | SHIPPING & LOGISTICS
WORLDWIDE INTEGRATED NETWORK**

To learn more call 1-800-TOP-BOXES.

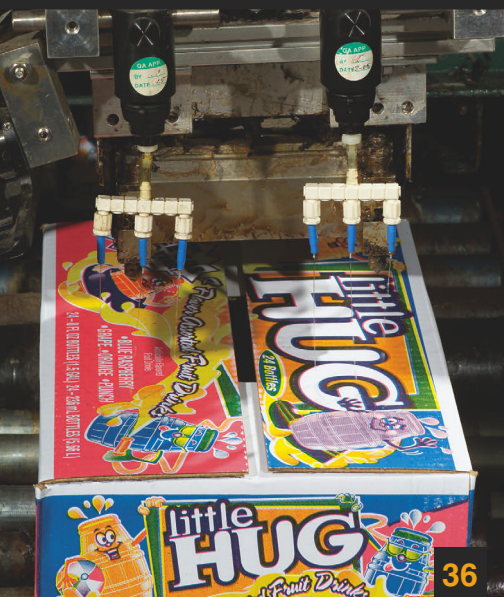
thetotalpackageexperience.com

 **Weyerhaeuser**

PACKAGING DIGEST®

FEBRUARY 2007
VOL. 44 NO. 2

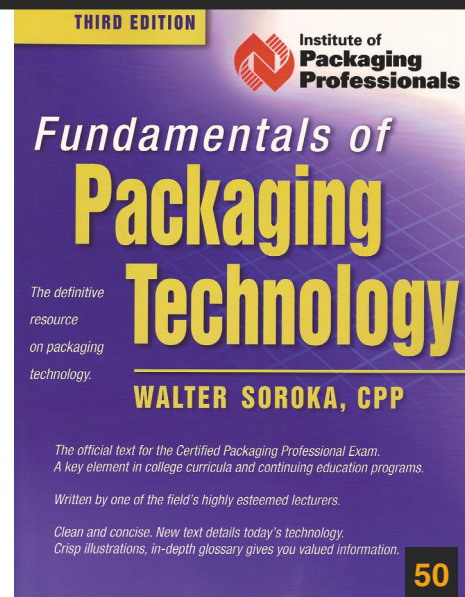
www.packagingdigest.com



36



42



50



31

features

22 Computerized filler flows at Superior Dairy

Creative Edge, a part of the dairy, reinvents milk packaging with a unique bottle design and a two-bowl filling system that blends whole and skim milks for a specialty fat content.

30 Lassie comes home to dry dogfood in a swanky standup pouch

Classic Media and Sunshine Mills team to give supermarkets the petfood market segment's only standup, resealable PET pouch in 20-lb bags for new, Lassie-endorsed Natural Way dog food.

31 Retortable barrier catfood dish 'purrs' for Butcher's Pet Care

U.K.-based catfood maker/manufacture is first with a retortable container for preservative-free, wet catfood that has an 18-month shelf life.

47 New Column: Brand Security

Since the early 1990s, trade in counterfeits has jumped eight times the rate of legitimate trade. Caroline Joiner, executive director of the Global Anti-Counterfeiting and Piracy Initiative, U.S. Chamber of Commerce, examines the true cost of counterfeiting and piracy.

48 Sonora boosts tortilla shelf life with a flowrapped pack

A new flowrapper at U.K.-based Sonora Foods achieves a six-month shelf life for tortillas while reducing production costs and changeover times.

50 Globalized packaging drives global certification

As packaging companies now operate in many countries throughout the world, the Institute of Packaging Professional's certified training programs can help individuals in distant lands all speak the same professional language.

web exclusive

RFID application for real-time tracking

McKesson, a leader in healthcare services, will implement a new wireless radio-frequency identification (RFID) solution to track and electronically record the location history of 550 intravenous infusion pumps. For more details, go to www.packagingdigest.com/info/mckesson/

sustainability

34 Sustainability by design

The Sustainable Packaging Coalition provides an overview of its design guidelines for a sustainable packaging launch.

36 Surface adhesive improves shipping-case appearance and safety

Noncarbonated fruit drinks manufacturer Daily's Juice moves to new air-powered adhesive-spraying systems to secure cases together before palletizing. Daily's also nets some unexpected environmental benefits, cost savings and safety upgrades in the process.

38 IoPP forms sustainability task group

The institute's technical council held its first task force meeting last month to explore the ramifications of packaging sustainability and to offer validation to this commitment by packagers and suppliers.

39 Survey: Is it easy being green?

How green are we? PD hears from nearly 2,000 packaging suppliers and brand owners who reveal what the market knows about sustainability in packaging and what companies are doing to achieve this goal.

42 Cover story: Sustainable packs

Organic juice in a polylactide (PLA) bottle and tooth brushes in wood-based plastic packs join choice, 'green' Design Trends items with an environmental twist as part of our Sustainable Packaging issue focus.

new technology

44 RFID Technology

RFID in 2006: A story of extremes

Many RFID suppliers are licking their wounds, while others are enjoying booming business. IDTechEx forecasts what opportunities RFID players will have in 2007 and beyond.

Photo-Quality Digital Label Printer



For short-run printing of private label and personalized product labels, the Vivo! digitally prints labels in 600 dpi CMYK color up to 8.3" wide. Cost-effective for production quantities up to 15,000 labels per batch, the Vivo! prints at a speed of 2 linear inches per second. The Vivo! is a toner-based electrophotographic printer, similar to a laser printer, and prints onto paper and synthetic label materials. Custom QuickLabel® software and Windows® driver are included with each purchase.

For more information visit:
www.QuickLabel.com or call 877-757-7978.

Fastest Color Label Printers



QuickLabel's QLS-8100 Xe and QLS-4100 Xe digital color label printers produce color labels faster than any tabletop printers on the market and offer the greatest flexibility in printing variable content, where successive labels have totally different text, graphics, and barcodes. Print as fast as 7 linear inches per second in 4 Spot Colors or in CMYK Process Color mode at 300 dpi onto labels and other rollstock up to 8.3" wide. Use Custom QuickLabel® software or print from another software package using the Windows® driver.

For more information visit:
www.QuickLabel.com or call 877-757-7978.

Mid-Range Color Label Printers



Instantly print labels with variable content graphics, barcodes, and text in three or two colors instead of four. Built to print thousands of labels per day, the QLS-3000 Xe digitally prints onto labels, tags, and other flexible rollstock in three Spot Colors or CMY Process Color mode at 300 dpi. The QLS-2000 Xe prints in two Spot Colors at 300 dpi.

For more information visit:
www.QuickLabel.com or call 877-757-7978.

New! Fastest Barcode Label Printer



The Pronto! 500 may be the fastest label printer on the market, printing single-color labels at a "true speed" of 2-15 linear inches per second. High-quality graphics are optimized by Custom QuickLabel® software, included with purchase. Comes with Lifetime Warranty, QuickSwap™ Parts Repair Service, and 24-hour Customer Support. The Pronto! printer family includes mid-range, wide-format, and high-resolution models.

For more information visit:
www.QuickLabel.com or call 877-757-7978.

Custom Printing Services



QuickLabel offers two custom label printing services. The QuickPrint service, with fast turnaround and low minimum order quantities, prints your labels using QuickLabel's own digital printers. The QuickFlex service prints your labels with a variety of finishing options on 8 and 6 color flexographic presses.

For more information visit:
www.QuickLabel.com or call 877-757-7978.

Label Printing Supplies



QuickLabel® develops and manufactures labels, toner, and thermal transfer printing ribbons for our own brand printers and for every label printer on the market. Our labels are available in thousands of sizes and shapes and in dozens of paper and synthetic material types. We offer personalized application guidance and we guarantee delivery to meet your custom needs.

For more information visit:
www.QuickLabel.com or call 877-757-7978.

You need 5,000 custom labels?

This afternoon?

No Problem!

With the new Vivo! "short" run digital label printer, you'll print labels in the quantity and quality you need, at a price you'll like. Need flexible production of photo-quality labels with private label logos and artwork? You can print more than 1,000 good-sized labels an hour with the Vivo!, at an attractive cost per label. Is electrophotographic label printing fast? Yes. Will labels fade? No. Can labels stand up to chemicals and moisture? You bet. At last, the photo-quality labels you want when you need them.

www.QuickLabel.com • 877-757-7978

QUICK LABEL SYSTEMS

The Labels You Want When You Need Them

Packaging Machinery With A Custom(er) Attitude.



It's essential to get inside a customer's plant when we engineer new packaging solutions and technologies. But that's not the only place we look. We also get inside a customer's head. We listen closely to the "what ifs" before coming back with the "can dos." Our purpose is to design quality vertical-form-fill-seal and cartoning systems for the snack, bakery and frozen/prepared foods industries. Our passion is to improve productivity for each customer, one by one. The result? Machines with a custom feel. A company with a customer focus. Now, isn't that a great attitude?

KLIKLOK•WOODMAN®
Packaging Productivity ... by Design.

www.klikwood.com

5224 Snapfinger Woods Drive
Decatur, Georgia 30035 USA
Telephone: 770-981-5200
Fax: 770-987-7160



PACKAGING
FEBRUARY 2007
DIGEST
www.packagingdigest.com

departments

- 6 Design Trends**
Packaging that stands out.
- 12 Comment**
Wal-Mart's sustainability initiatives.
- 15 New Products Spotlight**
Material Handling & Conveying
- 16 New Products Materials**
Rigid Containers
- 28 Van Doren**
Control association benefits integrators.
- 44 Technology Update**
RFID Technology
- 47 Brand Security**
The true cost of counterfeiting.
- 57 Newsmakers**
- 58 Info Showcase**
- 60 Marketplace**
- 63 Ad Index, Events**
- 64 OnPD.com**

staff

Editorial/Production Offices

CHICAGO

2000 Clearwater Dr., Oak Brook, IL 60523
630/288-8000 Fax 630/288-8750
e-mail: packagingdigest@reedbusiness.com



Mary Ann Falkman



Lauren R. Hartman

Mary Ann Falkman, Editor
630/288-8748
mfalkman@reedbusiness.com

Lauren R. Hartman, Senior Editor
630/288-8749
lhartman@reedbusiness.com



Anne Marie Mohan



Jack Mans

Anne Marie Mohan, Senior Editor
630/288-8746
amohan@reedbusiness.com

Jack Mans, Plant Operations Editor
630/288-8747
jmans@reedbusiness.com



Lora Lee Gelles



Grant Gerke

Lora Lee Gelles, Art Director
630/288-8566
lgelles@reedbusiness.com

Grant Gerke, Web Editor
630/288-8744
ggerke@reedbusiness.com

Bernard Abrams, Contributing Editor, BernieAbrams001@aol.com

Seth Rosner, Webmaster, seth.rosner@reedbusiness.com

Joy Tan-Pipilas, Production Editor, mtan@reedbusiness.com

Jackie Kenny, Web Assistant, jackie.kenny@reedbusiness.com

Mark DiVito, Group Research Director, mark.divito@reedbusiness.com

Quentin Brown, Production Manager, 630/288-8433, qbrown@reedbusiness.com

Rose Logusz, Classified Production, rlogusz@reedbusiness.com

Mary Ann Brockway, Ad Services Coord., mbrockway@reedbusiness.com

Tad Smith, CEO

Jeff Greisch, President, Chicago Division

John Poulin, Senior Vice President, Finance



Steven Reiss



Bob Heitzman

Steven Reiss, VP, Publishing Director
630/288-8807
sreiss@reedbusiness.com

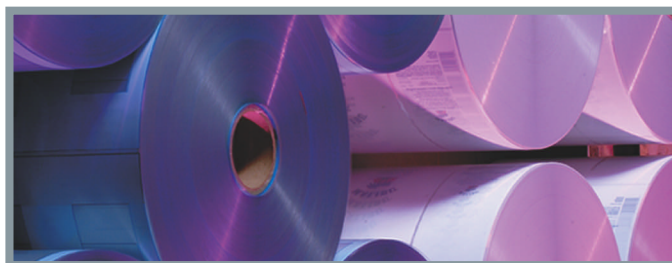
Robert Heitzman, Publisher Emeritus
630/288-8735
rheitzman@reedbusiness.com





Shrink Goes Green

Environmentally friendly corn based film



Gilbreth labels made from  **EarthFirst®** PLA film, a sensible alternative.

Extraordinary labeling solutions are here. Gilbreth, in conjunction with Plastic Suppliers, now offers shrink sleeves and tamper bands made from corn; a renewable and sustainable resource that offers your company a viable alternative to traditional packaging feedstock.

Keep your products competitive in the marketplace with the latest in shrink label technology. Let us provide you with a free quote. **Call: 800.630.2413**

- Renewable Resource
- Low Initiation Temperature
- High Surface Tension
- FDA-Direct Food Contact
- High Shrink Properties
- Superior Scratch Resistance
- Excellent Ink Adhesion

GILBRETH

- Short Lead Times
- Unparalleled Quality and Service
- Complete Project Management
- Innovative Label Solutions

EarthFirst® is a registered trademark of Plastic Suppliers, Inc.
NatureWorks® is a registered trademark of NatureWorks LLC.

design trends

Glass jars re-tune tuna in Ecuador

Yeli light tuna and tuna hand-packed in olive oil from Marbelize, a tuna manufacturer based in Ecuador, stand out in a distinctive glass jar package that adds value and clearly separates the Yeli brand from canned tuna. Researching the packaging preferences of its market, the company found that its target European market prefers products packaged in glass. It then turned to **O-I** (www.o-i.com) in Ecuador to help design a jar to best display the premium tuna. Within a year, the project was complete, resulting in a 260-cu-cm jar filled with 240 g of product. The new glass packaging allows consumers to clearly view the freshness of the product on the shelf, according to Marbelize, which adds that the brand of tuna is performing well. The tuna rolled out internationally in January 2006 and in Ecuador in March 2006.



Infused waters break the ice in a hot-fill bottle

O Beverages of Cambridge, MA, has launched O Infused water in a custom, 17-oz PowerFlex™ polyethylene terephthalate (PET) panel-less, hot-fill bottle from **Amtor PET Packaging** (www.amcor.com). Featuring etching on the shoulder and base (a first for the PowerFlex), the bottle has a 38-mm neck finish and a larger capacity than past PowerFlex versions.

In 2005, O Beverages launched its first product, O Water, an "ultra purified" water with natural fruit flavors. But it didn't want to stop there. Consumers asked for more, explains Tom First, founder of O Beverages. His company wanted to differentiate itself in a crowded market and also wanted a premium look. "We looked at hot-fill PET bottles when we had our first launch, but the only ones available had ribs. We didn't like the way the ribs affected the ability to label the bottle, so we went in a different direction," First says. The product's development coincided with the commercialization of Amtor's PowerFlex bottle. O Beverages found the new bottle through distributor **Zuckerman-Honickman** (www.zh-inc.com).

The PowerFlex bottle features a patented structure that eliminates side panels and offers a smooth label panel that is free of ribs that might distort the labeling. A vacuum-absorbing base also prevents distortion that previously required the sidewall panels to absorb the vacuum caused after hot-filled beverages cool to room temperature. For the O Beverages custom bottle, Amtor used a patented stereo lithography (SLA) process to create rapid prototyping molds out of a liquid resin. The molds are built by adding multiple layers of resins over each other, so that the surface becomes a little grainy, and the texture is blown into the bottle prototypes. The infused-flavor water is available in seven varieties—Hydrate in black raspberry/orange; Vitalize in blueberry and peach mango; Replenish in lemon-lime; Soothe in lemon; and Energize in strawberry.

Budweiser salutes St. Louis Cardinals with commemorative 2006 World Series bottles

Budweiser, a partner of the St. Louis Cardinals for more than 50 years, honored its hometown team's 2006 World Series Championship victory with a limited-edition Budweiser magnum and aluminum bottle in time for the holiday season. As further recognition, Budweiser donated \$100,000 to the St. Louis Cardinals Care Foundation to benefit area youth through outreach programs and financial grants.

"Budweiser is a proud supporter of the Cardinals. These attractive and distinguished bottles recognize their momentous victory in the new Busch Stadium," says Randall Blackford, director of Budweiser for Anheuser-Busch. "They are the perfect holiday gift for adult fans and will be enjoyed as keepsakes for years to come."

The commemorative 46.5-oz magnum bottle features the Cardinals 2006 World Series Champions logo on the front, with a summary of the World Series on the back label. The World Series magnum is sold individually in a red and blue box featuring the Cardinals and World Series Champions logos. The 16-oz Budweiser aluminum bottle features the Cardinals 2006 World Series Champions logo and lists the years of each of the Cardinals 10 titles. The aluminum bottle is sold in 15-packs of specially labeled Budweiser cases featuring images of

the Cardinals World Series bottles.

This was a limited-edition run for the holidays, but both bottles will be reintroduced in March when they will be more widely available, as the city gears up for the 2007 Major League baseball season. Both will be available in liquor, grocery and convenience stores in the greater St. Louis metro area.

Budweiser is the longest-running corporate partner of the Cardinals and has supported Cardinals baseball for more than 50 years. The brand is also the Official Beer of Major League Baseball, the MLB World Series and 26 MLB teams, including the St. Louis Cardinals.



» Be sure to turn to our special Sustainable Design Trends section this month on page 42.



VISUAL PACKAGING

Say something revealing about your brand.™

Consumers want to know in detail about the products they buy. Nothing affords more insight into a brand than visual packaging from AGI/Klearfold. Our visual packaging products, available in a wide range of shapes and styles, are an optimum showcase for most packaged goods.

Visual packaging provides exceptional shelf presence and adds stature to everything from a new product launch, to a special promotion, to the reinvigoration of a popular brand.

Make a statement at the point of sale. Then, make more sales.

AGI Klearfold

Creative Packaging
A MeadWestvaco Resource
877-918-3023 • www.AGIKlearfold.com

design trends

Portable packet platforms a drink mix for women



With a "Just Add Water!" ease of use, Clif Bar, Inc., Berkeley, CA, maker of the Whole Nutrition Bar™ for women, recently launched a new drink mix designed to help women stay hydrated throughout a busy day. Its LUNA Elixir™, what it defines as the first organic drink

mix formulated specifically for the nutritional needs of women, is made portable by a convenient polyester/foil packet. **Label Technologies** (www.labeltech.com) provides the packet, which is flexo-printed with lively, animated, fruit-filled graphics in bright colors. "The benefits of hydration go beyond quenching thirst. Staying hydrated aides digestion, reduces the risk of disease and infection and encourages healthy skin, among other benefits," says Tara Dellolacono Thies, RD, a nutrition strategist for LUNA. The new drink mix comes in

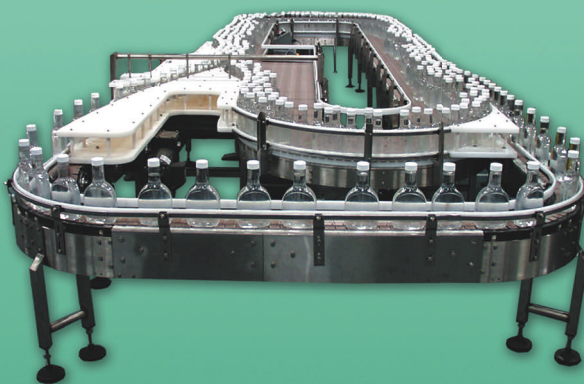
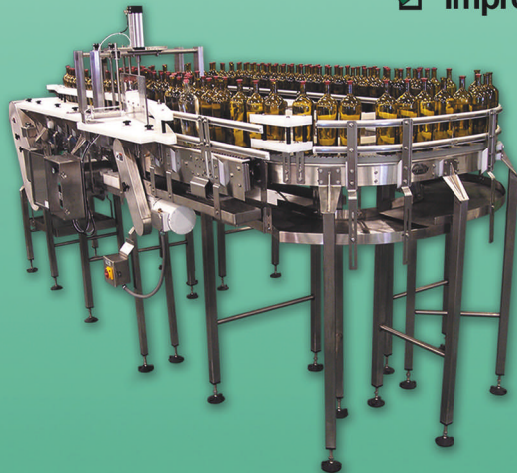
four flavors: Orange Passionfruit; Pomegranate Berry; Raspberry Lychee; and Dragonfruit Kiwi. Designed for use on-the-go, the palm-sized, shaped packets easily fit in a purse, a desk or a backpack. Each one has a tear-tab top for easy opening and contains 0.5 oz of mix featuring 16 women-specific vitamins and minerals. The mix makes a 50-calorie drink when combined with water. Available nationally at Whole Foods, Wild Oats, Amazon.com and Drugstore.com, the product carries a suggested retail price of \$1.29.

NEED A SIMPLE SOLUTION TO INCREASE CASH FLOW?

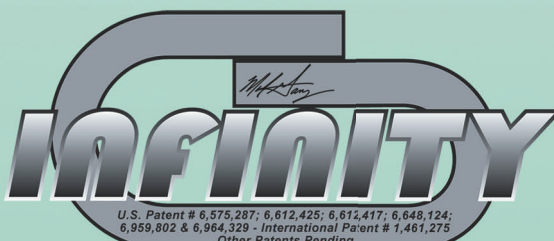
Garvey Corporation's Infinity series Accumulation System can increase your cash flow by as much as 30%. We can run a multitude of products for the industrial, food, pharmaceutical, and beverage industries.

All in One Unit:

- ✓ Convey
- ✓ Accumulate
- ✓ Single File
- ✓ Line Divide
- ✓ No backpressure
- ✓ Uses less floor space
- ✓ Lowers cost per case
- ✓ Improve thruput by 25-30%



208 South Rt. 73, Blue Anchor, NJ 08037
Phone: 1-800-257-8581 www.garvey.com
Email: infinity@garvey.com



First mushrooms in resealable zipper bags

Monterey Mushrooms, the largest grower/shipper and marketer of fresh

mushrooms in the U.S., has introduced its Clean N Ready® ready-to-eat mushrooms in a new resealable bag, making it the first and only supplier to package mushrooms in a resealable bag. This is an extension of the Clean N Ready product line that it introduced previously, which consists of four mushroom categories: sliced white, sliced Baby Bella and whole Baby Bella mushrooms in 10-oz bags and thick-sliced Steak Mate mushrooms in 6-oz bags.

The key to the new bags are Fresh-Lock® Style 109 ribbed zippers from **Presto Products Co.** (www.fresh-lock.com). These zippers have several desirable features that enhance the bags:

- The zipper includes patented sealant ribs on the backside of its flange to improve its sealability to the film at lower temperatures. Lower temperatures help minimize film distortion and allow faster pouch-forming speeds.
- The sealant ribs create concentrated pressure points that may enable the packager to reduce the amount of time, temperature and pressure needed to apply the zipper to the packaging substrates. In addition, the sealant ribs are engineered to caulk off peaks and valleys on the side seals and end crushing of the package.

The packages are formed on a Model 9500 vertical form/fill/seal machine from **Pacmac, Inc.** (www.pacmac.com).



Shrink Labelers and Shrink Tunnels



Rotary Shrink Labeling Machines

packaging rates up to
1,800 c/min



In-line Shrink Labeling Machines

packaging rates up to
700 c/min



Shrink Tunnels, Conveyors and Steam Generators



New Shrink Labeler — "Silver Bullet"

www.nafm.com

NAFM

949-388-6371

5753-G Santa Ana Canyon Road
#306 • Anaheim, California 92807

design trends healthcare



Cold-sore remedy gets packaging relief from theft

Merix Pharmaceutical Corp. has made a change to its retail packaging for RELEEV™ 1 Day cold-sore treatment to prevent theft. The award-winning BlisterGuard® security package from **Colbert Packaging** (www.colbertpkg.com) is helping Merix thwart tampering and pilferage. The new package is now being distributed nationally at Walgreens and Kmart stores, with broadened retail distribution

planned for 2007. The cold-sore medication has proven to relieve the painful symptoms in one day. Although expensive, RELEEV has an impressive following. But its higher price subjects it to pilferage, and theft has been a problem. The tube of product can easily fit into a pocket or a purse if the outer carton containing the tube is breached, says Dori Squires, vp of Merix. "We moved forward with the plan to improve tamper-

evidence for our packaging," she says. The paper-based BlisterGuard package is highly printable, enabling a manufacturer to present the product on-shelf effectively. BlisterGuard is made of **International Paper's** (www.internationalpaper.com) Everest® Safe-Pak foldover board, a heat-sealable, bleached stock, laminated with a multilayer, high-strength film from **Valéron Strength Films** (www.valeron.com) for tear-resistance.

TECHNOLOGY...SERVICE...RELIABILITY

You Have An **Alternative...**



Stull, The Choice For Closure Innovation

THE PREFERENCE IS CLEAR:

- Specializing in custom, proprietary and stock closures
- Advanced design/development capabilities for innovative solutions for enhanced product appeal
- State-of-the-art technology – including stack molds, rotating cube mold technology, in-mold assembly, advanced automation, and more...
- Solutions for the food, HBA & personal care, home care, household chemical, pharmaceutical and specialty products markets
- A third generation family business that prides itself on its ability to react fast and provide flexibility to our clients

Our rich and extensive history of success is evidenced by the unique and ground-breaking closures we've brought to market.

STULL
TECHNOLOGIES

Visit our website at
www.stulltech.com

17 Veronica Avenue
Somerset, New Jersey 08873
(732)873-5000

Auto-injection device is deemed worthy of a WorldStar

After its meeting in Poznan, Poland, a jury for the 2006 WorldStar packaging awards selected by the **World Packaging Organization (WPO)** (www.worldpackaging.org) generated six nominees for the 2006 President's Award, including a single U.S. entry in the pharmaceutical/medical category. The awards selection is based on the inventiveness, creativity and functionality of a package. Big biotech products manufacturer Amgen Inc., Thousand Oaks, CA, was nominated for the distinguished top merit for its Aranesp® prefilled SureClick™ auto-injector. Recognized for the way in which it provides a simple, secure way to administer Aranesp, an anemia treatment designed to fight fatigue in patients with chronic renal failure as well as for those with chemotherapy-induced anemia, the combination product/package/medical syringe is unique for the way in which it delivers a device and a drug in one injection unit. The auto-injector helps to minimize potential needle-stick injuries (the second most common form of healthcare injuries) with benefits for healthcare providers and patients. The proprietary device also helps to assuage the fears of needle-phobic patients.

Amgen will reveal little about how the package works, except to describe it as a more robust design than previous delivery systems. The prefilled unit is noteworthy because patients do not see the needle of the syringe before, during or after they receive an injection.

The WorldStar 2006 competition attracted 265 entries from 35 countries around the world. Of these, 130 were selected as winners by the jury in November, and six entries were nominated for the President's Award for special qualities in their packaging solution. The President's Award winners will be presented in Chicago on May 15.





*“only nature
provides a better package®”*

Seal-it, inc.
a Division of
 **Printpack inc.**

Shrink Labels - Multipacks
Tamper Evident Bands
10 Color Printing
Modified Flexo - Rotogravure
Full Pre-press Capabilities
Quick Turn Around
PVC/PETG
OPS/PLA Films




**PLA Film
made from CORN**

 **EarthFirst®**

Environmentally Friendly
Excellent Shrinkage
Compostable

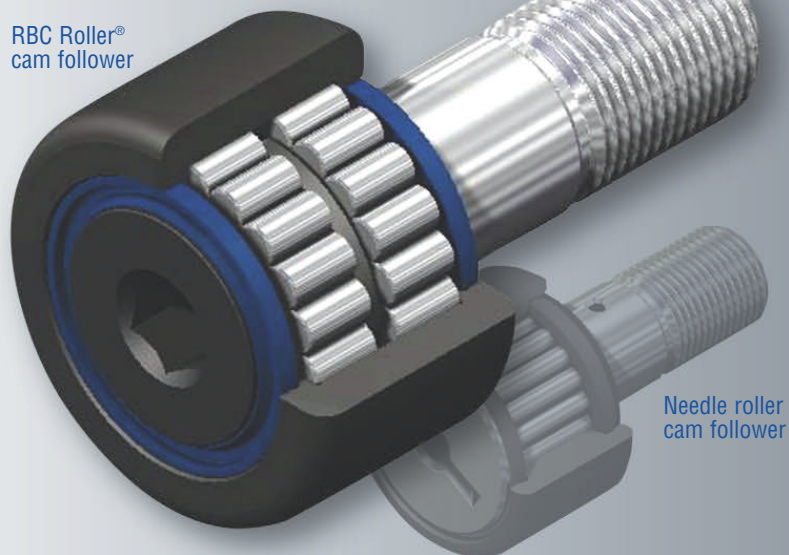
Visit our website:
www.sealitinc.com
e-mail: info@sealitinc.com
Ph. 800-325-3965 • 516-935-3965



EarthFirst® is a registered trademark of Plastic Suppliers, Inc.
EarthFirst® is made with  NatureWorks® PLA

Increase Uptime and Reduce Maintenance Costs with RBC Roller® Cam Followers

RBC Roller®
cam follower



Needle roller
cam follower

The Superior Alternative

Compared to needle roller cam followers, the RBC Roller® technology offers:

- Size ranges from 1"-10"
- 5 times longer operating life
- Lubricated for life
- Twice the speed capability
- Excellent value!

Packaging Machinery Applications:

- Cartoning
- Bottling & Canning
- Material Handling
- Decorating
- Labeling

RBC
BEARINGS
800.390.3300

©2006 RBC Bearings Incorporated

Visit our **NEW** web site www.rbcbearings.com to download the "Superior Alternative" brochure and a comprehensive technical paper highlighting the advantages of the RBC Roller® technology.

U.S. Pat. 5531137

comment

Mary Ann Falkman, Editor



Sustainability: The Wal-Mart way

What happens when one of the world's largest corporations—the world's largest retailer—decides to both live and preach a sustainable way of life? Uniquely positioned to have both upstream impact on its suppliers and downstream impact on its customers, plus internal influence on its employees, Wal-Mart is sure to not just make the wheels start to grind but to spin. This issue's special focus on sustainability in packaging would not be complete without a close look at Wal-Mart's initiatives.

Wal-Mart did not invent the concept of sustainability. Many small and large corporations have been supporting sustainable practices for years, even decades. The giant retailer's role in the saga began about two years ago when Rob Walton (Sam's son), an avid outdoorsman, was persuaded by an environmentalist friend that the giant retailer could effect a profound difference. Because he had by then removed himself from operational responsibilities in the corporation, Walton was at first reluctant. Also, he was keenly aware that personal interests and campaigns were never welcomed in the boardroom. But Walton succeeded in securing an audience for his friend with Wal-Mart's Lee Scott, perhaps the world's most powerful CEO. Plagued of late by intensely negative PR, Scott saw merit in the idea.

In a highly publicized speech watched by Wal-Mart's 1.8 million associates, Scott carefully outlined his three-pronged sustainability plan: renewable energy, zero waste and products that sustain our resources and environment. What will make this work is the corporation's scope, he said. For example, if Wal-Mart were a country, it would be the 20th largest in the world. If it were a city, it would be the fifth largest in America. A recent cover story in *Fortune* magazine points out that if, during just one week, each of Wal-Mart's 176 million customers that week were to buy one long-life compact-fluorescent light bulb, electric bills would be reduced by \$3 billion, 50 billion tons of coal would be conserved and 1 billion incandescent light bulbs would be kept out of landfills.

That's the potential effect of the retailer's impact on customers. But what about its 60,000 suppliers? Last November, Wal-Mart announced its commitment to reducing packaging across its global supply chain by 5 percent by 2013. At a keynote session during PACK EXPO International 2006, Sam's Club executives revealed a metrics scorecard by which suppliers can ascertain their level of sustainability [www.packagingdigest.com/info/walmart]. The scorecard's metrics evolved from attributes known within Wal-Mart as the "7 Rs of Packaging": Remove, Reduce, Reuse, Recycle, Renew, Revenue and Read. Access to the scorecard begins this month, so it's too early to evaluate how many of those 60,000 suppliers will make use of the metrics system or what impact it may have on their packaging. It's definitely a topic *Packaging Digest* will revisit later.

Mary Ann Falkman

Affordable Packaging Solutions!

ECONOCORP

Cartoners



Trayformers



Casepackers



NEW!

Pegasus CARTONER

- Speeds up to:
7200 cartons/hour
600 cases/hour
- Automatic or Manual Loading
- Glue or Tuck Closure
- Corrugated or Paperboard Stock
- Simple, flexible, compact designs
- Easy to use and maintain
- PMMI Certified Service and Support

ECONOCORP INC.

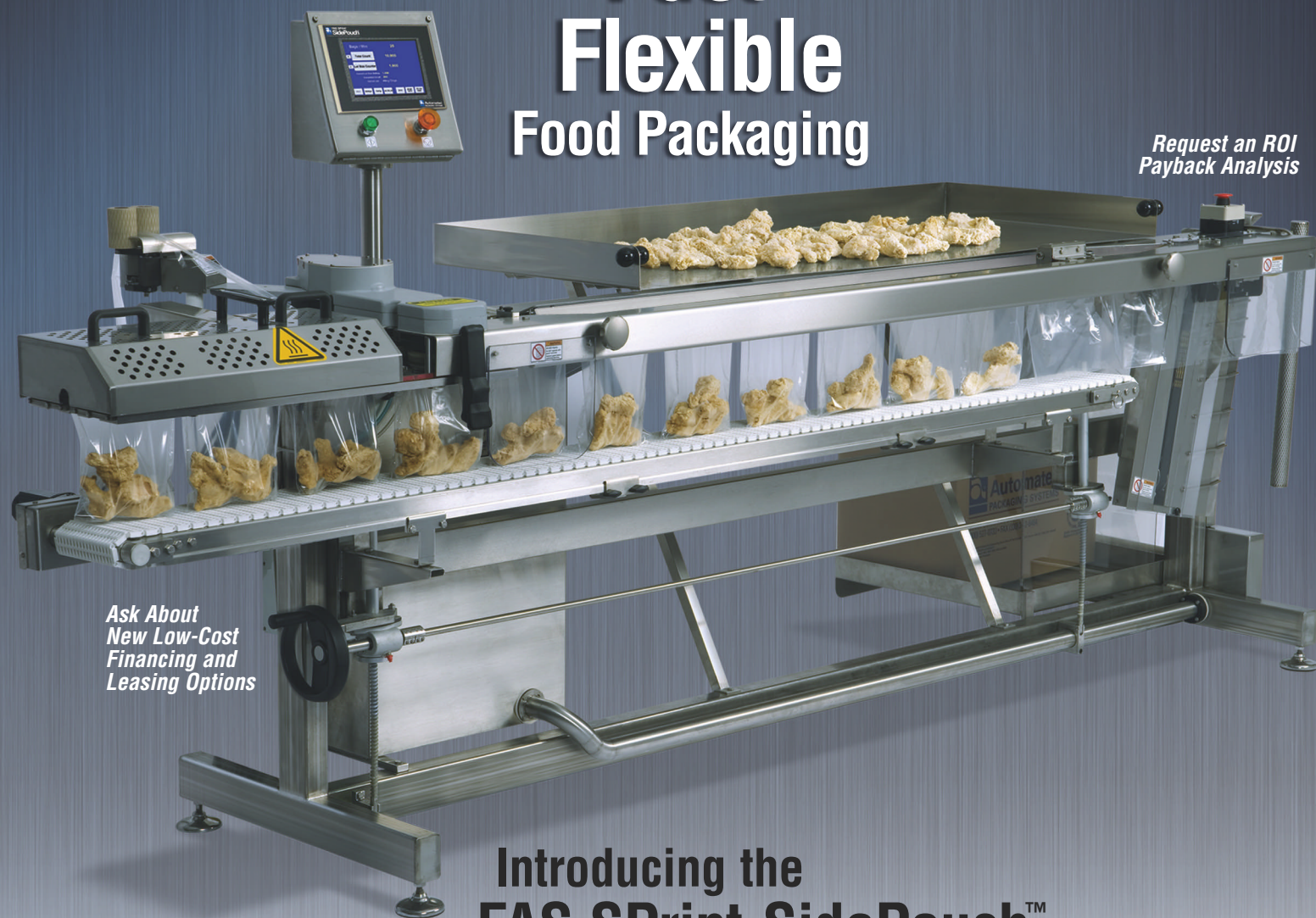
72 Pacella Park Drive, Randolph, MA 02368 USA
Fax: 781.986.1553 Email: info@econocorp.com



Call: 781.986.7500
www.econocorp.com

Simple, Fast and Flexible Food Packaging

*Request an ROI
Payback Analysis*



*Ask About
New Low-Cost
Financing and
Leasing Options*

Introducing the FAS SPrint SidePouch™ Bagging System

The new FAS SPrint SidePouch Bagging System delivers new levels of speed and versatility to packaging environments that require daily washdown procedures. This ergonomic system is uniquely designed for efficiency, featuring a conveyor of pre-opened bags ready for immediate loading, an ample 60" load area, and automatic bag sealing. Genuine SidePouch bags are available in a variety of materials, with features such as reclosable zippers, resealable flaps, reinforced headers and tamper-evident perforations.

- > **High Productivity** – High-speed Food Application System (FAS) packages up to 120 bags per minute
- > **User-Friendly** – State-of-the-art touch screen controls simplify set-up and operation
- > **Flexible** – Designed for fast and easy product changeovers
- > **Washdown-Ready** – One-touch clean-out mode and 90° tilt action for easy cleaning
- > **Dependable Operation** – Rugged construction, on-board diagnostics, and field-proven mechanical components backed by a nationwide network of factory-direct service engineers





**Our films cover your product.
Our people cover everything else.**

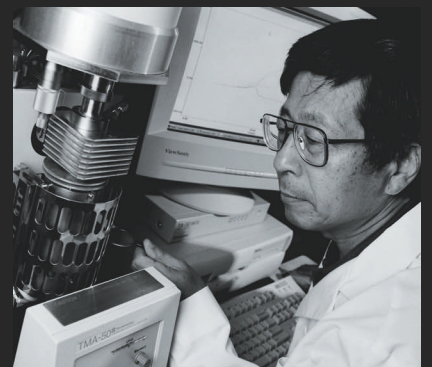
IT ALL STARTS
WHEN YOU CALL
KLÖCKNER
PENTAPLAST.



CUSTOMER SUPPORT TEAM



MANUFACTURING EXPERTISE



QUALITY CERTIFICATION

KLÖCKNER PENTAPLAST SHRINK SLEEVE FILMS

We've got you covered with a full range of standard and high-shrink Pentaprint® films that provide excellent gauge uniformity and printability for maximum shelf appeal. Our films have been specially formulated to provide well-controlled shrinkage properties and superior processing efficiencies. With worldwide manufacturing plants and distribution facilities, our global sourcing has you covered no matter where your products are packaged.

Our people keep you covered with their technical and manufacturing expertise, and unsurpassed customer service. Every order is certified to meet quality and industry standards. With reliable on-time delivery and continuing technical support after the sale, Klöckner Pentaplast gives you the coverage you need.

Vinyl, PETG, BAREX® Film

BAREX® is a registered trademark of BP Chemicals, Inc.



www.kpfilms.com
540.832.3600



ON-TIME DELIVERY

new products spotlight

Material Handling & Conveying

Robotic grabs The co. introduces a new series that uses compressed air to inflate and grip wide-mouth bottles with minimal squeezing in packaging production applications.



The grabs feature air-powered internal bladders that pick up bottles gently by the neck, from the top, and attach and release them in milliseconds for use on high-speed packaging lines. Designed to prevent the distortion of wide-mouth bottle tops and containers, especially PET plastic sport bottles,

they can grab using only 30 psi of pressure. They are made from a combination of high-impact plastic, aluminum and metal parts with soft, rubber bladders on the inside and are field-serviceable by hand.

Anver Corp., 800/654-3500.
www.anver.com

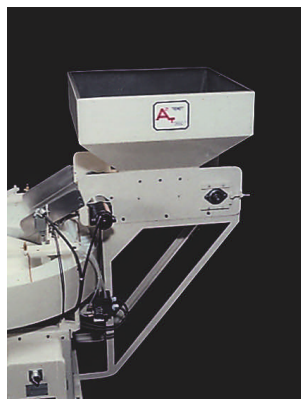


Belt conveyor The co.'s 7600 Series curved, flat belt conveyor is designed to transfer small products like cookies, pastries and other small snacks effectively and continuously around curves. The product is a member of the AquaPruf family of sanitary conveyors and is recommended for customers in industries such as bakery/snackfoods, confectionary, ready-to-eat foods, raw meat, poultry and seafood and pharmaceutical and cleanrooms. It features curve-angle configurations of 45, 90 and 180 deg; a pinch-roller drive-belt system for longer nosebar bearing life; and the ability to handle loads of up to 150 lb, widths of 12, 18, 24 and 36 in. and speeds up to 173 ft/min at the curve centerline.

Dorner Mfg. Corp., 800/397-8664.
www.dorner.com

Prefeeder The co. introduces the OP Series prefeeder to store and feed bulk product. The series features 3- to 20 cu ft of standard, variable-speed drives and all contact parts made of stainless steel or elastomeric material. The prefeeder offers 25 to 500 parts/min, a heavy-duty nonvibrating design and gear-driven mechanical transfers.

SouthCoast Control Eng. Inc.,
774/206-5649.
www.scceinc.com



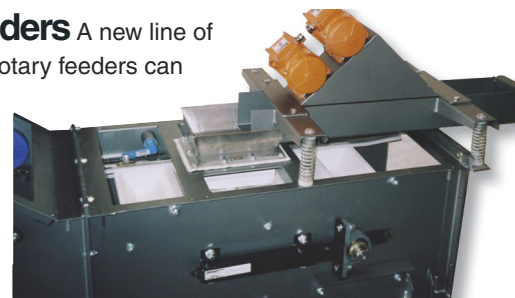
Feeding machine A new generation of the co.'s DS1100 flagship parts-feeding machine eliminates semi-automatic loading machines, which reduces the health problems associated with repetitive motion. A seven-axis, articulating robotic arm is said to provide greater dexterity for unloading parts from trays to conveyors and reloading them. The system can accommodate virtually any tray for any application, feeds parts to assembly operations and can also be specified as a compact machine-tool loader.

Distech Systems, Inc., 585/254-7020.
www.distechsystems.com

Rotary feeders A new line of boot-mounted rotary feeders can be retrofitted onto existing bucket conveyors from 9 to 48 in. wide for added flexibility and

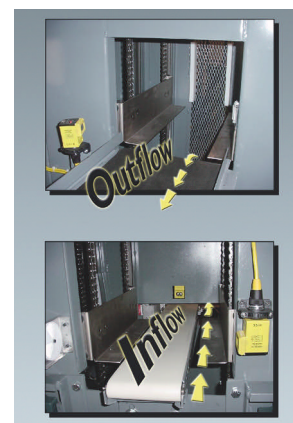
productivity, the co. states. The feeders are powered by two vibratory motors mounted directly onto the load unit of existing bucket conveyors and elevators. They are designed to transfer the product at a velocity consistent with bucket travel for gentle handling using minimal energy to eliminate spillage.

Gough Econ, Inc., 800/264-6844.
www.goughecon.com



Flighted lift A flighted, indexing lift is designed for either vertical storage or for buffering products during peak production times or when there is a surge during conveyance. The system is effective in either a FIFO or LIFO material-handling setup and provides good vertical storage density, the co. says. The lift is controlled through mechanical linked drive chains that allow the lifting chains to run in opposite directions.

TKF, Inc., 513/241-5910.
www.tkf.com



new products materials

Rigid Packaging

Lotion dispenser Designed for maximum visual impact and sales appeal, the Prodigio™ lotion-dispensing system features unique clean-point technology for unsurpassed dispensing performance, the co. says. The uniquely shaped dispenser also has a closure mechanism that prevents leftover lotion from gathering at its exit point by means of an actuator channel that mechanically closes to keep the point free of residue

buildup, the co. says. The proprietary system's wide-channel airless-pump mechanism allows the lotion to dispense without splattering, preventing elastomer or metal contact with the lotion. The closure also prevents product return after air or skin contact. Prodigio is recyclable. Production is being planned for April 2007.

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



The Best Kept Secret in the Industry is no longer a secret.

It's no secret that buying direct from the manufacturer gives you a competitive edge.

At c3controls, we know our products are top quality because we design, manufacture and test them ourselves. Our unwavering commitment to product and service excellence is unparalleled in the industry.

c3controls is the only standard industrial control manufacturer that offers:

- **GUARANTEED SAME-DAY SHIPPING**, or you get 50% OFF
- **Exclusive LIFETIME WARRANTY**
- **FACTORY DIRECT PRICING** – direct from the manufacturer – US!

With this type of commitment to quality and 100% customer satisfaction, you can be confident you're getting nothing but the best products and the best value the industry can offer.

Check us out at www.c3controls.com

c3controls®
EVERYTHING UNDER CONTROL

For more on c3controls' products, services, Guaranteed Same-Day Shipping and Lifetime Warranty, contact our customer care department at 724-775-7926.

Pressbutton closure

The Pressbutton dispensing closure is a new component to top off bottles with style, according to the co. A snap-on

structure, the cap can be customized to specific neck-finish sizes. It has an innovative pushbutton mechanism that opens the cap quickly and allows for flawless product dispensing, the co. says. The pushbutton is

available in custom colors to accommodate many brands and pairs perfectly with the co.'s Styleline Cylinder (also pictured).

Continental Packaging Solutions, 888/676-5277.

www.continentalpackagingsolutions.com



Dustcover handles for cans

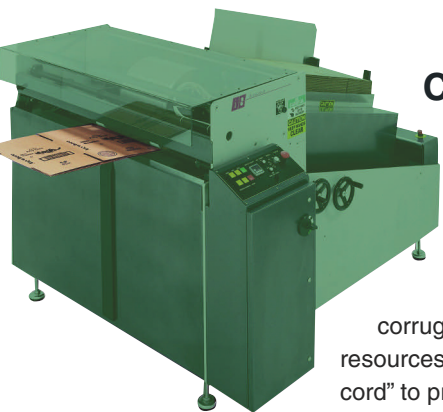
To provide increased consumer safety for canned beverages, soups, fruits and vegetables and other products, and to prevent can tops from getting dirty and requiring cleaning before use, the co. has designed new handles with a completely covered can top. The injection-molded design unitizes groups of cans and protects the can mouths with a thin layer of HDPE. The co. reports that the package holds together securely during distribution, and an individual container can be removed with a clean top. Various handle styles are available, as is automated application.

PakTech, 541/261-5005.
www.paktech-opi.com



724.775.7926 | www.c3controls.com

new products equipment



Case printers

Supporting sustainability in packaging, the co. offers case-printing equipment that optimizes the use of corrugated and associated resources by "cutting the cord" to preprint and going to a generic case-printing program, the co. says. On-demand printing eliminates or reduces preprinted inventory, resulting in less scrap, reduced landfills and fewer loads to recycling plants. The co. also advises that the level of purchasing complexity and human resources required to monitor, order and warehouse preprinted cases is also dramatically reduced through generic case printing. The system uses easy print-message software and disposable printing film and provides an 11×32-in. print area. With a 200-dpi resolution, the printer can produce fine-line graphics and bar codes on corrugated substrates. Another benefit of the system is the co.'s ink, which contains no toxic chemicals. **Iconotech**, 800/521-0194. www.iconotech.com

Metal detector

The new HDS (heavy duty sausage) Pipeline metal detector is said to offer extreme sensitivity to all metal types for the sausage industry. The system is designed for full integration with leading vacuum-filling machines, the co. says, as well as with other process equipment. A single, vertical gas strut makes the height of the detector head easy to adjust, while large castors provide mobility. As the co. explains, its patented ICF (internal cancellation field) technology allows for a shorter throughput pipe, which reduces product creaming and results in a compact system. The HDS Pipeline design can be configured to suit continuous, twister or clipper sausage applications.

Mettler-Toledo Safeline, Inc., 800/447-4439. www.mt.com/safelineus

Tablet line

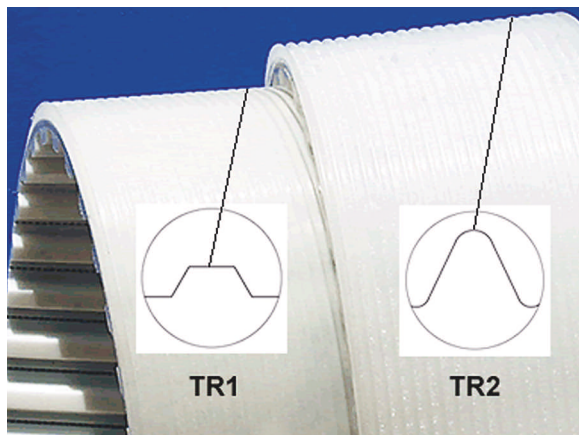
The co.'s compact tablet line can include a turntable, a tablet and a capsule counter, a cotton inserter, a metal detector, a capper, a labeler, a heating system and an outfeed turntable. The line features quick and easy setup and can be supervised by only one operator, the co. says.

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



Ink-jet printers

A new family of high-resolution ink-jet printing systems uses the IP9000 controller for printing on one or two sides of secondary packages, such as cartons or trays. According to the co., the system has minimal maintenance requirements and uses as little as 2 percent of the ink needed for drop-on-demand ink-jet systems. The controller can be paired with four different printheads—the LC2, the 96/32, the 192/32 or the 352/32—for increasingly higher resolutions and for various types of printing, from alphanumeric characters and graphics to scannable bar codes. The system uses Trident's repairable print engine, coupled with the co.'s printheads, which are said to function reliably in industrial environments. **Matthews Marking Products**, 412/665-2488. www.matthewsmarking.com



Backing materials

The co. introduces TR1 and TR2 polyurethane backing materials with different longitudinal groove profiles. Available respectively in thicknesses of 2.4 and 2.5 mm and with groove depths of 0.5 and 1.4 mm, the backings can resist temperatures of -4 to 176 deg F. **BRECOflex Co., L.L.C.**, 888/463-1400. www.brecoflex.com

BARCODE LABEL PRINTERS THAT WORK



EVERY DAY.
EVERY TIME.
EVERYWHERE.

When the job is this large, look to the SATO GTe Series of printers

With its 12 inches per second print speed and one of the largest label roll capacities, printing mounds of carton, pallet and compliance labels or RFID tags is made quick and easy.

- **Value** – Best price performance in its class
- **Intelligent** – Fully programmable for host independent operations
- **Flexible** – Next generation interchangeable print head technology
- **Fast** – 12 inches per second printing
- **Superior** – Industry's best graphical display



GTe Series

Visit our website @ www.satoamerica.com/gtepg/pd for your FREE GTe Product Guide

www.satoamerica.com

SATO
DCS & Labeling Worldwide

World Class Labeling Systems Made in the USA

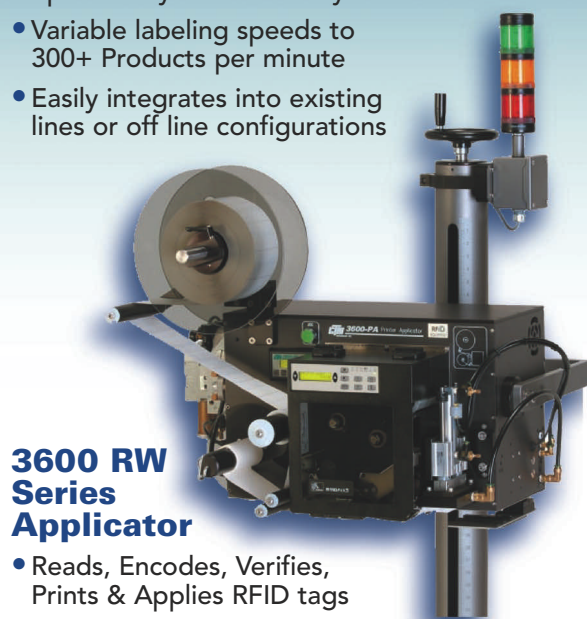
Every facet... of our manufacturing process is housed under one roof. We offer the most automated, state-of-the-art manufacturing facility in the industry — resulting in an impeccable finished product.

From Semi-automatic applications to the most demanding high speed, high accuracy labeling solutions, we understand your needs. And at CTM, supporting our customers before, during and after the sale is paramount.



Front & Back Label Applicator

- Equipped with rugged stainless steel side frames
- Electronically matched top trap ensures optimum system flexibility
- Variable labeling speeds to 300+ Products per minute
- Easily integrates into existing lines or off line configurations



3600 RW Series Applicator

- Reads, Encodes, Verifies, Prints & Applies RFID tags
- Unique reject shuttle mechanism for bad tags
- Supports EPC Class 1, Gen 1 and Gen 2 tags
- Sato or Zebra version available

Contact us today, or visit us on the Web!



1318 Quaker Circle • Salem, OH 44460
Telephone: 330-332-1800 • Fax: 330-332-2144

www.ctmlabelingsystems.com

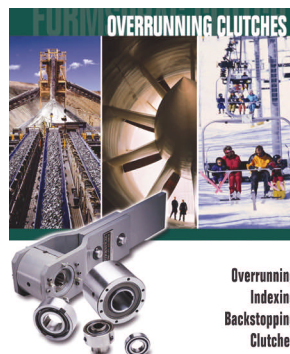
new products equipment

Clutches, accessories

The co. has published a new catalog featuring information on its clutches and clutch accessories. The reference catalog details differing load characteristics of overrunning, indexing and backstopping clutch applications that call for variations in the technical details of clutch construction. The catalog includes selection and engineering information and a Steiber interchange chart and part number cross reference.

Formsprag Clutch, 800/927-3262.

www.formsprag.com



Overrunning
Indexing
Backstopping
Clutches

Sorter The UniSort® VII entry-level sliding shoe sorter takes its place as the successor to the co.'s UniSort V model. Among the upgrades are a quieter, more economical, all-electric switching system and available aluminum slats designed for small-item sortation as an alternative to standard metal tubes. The co. cites a standard, 350-ft/min operating speed with the new model.

FKI Logistex North America, 513/881-5239.

www.fkilogistex.com



Cartoning machine

The new CUT130SW SmartWallet machine offers pharmaceutical manufacturers a wallet solution that is cost-effective, easy-to-use, reclosable and tamper-evident, the co. claims. The machine produces both wallets and conventional folded cartons. In dual production, where both types of packaging are produced alternately on the machine, the system is capable of production speeds of up to 100 wallets/min.

Bosch Packaging Technology, 763/424-4700.

www.boschpackaging.com

Towelette maker

The growth of the premoistened disposables market has spurred the co. to supply automatic and semi-automatic equipment to manufacture a variety of premoistened wipe and towelette products, noting that many systems can be integrated with f/f/s equipment. The co. adds that products with viscosities ranging from alcohol to heavy creams can be dispensed with its Filamatic® pumps at a ± 0.5-percent fill accuracy.

National Instrument LLC, 800/526-1301.

www.filamatic.com



Tray shrink wrapper

The Continuum™ integrated tray/shrink system is designed for food and beverage applications for loose containers and multipacks in various materials, including glass, PET, HDPE, metal and fiber cans, HiCone, shrink bundles and paperboard overwrap, the co. says. Said to operate at speeds to 100 trays/min, the system offers quick changeover with minimal parts requiring no tools, the co. adds.

Standard-Knapp, 860/342-1100.

www.standard-knapp.com



Case packer

Introduced is a case packer that utilizes dynamic servo operation to ensure top precision and accuracy at speeds up to 30 cases/min, the co. says. The machine utilizes servo motors to control the main case drive, the infeed, the downstacker and the upload pusher for precise case and product movement and gentle handling throughout the machine. It offers motorized size adjustments to eliminate tweaking that often slows case-packer changeover and occupies only 15.4 linear ft on the production line to reduce the time requirements and the cost of installation. Electrically interlocked polycarbonate hinged guarding halts machine operation when opened.

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

www.abcpackaging.com



Bagging system

The Rollmaster is a new paint-roller bagging system that works with center-folded PE and shrink film. The system features the co.'s standard Packmaster platform along with a conveyORIZED roller infeed, an automatic cycling option, an electric eye for printed film and an uphill conveyor for easy product exiting, the co. says. The system has a smokeless and odorless sealing design and can form, fill and seal up to 30 packages/min.

All Packaging Machinery Corp., 631/588-7310.

www.allpackagingmachinery.com



IV bag filler/closer The co. introduces its Type 529 semi-automatic IV bag-filling and closing machine for aseptic packaging of infusions, parenteral drugs and biotech fluids. The machine handles IV bags made of EVA, PVC, PP and other materials, producing up to 2,000 100-mL to 10-L aseptic bags/hr. The system features a fully-integrated automatic closing system to eliminate possible contamination, includes various options to meet each customer's requirements, and has an easy-to-use, flat color touchscreen and a system that meets or exceeds FDA, cGMP, PIC and GAMP pharmaceutical guidelines.
Alphacos SA, +41 (0)32 421 44 52.
www.alphacos.ch/en



Weigh/counter The new Accu-Scale® 220 weigh/counter is designed for bulk-packaging operations and features a range-counting function that is said to improve flexibility while increasing packaging speed and accuracy. This function allows the user to select a range for the number of parts in a batch, which provides higher throughput in applications where speed is the primary performance requirement. Upper and lower target counts can be set, and automatic cycling will only occur once the value falls within a preset range, enabling full control of packaging accuracy, the co. says. The counter features advanced sensor technology that can detect and count products as light as 1/10 g in weight (0.003 oz).
Automated Packaging Systems, 888/288-6224.
www.autobag.com



Label applicator The co. releases a new label applicator that can be optionally equipped to withstand direct-water washdowns. The ALS 206 securely applies preprinted product ID labels in widths up to 6.4 in. to target items like cartons and boxes. The product is available in right- and left-hand versions, and its dispensing edge can be rotated 90 deg for added flexibility. The applicator features advanced electronics and dual precision stepper motors for label placement to an accuracy of ± 0.5 mm. The applicator can be controlled directly or from a remote PLC via serial, parallel, wireless, Ethernet or software interfaces.
Avery Dennison Printer Systems, 800/395-2282.
www.ris.averydennison.com

Fast, Accurate, Affordable Ishida Weighers

Ishida has a multihead weigher for every product and budget, providing the most efficient and reliable performance with the industry's best after-sale support.



HEAT AND CONTROL

Please visit
www.heatandcontrol.com/pd2
for details on these and other
products & services.

Phone 800 227 5980
Fax 510 259 0600



Metal Detectors Outsmart Product Effect

For all products, CEIA metal detectors feature auto-learning and tracking for maximum metal detection speed and accuracy.



Strip-Pack Bag Applicator

Use Ishida's Flexible Strip-Pack alone or with any bagmaker to make ready-to-display hanging strips of small snack packages to rev up point-of-purchase sales.



MORE NEW MACHINERY

▼
Ishida X-ray detects metals, glass, bone, plastics and more!

•
Boost snack packaging efficiency with Ishida bagmakers

•
FastBack conveyors end mid-shift cleaning downtime

•
Ishida multi-lane checkweigher

MATERIAL CLOSURES SINGLE-LAYER MULTI-LAYER FOILS FILMS LAM
POUCHES BAGS LIDSTOCK THERMOFORM CONTAINERS LABELS ROL
STRETCH SHRINK SLEEVE CONTAINER STRIPS MULTI-MATERIAL CLOS
LAMINATIONS POUCHES BAGS LIDSTOCK THERMOFORM CONTAINER
ROLL-FED STRETCH SHRINK SLEEVE CONTAINER STRIPS MULTI-MATE

HOW FAR CAN PACKAGING



TAKE YOUR BRAND?



Ask the Leader. Ask Alcan.

Bolder packaging breakthroughs. Better productivity and performance. Bigger opportunities for your brand's success. You'll like the answers you get from the No.1 manufacturer of food flexible packaging in the world.

Alcan Packaging provides advanced solutions for frozen and fresh food, meat, cheese, dry food, retort food, snacks, beverages, pet food and specialty markets. With our global reach, world-class R&D, commitment to sustainability and multi-material capabilities, there's no question we're focused on taking your packaging to new levels of excellence.

Ask for your Alcan Packaging Food Americas representative at 773.399.8000 or visit www.alcanpackaging.com.

ALCAN PACKAGING





Computer-controlled filler runs all fat levels of milk



Creative Edge, part of Superior Dairy, reinvents milk packaging with a unique bottle design and a new computer-controlled, two-bowl filler that combines whole and skim milk to produce each individual bottle of milk with a specified fat content.

The filler, left, has two filling heads. One fills 3.25-percent whole milk, and the other fills zero-percent, nonfat skim. For each order, Superior prints labels, top, for the bottles to be filled, and a bar-code scanner just before the filler reads the label to determine the type of milk to be filled.

Jack Mans, Plant Operations Editor

Dan Soehnlen of Superior Dairy, Canton, HO, believes that if something doesn't add value, it ought to be eliminated. He and his son Greg incorporated an innovation firm called Creative Edge to reinvent the way their 80-plus-year-old family dairy does business. Working with tightly knit employees and a few trusted vendors, they installed a highly efficient micro-dairy operation at the Superior Dairy facility that eliminates the need for milk crates. They no longer process 1-percent and 2-percent milk as separate operations. And they've done away with a host of unproductive labor and warehousing steps at their own and at their retail customers' locations. At the heart of this revolution are a brand new stackable bottle design

from Creative Edge and an innovative new filler/capper from **Serac, Inc.** (www.serac-group.com).

Today, Superior Dairy ships 230,000 gal/wk from its micro dairy to customers in the northeast retail market. This is in addition to the output from its conventional dairy operation. The innovative micro-



For more information about fillers, visit Packaging Digest's **FILL, F/F/S INFO CHANNEL** at <http://www.packagingdigest.com/info/formfill/>

dairy approach allows it to serve a larger geographic region, and it allows their medium-size dairy to thrive in an environment ruled by giant dairy operations.

Creative Edge has taken the Soehnlen into a whole new business. Having made a considerable

investment in developing the technology, the dairy now licenses it and provides technical support to other dairies. Another son, Mark Soehnlen, partner in **Structura Architects, Ltd.** (www.structuraltd.com), works with Superior to provide turnkey design, project management and construction services to build microdairies to order. Since Structura has been through the design and startup process at its own facility and at a handful of first clients, it has confidence in its expertise.

The Soehnlen started by cutting away everything that did not add value. The first target was the crate. Milk crates must be loaded, unloaded, collected, shipped back to the dairy empty, washed, warehoused, reused and replaced (visit any campus and you'll find pilfered milk crates furnishing the

Continued on page 24

What if your package always looked
perfect?

**PDC'S
INNOVATIVE
SHRINKLABELERS
KEEP YOUR
BRAND LOOKING
BEAUTIFUL.**



Brand equity is built by products that look stunning. PDC's Advanced Engineering and R&D teams produce highly innovative shrinklabeling systems that empower your brand with sleek, form fitting graphics. The results are packages that always look perfect and a brand that always looks beautiful to your customer.



PDC's R-500
Shrinklabeler with speeds between 500 and 600 labels per minute is designed for maximum efficiency and higher volume applications with continuous motion of sleeving materials.

Call PDC at
203-853-1516
or visit us at
www.pdc-corp.com
to find out how PDC's
state-of-the-art
shrinklabelers keep building
your brand to perfection.



THE POWER BEHIND THE PACKAGE

**SHRINKSLEEVE LABELERS • TAMPER EVIDENT NECK BANDERS
MULTIPACKERS • SHRINK TUNNELS • STRETCHSLEEVING • CONTRACT SLEEVING**

dorm rooms). One of Superior Dairy's first big customers reported an added advantage. It had more health claims filed due to labor performed inside freezers than anywhere else. Eliminating milk crates reduced the time workers spent in the freezers.

The Soehnlens went to work on a new plastic milk bottle that would be sturdy enough to stack. It took considerable trial and error.

The naysayers who said it wouldn't work even included the blow molders that ran their prototypes. In the end, Creative Edge was vindicated.

The new bottle includes a recessed pour spout that puts the top of the cap flush with the flat top of the cuboid bottle. The walls, top and bottom are reinforced with fluted structures for strength. Under the cap is a foil inner seal, heat-sealed in place.

The solid seal allows the bottle to resist compression so effectively that the plastic walls of the bottle need only be slightly heavier than those of a conventional milk bottle. The full bottles are sturdy enough that they could be stacked six-high. However, at four-high, the Soehnlens can stack 224 gal on a pallet. A pallet stacked six-high with traditional milk cases holds only 216 gal. Thus, cube space in the truck is saved



After passing through an induction unit that seals foil membranes contained inside the caps across the tops of the bottle, the containers are transported up a conveyor to an accumulation system.

for stacking lightweight products like produce atop the pallets of milk.

Creative Edge built a few consumer advantages into the bottle design, as well. It placed the pour spout and the handle on opposite corners of the cuboid shape so that the bottle would pour like a pitcher. It also rounded the bottom corner beneath the pour spout so that milk could be poured without lifting the bottle—a great advantage for consumers with less arm strength. To herald the advantages, it named it the Rock 'N Pour milk pitcher. Creative Edge also adds just enough white pigment to the plastic to protect the product from light, while still keeping the bottle translucent enough that consumers can see how much milk remains.

The Rock 'N Pour milk pitcher design needed a new method of filling and capping. Serac's team of North American engineers worked with each of the prototype gallon, half-gal and 3-L bottles that Creative Edge developed. Creative Edge and Serac continually redesigned a filler/capper until they had a bottle and machine combination that worked. The resulting machine reduces direct labor costs and provides an extended shelf life (ESL) product.

The Serac R16R16V8/1080 ESL netweight Monobloc filler/capper does away with the need for processing and filling 1-percent and 2-percent milk as separate operations. It also does away with downtime for switching from milk of one fat content to milk of another fat content. The filler has two 16-valve rotary fillers working in tandem. One unit fills 3.25-percent whole milk, and the other fills zero-percent, nonfat skim. As bottles come down the conveyor line, a bar-code scanner reads the label on the bottle to see what variation of milk should be filled. As the bottle goes through the two filling stations, the precise combination of nonfat and/or whole milk is filled to result in the fat percentage that is on the label.

The filler can handle Creative Edge's patented gallon, 3-L and half-gal Rock
Continued on page 26

Revolutionary design eliminates 4 bulk bag unloading problems



Cinch spouts concentrically with POWER-CINCHER® flow control valve*

Unlike opposing bars that pinch the spout of partially empty bags from two sides, the POWER-CINCHER® flow control valve* cinches the spout concentrically—on a horizontal axis for easier tie-offs and greater flow control, and vertically in a tight zigzag pattern to prevent leaks. In addition, it resists jamming, breaking and leaking, and allows full-open discharge from bag spouts of all popular diameters. USDA Dairy Accepted.



Eliminate dust during disconnect and bag collapse with BAG-VAC® system

The BAG-VAC® system vacuums displaced air and dust from the receiving vessel and returns clean air to the plant. The vacuum also causes empty bags to collapse dust-free prior to disconnect, eliminating the dust emitted during manual flattening of empty bags. With optional double-wall telescoping tube, it vacuums any particles dropped from spout creases during disconnect, while eliminating awkward access ports.



Eliminate dust during hook-up/discharge with SPOUT-LOCK® clamp ring*

The SPOUT-LOCK® clamp ring* creates a high-integrity, sealed connection between the clean side of the bag spout and the clean side of the telescoping tube. This prevents contamination of the product, while eliminating the plant contamination that occurs when falling material rapidly displaces air and dust. It also stretches the spout downward in combination with the TELE-TUBE® telescoping tube* (at right).



Models for hoist and trolley loading (shown) and forklift loading, available with flexible screw conveyor (shown), pneumatic conveying system, outlets to suit any process, and integrated scale system for loss-of-weight batching directly from bags.



Prevent dead spots and promote flow with TELE-TUBE® telescoping tube*

The TELE-TUBE® telescoping tube* pneumatically raises the SPOUT-LOCK® clamp ring* (at left) for connection to the bag spout, then allows it to lower, applying continual downward tension. As a result, the spout is kept taut at all times, preventing excess spout material from bulging outward (creating dead spots) or falling inward (creating flow restrictions). Works in unison with FLOW-FLEXER™ bag activators to promote flow.

Convey pneumatically to/from multiple discharge/inlet points

Flexicon pneumatic conveying systems transport a broad range of bulk materials over short or long distances between single or multiple inlet and discharge points in small to high capacities. Offered in both positive pressure or vacuum configurations, from single-point "up-and-in" installations to mobile units to cross-plant systems complete with rotary airlock valves, pick-up adapters, filter receivers, cyclone separators, fill/pass valves, hand-held pick-up wands, silos, day bins and more. Available designed, constructed and finished to industrial and sanitary standards.



Convey free- and non-free-flowing materials

Convey free-flowing and non-free-flowing bulk solids ranging from large pellets to sub-micron powders—including materials that can fluidize, degrade, pack, cake, smear, seize or plug in other conveyors—with no separation of blended products. Units convey vertically, horizontally, or at any angle—through small openings in walls or ceilings—around, over, or under obstructions. The only moving part contacting material is a rugged flexible screw, increasing reliability and cutting maintenance. Enclosed conveyor tube prevents contamination of product and plant environment. Cleans quickly, easily. Individual conveyors available as well as plant-wide systems with automated controls.



Connect bulk bags quickly, easily, safely at floor level

New SWING-DOWN™ bulk bag filler* lowers and pivots the fill head, stopping it in a vertically-oriented position that places the bag inlet spout inflatable connection, inflator button, and four bag loop latches within one arm's length of an operator standing on the plant floor, allowing safe, rapid bag connections. Eliminates danger of stepping onto and over roller conveyors to access rear bag hooks and spout connection collars, standing on the conveyor with head and arms inserted beneath operational fill head components, and straining to pull bag spouts upward over inflatable collars while reaching for bag inflator buttons. Available to industrial, food, dairy and pharmaceutical standards with numerous performance enhancements.



Patented advances make other designs obsolete

Flexicon innovations boost the productivity, safety, and cleanliness of your bulk bag unloading operations far beyond the limits of other designs. And unlike Flexicon's previous unloaders, widely copied by competitors, these new generation machines are based on advances that are patented or patent pending.

Flexicon also offers a wide range of other mechanical process equipment—as well as weigh batching and blending stations—as individual units or engineered, automated systems integrated with your new or existing process—constructed and finished to industrial, food, dairy and pharmaceutical standards.

FLEXICON CORPORATION
2400 Emrick Blvd, Bethlehem, PA 18020-8006 USA
Tel: 1 888 FLEXICON (1 888 353 9426)
Tel: 1 610 814 2400 • Fax: 1 610 814 0600
E-mail: sales@flexicon.com

UNITED KINGDOM +44 (0)1227 374710
AUSTRALIA +61 (0)2 9482 4033
SOUTH AFRICA +27 (0)41 453 1871

www.flexicon.com

Call for free, new CD ROM



flexicon®



*Patent(s) granted and/or pending. ©2005 Flexicon Corporation. Flexicon Corporation has registrations and pending applications for the trademark FLEXICON throughout the world.

T-1196



NEVER AGAIN!

No more senselessly wasted ink. No more bad codes.

The **Videojet 2330 Large Character Ink Jet Printer** will meet the following demands:

1. Ensure consistently scannable bar codes and high-res text and graphics up to 70 mm (2.7") tall.
2. Clean head automatically before each print with micro-purge technology.
3. Minimize downtime thanks to low-maintenance, air-driven design.
4. Reduce waste up to 25% with ink-recycling system.

If these conditions are acceptable to your production line, contact Videojet at www.videojet.com/promo/1DA or 800-654-4663 and join the movement.



 **VIDEOJET®**

Uptime Peace of Mind™

Ink Jet • Laser • Thermal Transfer • Labelers • Supplies • Service

'N Pour milk pitchers, as well as conventional quarts and pints. It handles any liquid dairy or beverage product.

The Serac filler precisely measures the milk that flows into the bottle, eliminating the need for a contact nozzle to penetrate the bottle and potentially add bacteria to the milk. Serac's noncontact, free-flowing, ultra-hygienic filling nozzle eliminates the slight overfilling inherent in the older technology, saving product while guaranteeing the consumers full value for their money. Without the contact nozzle, the Serac filler is much easier to maintain and clean.

The micro-dairy model is micro in three major ways. It allows for massive milk production (a capacity of 500,000 gal/wk currently) in a small-footprint facility. It reduces the direct-labor staff to four workers per shift. And it integrates all the production equipment into a microprocessor-controlled business system. Creative Edge says that it can integrate its proprietary software with the vast majority of business systems in use by dairies.

The system allows a facility to operate in a fully just-in-time mode. Milk is processed and bottled to order, rather than warehoused. As bottled milk comes off the production line, it goes directly onto a pallet with other Superior Dairy products to fill a specific order. Within a short period of time, that pallet will be on a truck on its way to its retail destination.

The entire facility is operated at near-pharmaceutical levels of cleanness, with dry, high-



The unique bottle design allows a four-high stack to contain more gallon bottles than the six-high stack with the usual bottle design. After palletizing, the pallets are stretch-wrapped for shipment.

efficiency-particulate-air (HEPA)-filtered air constantly pumped in to keep a positive air pressure resisting the entry of any airborne contaminants. The walls are shielded in easy-to-clean stainless steel.

Superior also pasteurizes its milk at 180 deg F for 25 sec, extending its shelf life considerably. Testing has shown that Superior's milk lasts two weeks past its printed sell-by date. In fact, the combination of its ESL techniques and its immediate shipping, with

no days wasted in storage, means that Superior's sell-by dates on the retail shelf are much later than its competitors. Consumers see the sell-by date, and they can consider buying two gallons rather than one.

The operation requires just four people per shift. One for blow molding the bottles, one for filling, one for palletizing and a forklift operator. Thus, Superior has the lowest direct-labor cost in the country. The facility has room to install a second blow molder and filler, which would increase the capacity to 1 million gal/wk in the same 20,000-sq-ft space.

A shrink-wrap station is built into the line that allows bottles to be packaged in pairs, fours or eights, if the retailer so desires. Bottles can also be palletized as individual units, so that a shrink wrap around the whole pallet is all that need be removed at the retail location.

Consumers enjoy the extended shelf life. They prefer the Rock 'N Pour pitcher design to the traditional gallon, which is difficult for children and the elderly to handle. And the economies built into production allows retailers to price the milk lower than conventionally produced milk—something that everyone enjoys.

More information is available:

Serac, Inc., 630/510-9343. www.serac-group.com.
Structura Architects, Ltd., 330.923.4022.
www.structuraltd.com.

Powerful performance. The all new Super Seal™ Jr.



Takes your portable cap sealing applications to new levels.

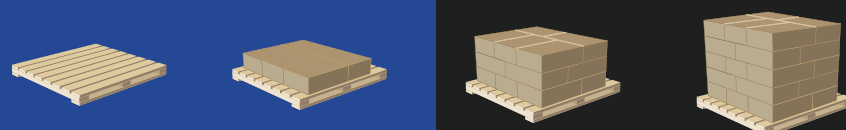
- more power
- more flexibility
- more productivity

Contact Enercon to learn more about this compact production workhorse.



www.enerconind.com/sealing
262-255-6070 ■ info@enerconind.com
Smart Choice. Success Guaranteed.

PALLETIZING INNOVATIONS

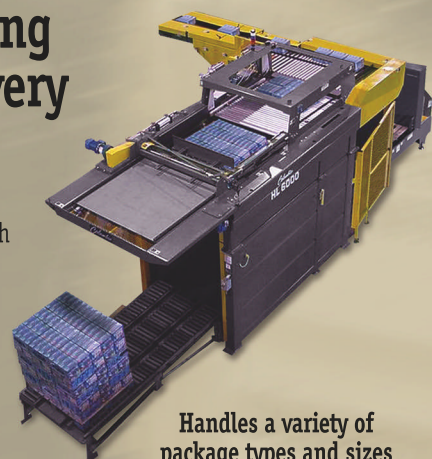


FLEXIBLE. RELIABLE.
ECONOMICAL.

Palletizing Solution #14

Complete Palletizing Solutions to Fit Every Packaging Line.

Columbia Machine & Columbia/Okura offer a complete line of floor level, high level and robotic palletizing solutions ranging in speeds from 5 to over 150 cases per minute—Improve your efficiency and your bottom line!



- Handles a variety of package types and sizes
- Automatic, tool-free changeovers
- Simple pattern additions with programming software
- Easy to operate



1-800-628-4065
PALLETIZING INNOVATORS

Contact us today.

Columbia
www.palletizing.com

SPORTY TWO-DOOR DESIGNED FOR SPEED.



At Gateway Plastics, our one-piece dual-door closures are designed to give customers a better alternative to traditional closures. Gateway Specialty Series closures deliver improved design and production efficiencies without the waste.

And, our optimized line speeds and warehouse efficiencies, combined with timely deliveries at affordable rates, work to streamline your process.

When you team with Gateway, there's nothing for you to do but kick back and enjoy the ride.

gatewayplastics.com

system integration

Control association benefits integrators and end users alike

Since its inception in 1994, the Control System Integrators Association (CSIA) has been the leading trade organization for system integrators that specialize in factory automation and information technology. The organization's 246 corporate members hail from all over the U.S. and 14 other countries. The members provide integrated control and information systems for clients in industries as diverse as automotive, chemical, food, packaging and plastics.

Collectively, CSIA member firms design and install more than \$1-billion worth of industrial automation systems annually, accounting for \$400 million in automation product sales. Not coincidentally, most of the automation industry's major vendors have joined the CSIA as partners, eager to encourage the growth of the system integration industry.



Not coincidentally, major vendors have joined the CSIA as partners, to encourage growth of the system integration industry.

Reducing end-users' risk

The CSIA's purpose is to help system integrators become better businesses, which in turn helps reduce the risk that end users face when hiring an integrator. The organization provides its members with a self-evaluation process by which they can measure their performance and rate their progress toward meeting the CSIA's Best Practices and Benchmarks in general management, human resources, project management, quality management, financial management, business development and technical management.

CSIA members who have demonstrated compliance with these best practices are entitled to style themselves as CSIA-certified members and display the CSIA's seal of approval. Certified members must pass an audit of their business practices every three years in order to maintain their status.

CSIA certification is more than just another plaque on the conference room wall. It helps to demonstrate to a potential client that the certified integrator has a bona fide business that's likely to remain viable for the foreseeable future. Whereas more than seven percent of all industrial automation system integrators disappear in any given year, none of the 90-plus CSIA members certified since 2001 have ever gone out of business.

The certification process is also intended as a learning experience for members, helping identify the strengths and weaknesses of their business procedures and offering insight into potential improvements. The CSIA also sponsors an annual executive conference where integrators meet to share collective wisdom and to discuss common business issues.

Covering end-users' assets

A pressing issue addressed at recent conferences is one taken for granted: Insurance. Most insurers have little or no idea what an automation system integrator does, leaving many integrators with inadequate or inappropriate insurance coverage. The CSIA will launch its own insurance program designed to protect against the exposures inherent in control system integration. Coverage will include professional errors and omissions to general liability and auto insurance.

For more about the CSIA, see www.controlsyst.org or consult *Control Engineering Magazine's* CSIA coverage at www.controleng.com.

Consulting Editor Vance J. VanDoren, Ph.D., P.E., contributes articles on process control, advanced control and systems 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.

Bottleneck?

Need to increase speed and avoid expensive shutdowns

Go with the flow:

Use Rexroth high speed pneumatics with advanced diagnostics

Rexroth. Filling the need for every application.

Looking to increase speed, reduce downtime and improve control and productivity? Trust Rexroth for any pneumatic solution, including the toughest washdown applications.

Our HF valve family, with integrated serial communication and advanced diagnostic options, provides high flow for maximum speed in a compact package. Bosch Rexroth.

The Drive & Control Company

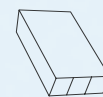
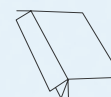
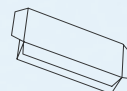
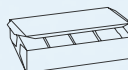
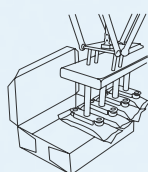
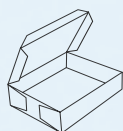
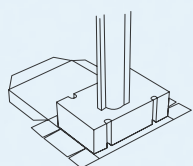
Bosch Rexroth Corporation ■ www.boschrexroth-us.com ■ 1-800-REXROTH
For more information, go to our home page and enter Web Code US0283.

Rexroth
Bosch Group

Cartoning like you have never seen before.



MACH



If you are looking for a cartoning solution that is flexible for today's packaging requirements, and is as special and unique as your product, Doboy is the partner for you. Doboy has proven expertise providing maximum efficiency and investment value for carton forming, loading and closing to fit individual customer requirements. Doboy's standard modular machine offerings in cartoning and robotic loading is supported by certified operator and maintenance training to provide reduced shipment and start-up time. For decades, Doboy has provided innovative cartoning solutions for the confectionery, bakery, pharmaceutical, medical, health and beauty, paper and office supply as well as several other industries. Bosch Packaging Services guarantees a regional presence and product know-how you can trust. Day or night. Around the clock.

Doboy Inc.

A Bosch Packaging Technology Company
869 South Knowles Avenue
USA-WI 54017, New Richmond
Phone: +1-715-246-6511, Fax: +1-715-246-6539
sales@doboy.com, www.doboy.com



BOSCH
Invented for life

Lassie comes home to grocers' shelves

Classic Media and Sunshine Mills team to give supermarkets a line of upscale dry dog food that features the channel's only standup, resealable PET pouch offering in 20-lb bags.



When a beloved canine icon barks her approval of a new line of premium dog food, grocers listen. And that's exactly what's happening with new Lassie™-endorsed Natural Way™ dog food. Sporting a consumer-friendly, flexible pouch design, the all-natural dog food is set to give the supermarket channel a loyal ally in the battle for petfood sales.

Lassie is even teaching grocers a few new tricks for reaching dog lovers. Classic Media, owner and licensor of the Lassie property, and petfood processor Sunshine Mills collaborated to develop the premium line of natural dry dog food and treats with no animal byproducts and no artificial colors, preservatives or sweeteners. The team also knew that the packaging needed innovative convenience features and stand-out graphics for consumer appeal. For that, they turned to **Alcan Packaging Food Americas** (www.alcanpackaging.com).

With direction to create a high-end bag that emulated the look and feel of premium products at pet specialty outlets, Alcan Packaging designed a 3-ply

polyethylene terephthalate, quad-seal pouch. A press-to-close zipper provides easy opening and resealability. The standup bag not only offers handling convenience, it gives retailers powerful shelf presence that commands consumers' attention.

"This is a high-end bag, far superior to what typically appears on grocers' shelves and perfect for premium

This is a high-end bag, far superior to what typically appears on grocers' shelves.

pet food," says Richard Young, director of packaging for Sunshine Mills. "Much of the current offerings in supermarkets are multiwall paper. The rest of the world has forgotten about paper bags. From a market-demand standpoint, flexible plastic packaging delivers consumer convenience preferences and tremendous graphic appeal. Comparing plastic to paper petfood packaging is

like comparing a Lexus to a Ford."

Glenn Pecoraro, vp of retail development for Classic Media, adds, "The Lassie Natural Way brand has given supermarkets what they need to compete: a high-quality product, packaging innovation, including the channel's first 20-lb, standup petfood pouch and the endorsement of Lassie, an enduring cultural touchpoint and trusted brand."

Supermarket petfood aisles could, indeed, use help from a "best friend." A recent study, "Pet Food in the U.S.," published in September 2006 by Packaged Facts, confirms that the supermarket channel continues to lose share of sales. With a 26-percent market share in 2005, supermarkets have lost ground, as mass merchandisers and pet specialty stores sink their teeth into this key growth market, with a 34-percent share and 25-percent share, respectively.

These statistics—and the scent of opportunity—weren't lost on Classic Media. Charged with finding

Continued on page 33

Distributor Inquires Invited



TAL-3000W

\$4,148.00

TAKE-A-LABEL, Inc.

Designing and Building the Industry Standard in Label Dispensers and Applicators

Wipe-On Labeler

- ◆ Photo Cell Label Sensor
- ◆ Solid State Electronics
- ◆ Brushless DC Motor
- ◆ All Steel Frame

Rewinder

- ◆ Label Roll up to 12" OD
- ◆ Automatic speed adjusting dancer arm
- ◆ Inside and outside roll guides
- ◆ 6" Web Capacity
- ◆ 25 IPS



TAL-600R

\$448.00

Phone: 616.837.9300 Fax: 616.837.9301
E-mail: takealabel@msn.com * www.take-a-label.com

Barrier retort technology adds another life to catfood

U.K.-based Butcher's Pet Care Ltd. takes advantage of new technology to produce

Lauren R. Hartman, Senior Editor

Now, a retortable, plastic catfood package with a peelable seal is getting a paw up on barrier technology with some creative twists. And the folks at Butcher's Pet Care Ltd., Crick, Northamptonshire, England, a privately owned company that manufactures petfood for the U.K. and European markets, are purring with pleasure about their new line of Olli™ premium catfood. Also known for the Butcher's™

and Butcher's Choice™ dogfood brands, Butcher's Pet Care considers its new plastic, retortable, single-serve container a first for a wet catfood product in the U.K. and in Europe. Each single-serving size package contains 100 g of product and is designed to allow the pet owner to simply peel off the lidding, feed the cat straight from the dish and dispose of the container when it's empty. With the slogan, "good for your cat, easy for you," the Olli line includes specially formulated meals in four "supreme" recipes to keep cats happy and healthy.

Butcher's Pet Care believes it may be on the whiskers of an entirely new catfood segment with a preservative-free product in a retortable, plastic dish package. On the prowl to provide pet owners with a wet catfood made with fresh ingredients that contains no cereal, soya, artificial coloring or preservatives, the company says it hoped to create a user-friendly container that would meet consumer convenience expectations. The single-serve Olli line was also created to cater to consumers' strong preferences to pamper their pets, which has been a growing trend in Europe for several years. The company finds that devoted pet owners want to feed their cats food made with top-notch ingredients that's tasty, nutritious, simple to handle and free of extraneous ingredients.



Launched with much success in March 2006, first in two major U.K. stores and then later to other retailers, the four sophisticated gourmet-style Olli varieties include flavors such as Salmon in a Light Parsley Sauce, Fresh Haddock in Tomato Sauce, Fresh Chicken and Turkey in Mushroom Gravy and Lamb in Mint Gravy.

The company says it favored a plastic container for its new catfood formulation because the dish could offer a wide design scope, as well as easier handling than cans and other packaging made of conventional materials. The container had to withstand the rigors of retort sterilization and protect contents effectively against oxygen during the retort process. It also had to do so for a whopping 18 months on the shelf while avoiding the growth of bacteria and preventing rancidity and discoloration, loss of flavor and nutritional value and any changes in product texture. Continued on page 32



X-Ray Inspection

EZ Tec^{XR}
X-RAY Inspection Systems

From



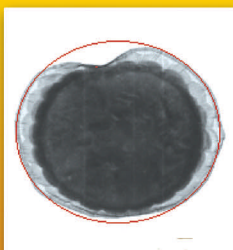
A New Generation of Technology

Quality Assurance for:



Blister Pack Inspection

(Missing or broken tablets and contamination)



Packaged Goods

(Crushed pie pan)



Jar or Can

(Metal in metal or glass in glass)



Divided Packages

(Fill and contaminant inspection)

FREE Brochure

Call

888-300-3473

Visit

www.eriez.com



The resulting easy-open dish is provided in part by **Huhtamaki U.K. Ltd.** (www.huhtamaki.com), a producer of high-performing consumer packaging, with experience in barrier retort technology, and **Ciba Specialty Chemicals** (www.cibasc.com/packaging), which, through its Market Platform Packaging group, offers a variety of rigid, flexible and paper packaging featuring Shelfplus® O2 oxygen-barrier protection technology.

Huhtamaki worked with Ciba Specialty Chemicals to develop a

barrier container that can achieve Butcher's Pet Care's specific barrier and performance requirements. Huhtamaki thermoforms the opaque white dish of polypropylene/ethylene vinyl alcohol/PP with Shelfplus O2, the latter of which combines what Ciba Specialty Chemicals calls a passive EVOH barrier and the Shelfplus O2 oxygen scavenger, which absorbs oxygen present within the package and oxygen that may permeate the package wall.

With a 113-mm diameter, the single-serve dish is thermoformed

to a 140-mL depth by Huhtamaki's Portadown facility in Ulster, Northern Ireland, using a 1-mil film sheet thickness. The foil/film barrier lidstock from Huhtamaki is described as a polyethylene terephthalate/foil/PP, that's gravure-printed in six colors.

The Shelfplus O2 is incorporated in the second of the PP layers, PD is told by Marie-Raphael Morvillier at Ciba Specialty Chemicals in Switzerland.

She reports that the Shelfplus O2 oxygen scavenger has a natural synergy with EVOH resin when used

in rigid polypropylene containers for retort-processed food. Shelfplus O2 compensates for any loss of barrier properties during and after the retorting



Read how Unilever restaged a shampoo line with a PET bottle with a **COLOR THAT'S RESISTANT TO UV LIGHT**, chosen under license from Ciba Specialty Chemicals. Visit www.packagingdigest.com/info/colormatch

process until the EVOH recovers its original barrier properties. Basically, the scavenger is at its most active state when the EVOH barrier is at its weakest. The convenient dish also features a peelable foil membrane seal and a proprietary anti-slip base that prevents it from slipping so that it can easily be used on plastic mats or hard floors. Multipacked in counts of six and 12 and merchandised in die-cut paperboard sleeves, the dish is neither resealable nor able to be refrigerated after opening. The foil peel-seal locks out air and other harmful elements to protect the food's nutrients. The required amount of the oxygen scavenger was calculated through a simulation program based on the barrier performance of the EVOH during the retort process.

In this dish incorporating the Shelfplus O2 oxygen scavenger, the oxygen transmission rate has shown that the barrier performance remains the same through the retort process and over the product's shelf life.

The pack was tested over a 16-month timeframe and the trials of barrier performance was successful. The packaging technology also proved to be competitive with steel cans.

Since the launch, the Olli line has wowed cat owners and cats who are looking for a convenient feeding solution, notes Butcher's Pet Care. Morvillier says that Shelfplus O2, which is available in the U.S., is being evaluated by U.S. packagers and is generating interest with other companies besides Butcher's Pet Care. "Similar packages containing Shelfplus O2 are already being used by other food companies," she points out.

Butcher's Pet Care packages the catfood in the U.K. on a new packaging line installed to handle the Olli foods. Sarah Thomas, head of marketing for Olli, says the consumer reaction to the new line has been the cat's meow. "Olli has been a hit across the country."

Look Mr. Plant Manager... No Hands.

Case Packers, Tray Packers & Robotic Palletizing... We've Automated Everything.

And we do mean everything. If it has to do with loading your product in a case or tray and moving it onto a pallet, we've got you covered. Whether your product is easy to handle or shaped like a bowling ball, we can get it into the case in the most efficient way. Today we have custom configured machines all over the continent that accumulate and load product horizontally or vertically... just about any industry or product... just about any shape or size... then our robotic palletizers finish the job.

And it's all automated.

We can erect the case, inspect it, load it, seal it and palletize it... gently, efficiently, and profitably.

Visit us online for complete details on our broad capacity to provide end of line automation, or call today for more information.



Schneider
Packaging Equipment Co., Inc.

P.O. Box 890 • 5370 Guy Young Road • Brewerton, NY 13029
315.676.3035 • fax 315.676.2875 • email: info@schneiderequip.com

www.schneiderequip.com

More information is available:

Huhtamaki (U.K.) Ltd.,
44 (0)28 3836 7205.
www.huhtamaki.com.
Ciba Specialty Chemicals,
914/785-2000.
www.cibasc.com/packaging.

licensing prospects that were not only favorable to the company, but also complemented the venerable Lassie brand image, the company realized dog food was a key category.

"Participating in the dog food market was essential," Pecoraro explains. "About eighty-five to ninety percent of all pet-market dollars is spent on consumable petfood, so it represents tremendous potential for our brand."

"We saw strategic advantage in marketing Lassie Natural Way premium dog food exclusively to supermarkets," he says. "The brand is affordably priced to compete with high-end pet specialty store brands. Its natural formulation and upscale positioning are what consumers are looking for."

Tremendous interest from retailers meant everyone on the team had to act fast to deliver product. In particular, a key retailer had scheduled a pet food category review and planned to reset its stores in 12 weeks, whether Lassie Natural Way was ready or not. Alcan Packaging took the lead to ensure deadlines were met.

Alcan Packaging held a meeting of all supply-chain partners, including bag converter TechniPac Inc. (www.technipacinc.com). They created a production schedule and got all parties to agree to key dates.

"We frankly never expected to hit these deadlines," admits Young, referring to the three-month time horizon. "We had never produced dry dog food in a flexible, resealable, standup pouch. We had partnered with Alcan before on a number of products, but this was totally unique. I believe it would have taken our competition a year and a half to complete this product line."

Alcan Packaging started the process by conducting an analysis of bag structures to determine the best packaging solution for the market. Raw materials were specified and procured. Approved packaging graphics and die lines had to be secured. Sunshine Mills then ran sample bags online to test structure performance. By deadline, Alcan Packaging fabricated and delivered 100,000 units per SKU—or 1.2 million bags—in 90 days.

Mike Schmitt, president of Alcan Packaging Food Americas, admits that turnaround on the project was extraordinary, but claims that's part of doing business in a competitive marketplace. "Manufacturers are looking for supply chain solutions," he says. "They need partners that are flexible, dynamic and resourceful enough to make time itself part of the value proposition."

Making it to retailers' shelves on time wasn't the only benefit Lassie Natural Way packaging yielded. Operational performance was also a critical factor in developing the pouch

structure. At the outset of the project, Sunshine Mills presented Alcan Packaging with a competitive bag as a benchmark. After analysis, the company recommended an alternative designed to improve appearance and performance.

"On the original, competitive bag, the coefficient of friction (COF) was applied as a coating. This gave the bag a 'dirty' feel and poor graphic quality from streaking," explains Schmitt. "Our solution was to use a film with optimal COF properties, to deliver the desired tackiness that improves productivity and

graphic impact that makes for appealing consumer packaging."

The final 3-ply, quad-seal structure incorporates a controlled, high-COF PET outer layer, a metallized PET inner layer for barrier properties and a proprietary sealant film.

"Alcan took our bag requirements and improved on them," states Young. "The Lassie bags give us outstanding graphics, they palletize fantastically and they run better on our equipment."

"Great packaging came together with great product and a great brand,"

confirms Pecoraro. "The initial success of Lassie Natural Way has been good. We've gotten a lot of good feedback that retailers are happy with the line."

More information is available:

Alcan Packaging Food Americas
773-399-3648.

www.alcanpackaging.com

TechniPac Incorporated
507-665-6658.

www.technipacinc.com

LOW-COST MACHINE VISION REDEFINED

Flaw Detection
OCR/OCV
Gauging
Assembly Verification
Object Location
Part Identification

NEW DVT VISION SENSORS COME FULLY LOADED AT AN ENTRY-LEVEL PRICE

DVT products created the market for low-cost, easy-to-use machine vision. Now, Cognex raises the bar with the new DVT 515 and 535 vision sensors. Combined with Intellect 1.3 — DVT's most powerful and easy-to-use software — all the advantages of a full-featured vision system are available to you at rock-bottom prices. These new vision sensors are part of a full DVT family that includes color



and line scan models. And they're all supported by Cognex, the world leader in machine vision. For the simplest vision application to the most complex, Cognex has the right product.

If you have a vision project, call us at 1-800-677-2646 or visit www.cognex.com/dvt and register for free software and training.

COGNEX
THE ONLY VISION COMPANY YOU'LL EVER NEED

DVT

DataMan

In-Sight

Checker

VISIONPRO

Consume with Confidence



How secure is your package? When confronting sensitive products, the specialists in the Consumer Division of Optima have the expertise to recommend the ultimate packaging solution. The Optima Group is an industry leader who presents innovative designs in the development and creation of high value production, filling and packaging equipment. Positioned in the market as a single source supplier, Optima offers a full range of packaging machines from standard to complex and complete lines.



We care for people

Industry solutions for automation, information technology and production data acquisition gives the Optima Group a competitive edge. Including worldwide support with branches in the United States, Brazil, Mexico, Korea, Japan, and Great Britain.



OPTIMA AMOTEK KUGLER Q-BAG SIEREM PPS AUTOCON

OPTIMA packaging group GmbH • Steinbeisweg 20 • 74523 Schwäbisch Hall • Germany • www.optima-group.de
OPTIMA Machinery Corporation • 1330 Contract Drive • Green Bay, WI • 54304 • www.optima-usa.com

sustainability

Design guidelines for a sustainable packaging launch

Thought-provoking and comprehensive, the new “Design Guidelines for Sustainable Packaging” offers the first packaging-targeted tool created to stimulate innovation and provide direction to packaging designers and developers who are “interested in moving toward a fully sustainable future.” The result of a collaboration between the staff of GreenBlue and members of the Sustainable Packaging Coalition (SPC)—with special acknowledgement given in the introduction to individuals from Target, Starbucks, the U.S. Environmental Protection Agency, Kraft Foods and others—the guidelines introduce four new quality criteria for package design to aid designers in creating packages that address sustainable objectives in every stage of the supply chain.

Laying the foundation in Part I, the guidelines provide definitions for “sustainable development” and “cradle-to-cradle design,” and include SPC’s vision for sustainable



If we are to improve what we make, reduce our impacts and create a better world, we will need to rethink the way we design at every scale.

packaging design as articulated in its eight-part definition. These concepts, the guidelines relate, are system-wide models that, in packaging, encompass everything from the sourcing and converting of materials to their transport, use and disposal. Therefore, a tremendous opportunity exists for designers to “design-out” the potential negative environmental and societal impacts of packaging. “If we are to improve what we make, reduce our impacts and create a better world, we will need to rethink the way we design at every scale,” the guidelines advise.

Hence, to the conventional design criteria of Technical Performance, Cost, Appearance and in some cases, Regulatory Compliance, the guidelines add four new quality considerations: Optimizing Resources, Responsible Sourcing, Material Health and Resource Recovery. Now, in addition to evaluating whether a package meets cost considerations, protects a product properly, communicates effectively and meets or exceeds local regulations, the guidelines challenge designers to assess a package with these sustainable objectives in mind.

Part IV, the heart of the guidelines, presents each of the four design criteria, along with strategies for achieving each of these objectives. For example, in order to Optimize Resources, the guidelines suggest that designers practice source reduction, use recycled content and design for transport. An explanation of each of these strategies, in turn, provides the designer with practical steps, poses questions, lists related regulations and standards and points to additional resources.

For instance, where source reduction is a strategy for Optimizing Resources, the guidelines advise asking the following questions: “Could minor changes be made to the product that would eliminate the need for packaging?” “Have all the unnecessary packaging components been eliminated?” “What level of protection does the product require?” The guidelines’ steps to source reduction include specifying materials with lower-impact production processes; considering the minimal number of materials; and sourcing materials from suppliers who implement environmental best practices.

TO ORDER:

The “Design Guidelines for Sustainable Packaging” document was conceived as an online resource that can be readily updated and allows easy access to those portions that are of interest to an individual designer or developer. The document is available online through PD at a discounted price of \$35. To purchase, go to www.packagingdigest.com/info/greendesign

Anne Johnson, this column’s author, is the director of the Sustainable Packaging Coalition, a project of GreenBlue (www.greenblue.org). For additional information, email info@sustainablepackaging.org.

www.greenblue.org



BRING IT

**{ YOU'RE A "PROBLEM SOLVER"? OKAY...
SOLVE THIS. MY RETAILERS WANT MORE
SUSTAINABLE PACKAGING. WHAT? YOU
WERE EXPECTING MULTIPLE-CHOICE? }**

Transparent Container isn't like most packaging suppliers. Around here, "innovation" isn't just a buzzword; it's how we solve problems. From creating packaging with greater sustainability, to shortening development time, to staying ahead of technical issues, we deliver one innovative solution after another. It's what sets us apart, and what will set your product apart from everything else on the shelf.

Want a packaging supplier who can bring it? We're up for your toughest challenge—including meeting the sustainability requirements of your most demanding retailers. Contact your Transparent Container Representative or call 888.449.8520.

transparentcontainer.com/bringit

 **Transparent Container**
Visual Packaging Solutions



"We needed a package that would deliver all of the product benefits quickly to the consumer. The design team at Transparent Container pushed their capabilities and timeline to deliver a package that is jumping into shopping carts."

— Project Engineer Package Development, Playtex



Easy-release adhesive is sprayed from nozzles onto the cases of juice, above, at Daily's Verona, PA, facility. An air-driven pump connected to a drum of adhesive, right, supplies the nozzles with the adhesive, which is used to unitize pallet loads before stretch wrapping.



For Daily's Juice, a division of American Beverage Corp. located in Verona, PA, improved case appearance and safety were the primary motivators behind the company's switch from nine hot-melt case-sealing systems to new air-powered adhesive-spraying systems from **Key Tech Corp./Lock n' Pop** (www.locknpop.com), but the change netted some unexpected environmental benefits and cost savings as well.



Established in 1960 as Daily Juice Products, Daily's began as a small, door-to-door juice company that delivered fresh juice to local patrons on a daily basis—hence the name Daily's. Today, the company is a multimillion-dollar division of ABC, the third-largest manufacturer of noncarbonated fruit drinks in the U.S. Among Daily's flagship products are its Little HUG®, Teeni, Sundew and Big Burst lines of fruit drinks and Daily's Fruit Mixers, distributed nationally to grocery and liquor stores. Since 1985, the company has sold more than 8 billion HUGS, which Daily's says represents more bottles of kids' drinks than have been sold by

any other company.

Daily's ships 2.5 million bottles of juice drinks and cocktail mixers a day from its 155,000-sq-ft facility in Verona. Nine of the company's 15 packaging lines run 24 hours a day, seven days a week. Three lines run cocktail mixers and juice concentrates in 12-oz, 1- and 1.75-L and 0.5- and 1-gal bottles. Single-serve juice drinks are packaged in 8- and 16-oz high-density polyethylene bottles.

Because products are shipped coast-to-coast, with multiple handlings through grocery and liquor distribution, Daily's must unitize loads to minimize damage, but found that stretch wrap alone could not handle the abuse. Thus, hot-melt-sealing systems were used to secure cases together before palletizing. However, this resulted in cases becoming hot-melt-scarred, as well as in frequent burn injuries to plant personnel due to the hot-melt equipments' melting systems.

Little HUG and other juice drinks are packaged in graphics-intensive, multicolor cases that hold 24 to 48 8-oz bottles. With a target audience of moms, kids and teenagers, case graphics in grocery distribution are an important component of point-of-purchase presentation. In the case of Daily's cocktail mixers, valued at \$25 to \$30 per case, the products are often displayed in liquor stores, so they also require attractive case graphics to drive sales. With Daily's hot-melt-sealing systems, the case graphics often became scarred when the cases were pulled apart upon depalletizing, which did not encourage purchase.

In an effort to minimize the damage to case graphics and to prevent in-plant injuries, Daily replaced its hot-melt systems with air-powered spraying systems supplied by Key Tech Corp./Lock n' Pop. These systems apply Lock n' Pop® adhesive, a low-tack, high-shear adhesive that keeps surfaces from abrading yet separates easily with essentially no visible residue.

Lock n' Pop is an environmentally conscious choice as well. Derived

Earth-friendly adhesive unitizes cases cleanly

Daily's Juice employs air-powered spraying systems applying environmentally friendly cold-seal adhesives to unitize pallet loads of products before stretch wrapping. The systems improve case appearance, worker safety and cost efficiency, with less impact on the environment.

LOCK N' POP: ENERGY CONSUMPTION AND ENVIRONMENTAL WASTE PER 1,000 TRUCKLOADS

	LOCK N' POP
CO ₂ released (lb)	176
Solid waste (cu ft)	4.4
Barrels of oil	5.28

Source: Lock n' Pop



Refilling the adhesive merely involves moving a small, air-powered pump from one drum to another every two to four weeks, says Daily's.

adhesive system.

According to Ken Janowitz, Daily's director of operations, there has been no apparent change in load integrity since the hot-melt systems were replaced. And, he says, unlike the maintenance required for hot melt, the only maintenance necessary for the cold-glue adhesive systems are a weekly cleaning of the nozzles with water and a wiping of the photoeyes. "Refilling the adhesive merely involves moving a small, air-powered pump from one drum to another every two to four weeks, and nobody gets burned," he adds.

"The replacement of hot melt has been a win-win-win situation," Janowitz continues. "The \$60,000 investment in equipment [for all nine lines] paid for itself in eight months, with reduced adhesive cost and improved operations. Safety has been improved, and our graphics have never looked better."

More information is available:

Key Tech Corp./Lock n' Pop,
800/225-3009. www.locknpop.com.

from renewable plant resources, Lock n' Pop products are water-based, biodegradable, nonflammable, nontoxic, repulpable and recyclable. According to Lock n' Pop, the amount of solid material required to stabilize a pallet load with the adhesive is "substantially less" than with conventional unitizing methods, and there is no waste to dispose of, as the material itself is recycled in the package recycling/repulping process.

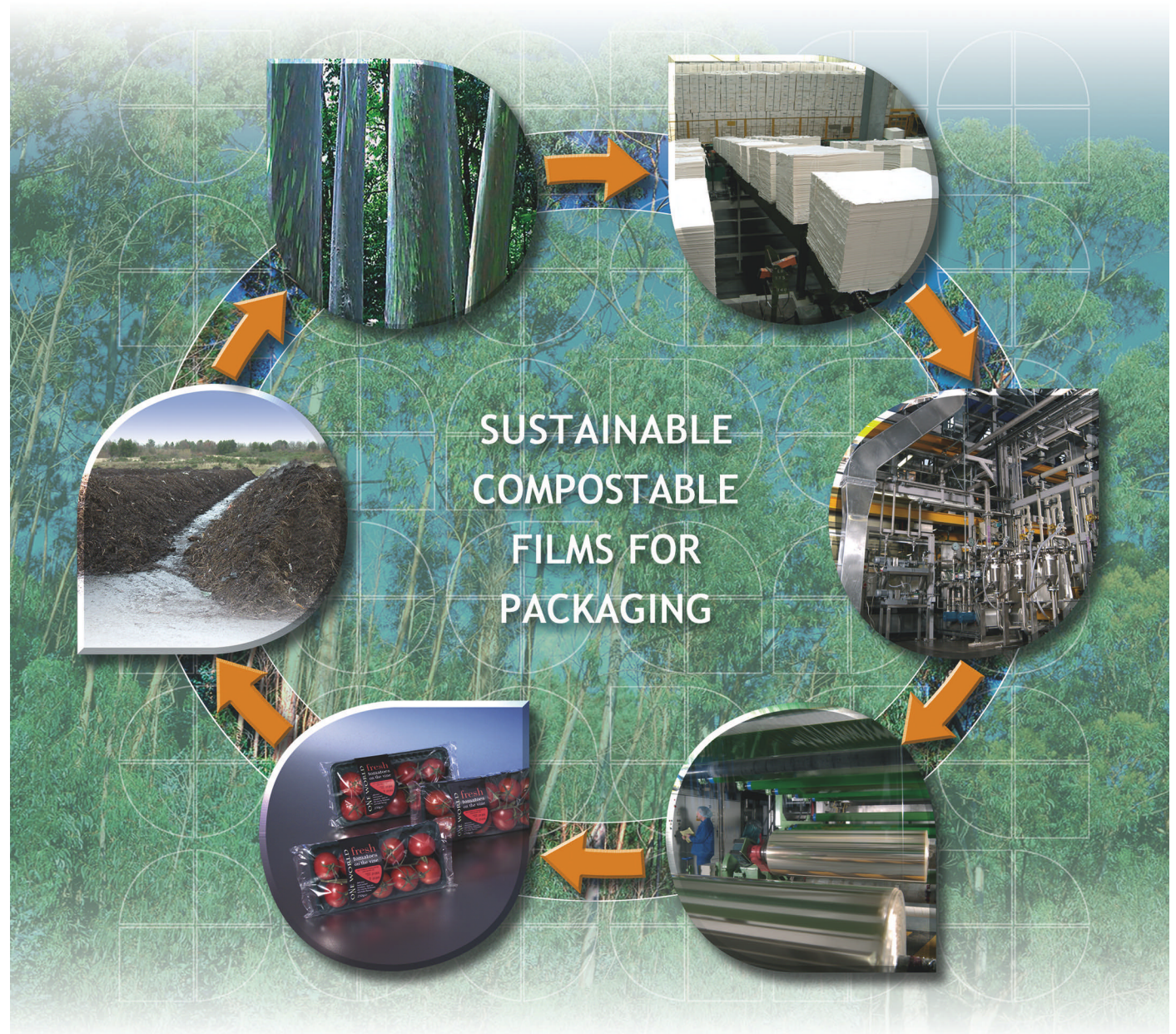
At Daily's, Lock n' Pop is now applied to the cases before they enter one of nine palletizers, fed by 13 bottling lines. The first three layers of cases, weighing from 15 to 30 lb, are

By switching from cases stabilized with cornerboards to Lock n' Pop's unitizing agent, **COSTCO** saves on material costs and labor, while also reducing solid waste. Read about it at: www.packagingdigest.com/info/costco0407

each column-stacked, and the top six layers are interlocked. Lock n' Pop's initial tack is sufficient to hold pallet integrity as the loads move to the stretch wrapper and onto trucks that then move them to a warehouse nine miles away.

While Daily's still must use stretch wrap to stabilize pallet loads, some applications using Lock n' Pop do not require additional packaging. The chart at the top of this page shows the environmental benefits that Lock n' Pop says can be realized with its

NATUREFLEX™



- Biodegradable in industrial, home and waste-water environments
- Heat-resistant and static-free
- Tailored barrier properties
- Suitable for HFFS, VFFS, Overwrap Twistwrap machines

packaging from nature, packaging for nature...



Phone: 770-818-3008
Toll Free: 1-877-822-3456
natureflex@innoviafilms.com
www.innoviafilms.com



IoPP 'sustains' interest



Task Group forms to explore the ramifications of packaging sustainability and offer validation and credibility to this broad and diverse commitment by packagers and suppliers.

Mary Ann Falkman, Editor-in-chief

Recognizing the intense interest in sustainable packaging by both the packaging community and the Institute of Packaging Professionals (www.iopp.org) membership of over 5,000, IoPP's Technical Council recently approved the formation of a Sustainable Packaging Task Group. This newly

formed group held its first meeting January 24 to 25 in Holland, MI.

IoPP's task group vice chairs, Ted Holloran and Bob Forsyth, agreed that the task group's first meeting would take place at office furniture manufacturer **Herman Miller Inc.** (www.hermanmiller.com) because of the company's experience and commitment to sustainability. Meeting attendees heard from industry experts from Herman Miller, who discussed the challenges and opportunities that sustainable packaging presents. Speakers included Suzanne Fisher, packaging engineering manager; Scott Charon, new product development-sustainable product design; and Paul Murray, director of environmental health and safety.

The meeting broke out into three working sessions, which included:

Definition of sustainable packaging and other related terms. Moderators included Randy Boeller, HP; Laura Donnelly, CPP, Plymouth Foam; and Chris Wolpert, Henkel/Dial Corp.

Metrics: how sustainable packaging is measured. Moderators were Marsha Arvedson, ExxonMobil; Jane Chase, CPP, US Foodservice; and Robert Spreeman Jr., Sturm Foods.

Education: how to educate the packaging community about sustainable packaging. Leading this session were Rosanna Cavanaugh, Key Tech; Judy Fischer, CPP, Sargento Foods; and Jim Peters, CPP, IoPP's director of education.

According to Peters, IoPP's purpose for establishing this task group fits into the association's mission statement and vision of being a central unifying force in the packaging market. "IoPP's role is as a facilitator. We do not have a policy on sustainability right now," he says.

One of the association's most important missions, he continues, is to raise the professional levels within packaging through education. "We hope to identify what educational vehicles IoPP can provide to get the message of sustainability out there," Peters says.

One possibility could be a series of professional reports (white papers) to add validation and credibility to the information being disseminated on the topic of sustainability.

The task group will likely meeting again later this spring to continue its work, Peters says.

**poly
pack**
Saving you money



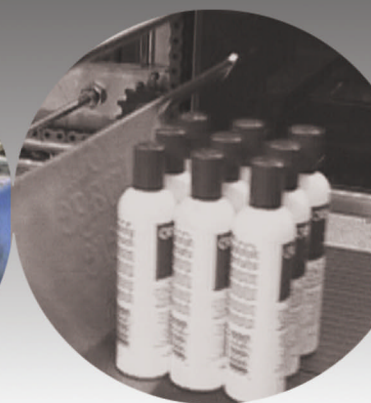
**PRINT REGISTRATION
Equipment Specialists**

**CLEAR-PRINT
INNOVATION!**



INCREASE EFFICIENCY

**we PERFORATE film, we CONTROL & SHRINK WRAP products
AND YOU SAVE!**



727-578.5000

www.polypack.com/pd17

Packaging Equipment Manufacturer for over 40 years

More information is available:

Institute of Packaging Professionals,
630/696-4000. www.iopp.org



How green are we?

sustainability

In our groundbreaking survey of nearly 2,000 packaging suppliers and brand owners, *Packaging Digest* reveals just how knowledgeable the market is about sustainability in packaging and what companies are doing to achieve this goal.

Mary Ann Falkman, Editor

Eighty percent of the respondents to our recent sustainability survey say they are at least somewhat familiar with what sustainability is, and more than half are already achieving sustainability goals through a variety of measures, most often in the use of recyclable materials and lightweighted packaging, as well as reduced energy use and greenhouse gas emissions.

Responses from materials suppliers/converters and equipment companies were virtually identical to those from brand owners and contract packagers, showing a very similar level of awareness and involvement. The only variances occurred between respondents who described themselves as “very” or “extremely” familiar with sustainability, as compared with those who claim to be “somewhat” or “not at all” familiar.

Packaging Digest's survey was sent electronically

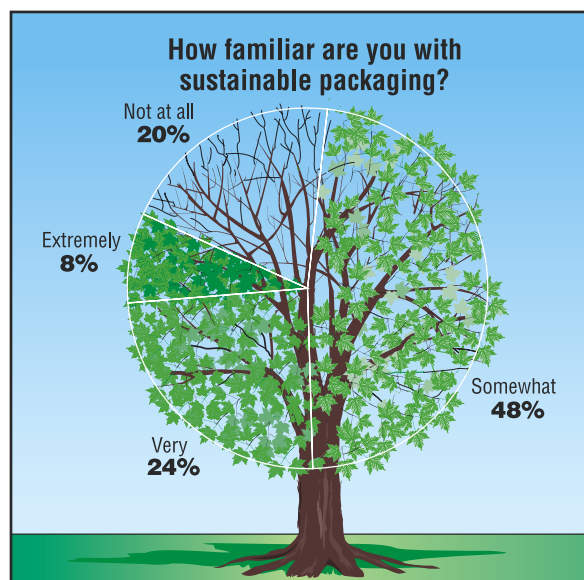
Fifty-seven percent of the survey respondents are suppliers of equipment or materials. They are more likely to have customers who require sustainability.

In early December, just a month after Wal-Mart announced its sustainability scorecard initiative. Corporate/general management and engineering/production each accounted for one-fifth of the respondents, while marketing, packaging design, purchasing and research and development each represented 10 to 13 percent. The remainder did not identify their job function.

So how green are we? Thirty-two percent of survey respondents say they are either “very” or “extremely” familiar with the idea of sustainability (see the “tree chart” at right). Sixty-one percent believe that the emphasis on sustainable packaging has increased during the past year, while the remainder say it has stayed the same. However, that number changes for the “familiar” group previously identified—among them, 77 percent claim that the emphasis has increased.

Although Wal-Mart has made it abundantly

clear that it considers sustainability to be a business economic issue, only 19 percent of our survey participants agree with that philosophy. Just a tad more than one-third of the respondents say they view sustainability as an environmental initiative; 46 percent claim that the economic and environmental



DIFFERENCES IN RESPONSES, EVERYONE VS 'VERY FAMILIAR' WITH SUSTAINABILITY		
	All	Very or extremely familiar
Has the emphasis on sustainable packaging increased during the past year?	61%	77%
Has the emphasis on sustainable packaging stayed the same during the past year?	38%	22%
Do you view sustainable packaging as an environmental issue?	35%	39%
Do you view sustainable packaging as an economic issue?	19%	14%
Sustainable packaging is a very important issue in packaging decisions.	21%	30%
Sustainable packaging is a somewhat important issue in packaging decisions.	36%	41%
Sustainable packaging is sometimes a factor in packaging decisions.	35%	25%

importance weigh equally.

When making decisions about packaging, 21 percent of the participants say that sustainable design is a “very important factor,” as compared to 8 percent who claim it is “not important.” About one-third each voted for “somewhat important” and “only sometimes

Continued on page 40

Make a safer connection

Maximize worker safety and minimize environmental impact with DrumQuik® PRO, the new low-cost bung and dip-tube system for drums, jerry cans, and IBCs.

Cleaner, faster, safer, smarter.
Colder – first choice in couplings.



- Avoid hazardous leaks and spills
- Improve efficiency with easy install and operation
- Streamline processes with disposable, single-trip design

CPC Colder Products Company

colder.com/dqpro
800-444-2474
651-645-0091

Copyright © 2007 by Colder Products Company. All rights reserved. Colder Products Company, Colder Products and CPC are registered trademarks with the US Patent & Trade Office.

a factor (see the second “tree chart” on page 41).” Again, however, the importance factor is weighted more heavily among the “familiar” group, with 30 percent of those people voting for “very important” factor in making packaging decisions.

Not very many customers are asking for or requiring sustainable packaging. Only 9 percent of the survey participants say that more than 50 percent of their customers require sustainability; 37 percent say fewer than 10 percent of their customers ask for it. However, suppliers of equipment and materials are more likely to have customers who ask for sustainable packaging than do the end users.

We created a team that dedicates time to creating a sustainable packaging plan.

The differences between suppliers and brand owners showed up also in the question about the importance of sustainability in designing, specifying or purchasing packaging equipment (see table at right, which shows responses of all survey participants, both suppliers and end users). Brand owners, for example, are more likely to want the equipment to meet market criteria for performance and cost (56 percent) than are suppliers (44 percent). Brand owners also say they want the equipment manufactured using clean production technologies and best practices (28 percent), compared to suppliers (21 percent).

Packaging Digest's survey asked four open-ended questions, a tactic often avoided in most surveys because they tend to be ignored. Not here, however—each question netted at least 600 write-in responses, pointing out the importance of the topic to the survey's participants.

One question asked: “In your opinion, what is the greatest impediment to adapting sustainability on the packaging processes you currently work on?” The most common answer was cost, “that is, convincing suppliers to make the necessary changes to satisfy our requirements,” explains one respondent. “If the consumers

show that they care enough to select products for sustainability, or the government requires it, it will happen. Otherwise, this will not happen until sustainability is economically driven,” writes another. And yet a third responds: “Lack of knowledge from the consumer is a problem. There is no push to go sustainable unless it's a plus for the consumer. For that reason, cheapest/fastest/prettiest to market is a priority.”

Some respondents mention the lack of readily available materials, or long leadtimes on those materials. “There are leadtime delays due to the extra effort and extra costs involved. It does not seem like ‘sustainability’ is mainstream or readily accessible yet,” says one person. Points out another:

HOW IMPORTANT ARE THE FOLLOWING FACTORS WHEN DESIGNING, SPECIFYING OR PURCHASING PACKAGING MACHINERY?					
	Extremely important	2	3	4	Not at all important
Is beneficial, safe and healthy for individuals and communities throughout its life cycle.	30%	37%	22%	8%	3%
Is sourced, manufactured, transported and recycled using renewable energy.	11%	34%	33%	17%	5%
Meets market criteria for performance and cost.	49%	31%	12%	5%	2%
Maximizes the use of renewable or recycled source materials.	16%	38%	30%	13%	3%
Is manufactured using clean production technologies and best practices.	24%	38%	24%	11%	4%
Is made from materials healthy in all probable end-of-life scenarios.	25%	35%	25%	12%	3%
Is physically designed to optimize materials and energy.	24%	42%	24%	8%	2%
Is effectively recovered and utilized in biological and/or industrial cradle-to-cradle cycles.	13%	34%	34%	15%	4%

Many standard cap closures will not protect your company, your customers or your employees from possible spills or accidents. RD Industries has developed SafTflo, an inexpensive built-in protection at the packaging level.

SafTflo is a self-venting chemical containment system designed specifically for your existing product containers.

Whether your dispensing needs require upright, inverted or portable sprayer applications, SafTflo helps your company ‘make the connection.’

For more information, please call or visit us at www.rdindustries.com.



RD
INDUSTRIES

RD Industries, Inc.
P.O. Box 12278
Omaha, NE 68112

Sales: 1-800-759-7090
Fax: 402-455-8242
www.rdindustries.com



tna will solve your packaging & processing puzzle

tna now delivers every piece of your packaging & processing puzzle - from a single ROBAG® 3 VFFS system to a complete food production solution.

We think outside the square to deliver innovative, flexible solutions.

- One-stop project management service
- Global service & support - offices in 16 countries
- Expertise & resources to grow your business



rethink the
conventional

To find out more visit tnasolutions.com

What actions have you taken to implement sustainable packaging?

"We have changed our packaging materials to items that are more earth-friendly. We stopped using peanuts and switched to air pads. One of our wrapping materials was bleached white, and we are testing a kraft version."

"Our company is very big on having a high amount of recycled content in our packaging materials. We have taken steps to ensure that our suppliers will continue to push for sustainable packaging for incoming components as well as packing materials."

"We have created a team that dedicates time to creating a sustainable packaging plan, in line with both the industry's and Wal-Mart's trends."

"When we are able to use sustainable packaging, it is used. Our biggest hurdle is that all of our packaging is done by contract packagers. Our headquarters building uses 100-percent-compostable and biodegradable products."

"We are always planning and working on solutions to better engineer our processes and procedures in sustainable packaging in order to support customer satisfaction and insure that we meet standards based on customer requirements."

"When it comes to funding sustainability efforts, the bottom line still rules. Sustainability costs more up front. We increased our recycling efforts and implemented 5S to reduce waste."

"Many: We review all packaging design, increase recycled content, eliminate [excess] packaging, increase recycling programs and evaluate renewable energy."

"Paper, cellulose acetate and other like materials have long supported sustainable packaging. We have worked on improving the printability of packaging materials to allow for more information content to support reduced packaging efforts, a subset of sustainable packaging."

"The resin simply doesn't work in many applications, and until more sustainable resins are available—especially high-barrier resins—we cannot create a functional package." Many people complained that they have difficulty sourcing the materials, especially in the quantities they require, because production in many cases is not keeping up with demand. Others worry that the materials may not provide the level of protection their products require: "Making sure package performance isn't compromised, leading to higher damage levels," says one respondent.

"By nature, our packaging is at a minimum to begin with, so therefore there is not a lot to work with. That being said, we are limited to our shrink films, and all investigating we have performed has yet to result in a usable alternative," explains an obviously frustrated participant.

Yet another impediment mentioned repeatedly in the open-ended question is a lack of knowledge on the part of the consumer. "The problem is end customer perception and big box store requirements and demands. I work for a big wine company where marketing feels that the glitz and glamour is what sells, and this is endorsed and even compounded by the big box and chain store world," says one person. Echoes another: "The customer does not perceive that it's a need."

But not just the consumer is being maligned. Says another, "Ignorance of corporate and upper management to the importance of packaging in general, and sustainability in particular," complains

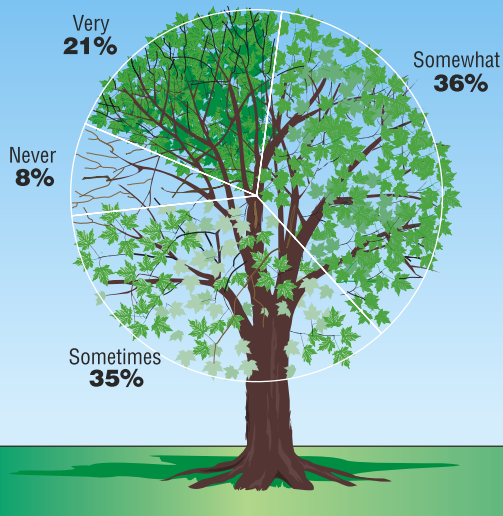
one respondent. "Management isn't interested in sustainable packaging, thinking it could be harmful to customers and not be worth the time to develop."

Another open-ended question asks survey participants what metrics, if any, are currently being used by their companies. Nearly half reported none at this time. Other responses, however, listed a variety of measures: source reduction; reduced emissions (greenhouse gases); water use; percentage of renewable materials; recycled content; life-cycle analysis; and the Wal-Mart scorecard. One person wrote: "We recently revamped the entire plant engineering and maintenance organization to implement a new culture of process engineering, although it's currently in the infant stage." Another person writes: "We are running near zero waste at our headquarters building, and we have several different ways of tracking it, which is done by our Sustainability Committee."

The survey also asked what tools or resources the respondents need to help reach their sustainability goals. "Credible definitions and expertise," writes one person, reflecting the sentiments of many. "What is now out there, I am highly skeptical of. There are lots of consultants out there, and extremely generic articles are being written and published which I wouldn't use for a Packaging 101 course."

In addition, many of the people surveyed cited trade magazines as a good future means of disseminating credible information. At *Packaging Digest*, we're listening.

How important is sustainability in packaging decisions?



If this machine got any GREENER it would have to sprout roots

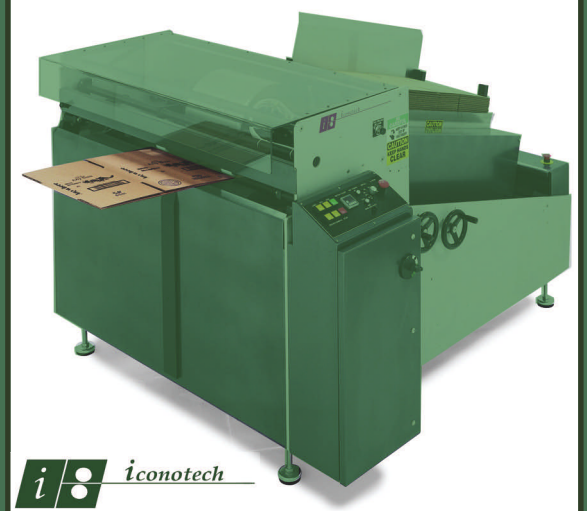
It's déjà-vu all over again and suddenly you're worrying about your grades. The last thing you expected was a **scorecard**. Let the Professors at **iconotech** help. Not only are our case printers environmentally sound, add a generic case printing program and you can really rack up the points. Switching from Pre-print to an **Optimizer** case printer allows you to substantially reduce your inventory and warehouse space. It eliminates obsolete cases and printing plates while making you look good in the process. Imagine how much you can save when you shop your generic cases. Talk about **sustainability**! Think of all the credits you can rack up for reducing fuel consumption with half the deliveries. Go to **www.iconotech.com** and take our Generic Case Printing Assessment to see how **iconotech** can help you improve your scores or give our tutors a call at **800.521.0194**. One thing we are sure of, we can save you plenty of **green**.



SCORECARD TUTORING NOW AVAILABLE!

New microsite added to www.packagingdigest.com!

Visit the Sustainable Packaging Technology channel and find sustainable application stories, design trends, columns, products and news relating to this quickly developing subject area. Go directly to the sustainable channel by visiting www.packagingdigest.com/info/sustainability



design trends sustainable packaging



PLA bottle is used for a Noble cause

Demonstrating its fresh thinking, Blue Lake Citrus Products, LLC, Winter Haven, FL, has become the first company to offer all-natural and organic juice beverages in bottles made from NatureWorks® PLA polylactide resin, a biodegradable, compostable polymer derived from renewable resources. Explains Blue Lake president Wade J. Groetsch, the company selected the bio-based resin from **NatureWorks LLC** (www.natureworkslc.com) for the material's eco-friendly advantages. "We are always researching new ways to reduce packaging waste and energy in the production of packaging products such as our new bottle," he says.

Since last September, Blue Lake has offered its lines of Noble All Natural and Noble Organics premium juices in a clear, 32-oz PLA bottle molded by **Consolidated Container Corp.** (www.cccllc.com) using an existing, custom mold. Dubbed the "E bottle" by Blue Lake, the package provides a clarity comparable to the company's previous polyethylene terephthalate bottle, as well as a sufficient oxygen barrier for the products' 60-day shelf life. Noble juices are cold-packed, so PLA's lower melt index is not an issue during filling. "However, we do have to control the temperature of the transportation and warehousing of bottles," Groetsch relates.

Based on its 2006 sales, Blue Lake estimates that the switch to PLA will save the fossil-fuel equivalent of burning 114,000 gal of gasoline and will save greenhouse-gas emissions equivalent to driving a car more than 2.7 million miles in the U.S.

Read more at www.packagingdigest.com/info/green1.

Recycled-content tooth brushes draw a smile

Recycline is giving environmentally conscious consumers something to smile about. Since 1997, the company has offered the Preserve™ line of tooth brushes made from recycled-content plastic, with packaging that uses a wood-based plastic, recycled-content paper and soy inks. When ready for disposal, customers can return the tooth brush and case to Recycline, which grinds the items down to make material for recycled-plastic lumber products. Read more at www.packagingdigest.com/info/green3.



Candle package lights the way to clean water

Aveda, maker of natural haircare, skincare and cosmetic products, will unveil a limited-edition candle packaged with the environment in mind to raise funds and awareness for its Earth Month 2007 campaign. The Light the Way™ candle will arrive in Aveda salons, spas, stores and online at aveda.com this April. The environmentally responsible packaging, produced by **Johnson Printing and Packaging** (www.jppcorp.com), which operates a production facility on wind power, includes a 95-percent post-consumer-recycled (PCR) glass jar from **La Meditteranea** (www.la-mediterranea.com) and an outer paperboard carton of 55-percent PCR carton board, printed with soy-based inks. Read more at www.packagingdigest.com/info/green4.



Lipstick pack plants a seed

PlantLove™, a new line of botanical lipsticks from CARGO Cosmetics Corp., Toronto, promotes a true passion for the environment, utilizing a 100-percent-biodegradable lipstick tube and a carton made from biodegradable paper infused with real flower seeds. Says Cargo, the collection of 12 new lipsticks combines the company's vision of designing for the future with a playful execution and modern technology and includes six shades designed by celebrities such as Courteney Cox, Mariska Hargitay and Lindsay Lohan. Read more at www.packagingdigest.com/info/green5.



Glass sustains beer brand

Inspired by a bike trip across Europe by brewery co-founder Jeff Lebesch, Fat Tire Amber Ale joins a selection of craft-brewed beers from New Belgium Brewing Co., Fort Collins, CO, that thrive on the company's commitment to energy efficiency and social responsibility. From its production to its packaging, Fat Tire, along with Sunshine Wheat, Blue Paddle Pilsener, Abbey Belgian Style Ale and other brews, is a product of wind power, water conservation and, notes New Belgium, "the three 'R's of being an environmental steward: reduce, reuse and recycle."

For its packaging, New Belgium uses amber glass bottles supplied by **O-I** (www.o-i.com) from its new plant in Windsor, CO. "New Belgium has always used amber glass as it protects the beer from harmful elements like sun and heat, and it's readily recyclable," says Bryan Simpson, media relations director for New Belgium. Read more at www.packagingdigest.com/info/green2.



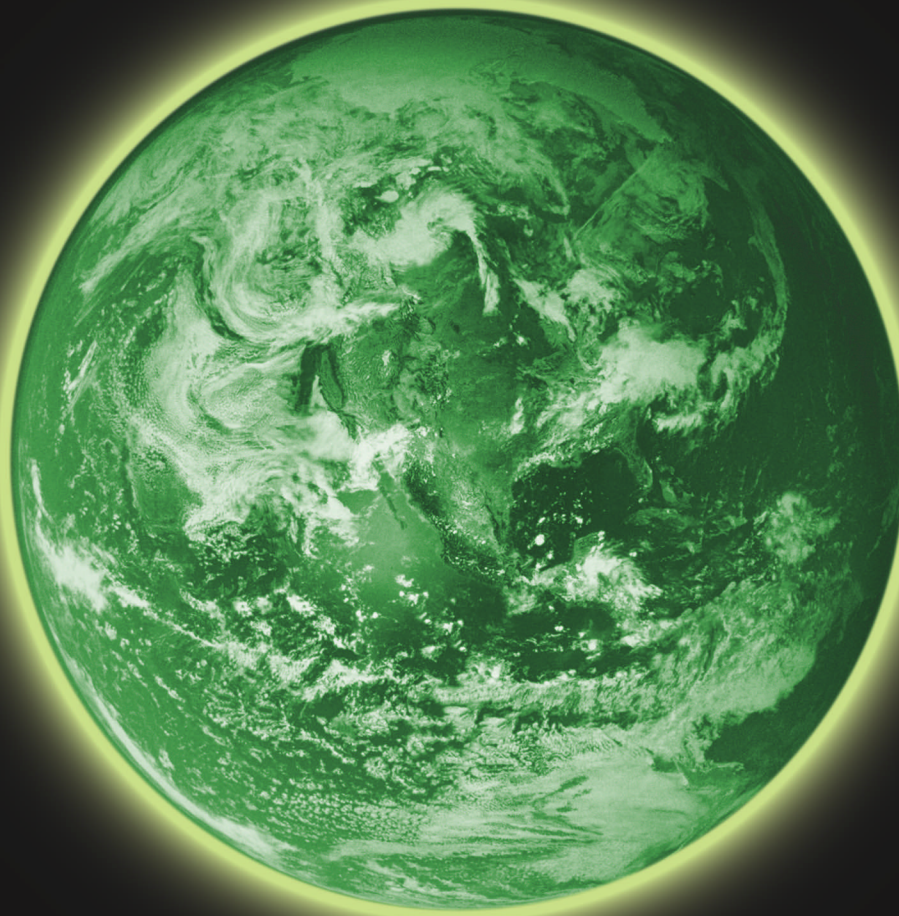
MoMA exhibits its eco-awareness

Since last year, the Museum of Modern Art in New York City has employed a unique, tree-free paper—TerraSkin™—sourced from **Chameleon Packaging** (www.chameleonpackaging.com), a division of Design and Source Productions, Inc., for its retail-store gift-box-and-bag packaging needs. Relates Julie Parker, part of Design & Source's creative services, the museum's interest in finding sustainable options for its retail packaging program fits well with TerraSkin's properties and design capabilities. "The transition from the museum's conventional paper boxes was seamless from a design sense," she says. Read more at www.packagingdigest.com/info/green6.



➤ See our new micro site: www.packagingdigest.com/info/sustainability

THE EARTH IS GOING GREEN.



DON'T GET LEFT BEHIND.

**Need A Sustainable Thermoformed Packaging Solution Fast?
Call The Placon Green Team™.**

The clock is ticking. Customers are moving toward "green" packaging. That's why some of the biggest names in consumer packaged goods are turning to Placon's Green Team™ to convert their thermoformed packaging to our recycled-PET technology.

- From design conception through product commercialization, our Green Team™ will work side by side with your team to support your "green" packaging initiatives and conversion to recycled-PET
- Placon has over 40 years of innovative thermoformed package design and manufacturing expertise both with custom and stock thermoformed packaging
- Placon is the largest converter and user of recycled-PET within our industry
- Placon's RPET is compliant with California's Rigid Plastic Packaging Container (RPPC) law

Make the switch on time and on budget. Contact Placon today.

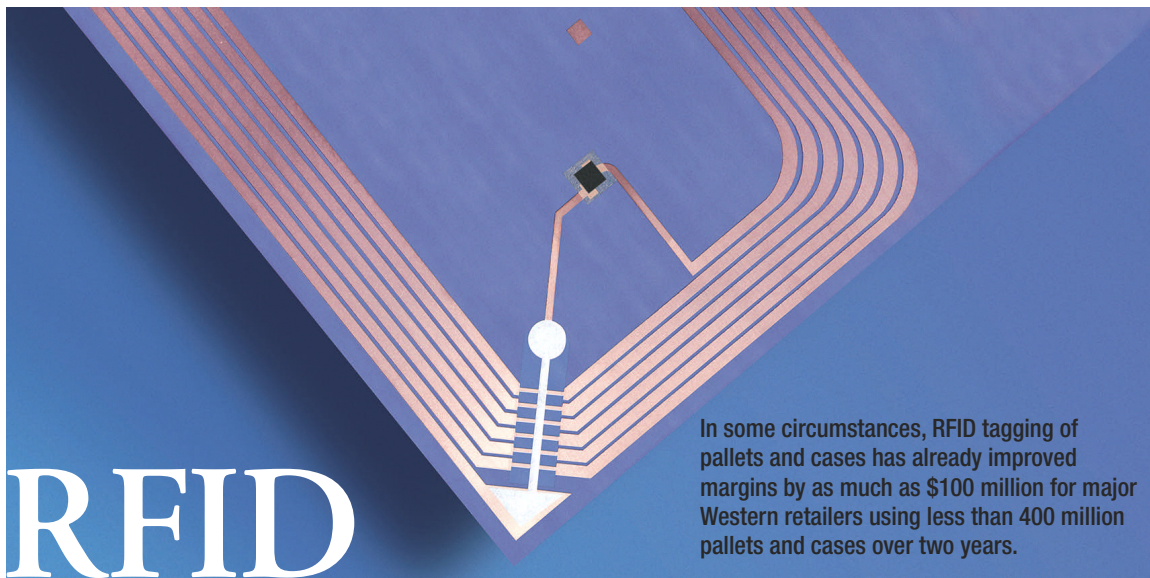


Better Design. **Better Packaging.**®

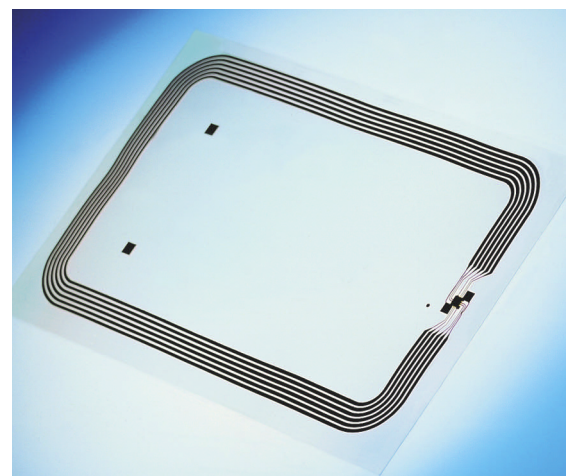
800-541-1535
www.placon.com

Celebrating 40 Years in Plastic Thermoforming.





In some circumstances, RFID tagging of pallets and cases has already improved margins by as much as \$100 million for major Western retailers using less than 400 million pallets and cases over two years.



The pallet/case market for RFID tags saw some reluctant mandated customers, technical problems and pricing that never came, despite retailer reports of excellent paybacks.

in 2006: A story of extremes

As we move into 2007, many radio frequency identification suppliers are licking their wounds, while others are enjoying booming business. A soon-to-be-released industry report forecasts the RFID players and opportunities from 2007 to 2017. Here's a summary of the findings.

At the beginning of 2006, there was much optimism in the retail mandate sector. Radio frequency identification tag production capacities had been put into place and Gen 2 was delivering superior performance to previous versions. However, arguably the pallet/case market for RFID tags became the nearest thing to a black hole in the RFID universe in 2006, thanks to reluctant mandated customers, technical problems and pricing for volumes that never came, despite retailer reports of excellent paybacks.

Based on findings from many consumer goods manufacturers, IDTechEx, provider of the industry report, has found considerable foot dragging, resulting in pallet/case tag purchases as low as 250- to 300 million tags in 2006 at the heavily loss-making price of 10 to 15 cents each. RFID tag readers are also being sold at a heavy loss. But some participants have seen

benefits. Procter & Gamble found that tagging display cases for Wal-Mart with shared information led to a 19-percent sales increase of [Gillette] Fusion [razor] blades, which was caused by more timely arrival at-shelf. Hanna Candle Co. found that 90 pallets worth \$12.6 million went missing but were found through their RFID tags, reducing a "knock-on effect" for ordering. However, these benefits aren't necessarily paybacks, and companies are not saying they are sustainable.

These sums of money are among the smallest of any RFID sector, even less than esoteric niches like one company tagging random samples of mail to assess performance or another company earning from tagging cows. The point is that the mail tags cost \$10 or more and the cow tags cost \$2. Both of these companies have around \$50 million of probably profitable sales. One could go on and on with examples like this.

RFID hardware suppliers that had prioritized the retail sector started to look elsewhere, though none left the sector altogether because they know there will be a winner one day, and most have strong backing. They seem to be playing "Last One Standing." There is an oversupply, although some system integrators are making money.

Basically, the RFID tagging of pallets and cases has already improved margins by as much as \$100 million for major Western retailers using less than 400 million pallets and cases over two years. This was provided at a loss of about \$100 million by the consumer product goods (CPG) companies that supply them. In addition, the RFID suppliers to the CPG companies also lost about \$100 million in the exercise. In the case of the RFID suppliers, that money came from investors and parent companies. It was certainly not predicted that those investments in RFID companies would, in effect, flow rapidly to the large

Print Apply Labeling Tamp or Blow Starting at \$6495



OPTIONAL ACCESSORIES

- CORNER WRAP LABELING
- ADJACENT PANEL LABELING
- CONVEYOR SYSTEMS
- BAR CODE VERIFICATION
- RFID ENABLED PRINTERS

autolabe

3101 Industrial Avenue Two
Ft. Pierce, FL 34946

1-800-634-5376

www.autolabe.com

EOAT and Gripper Solutions



get a grip!

for

- ANY PACKAGE
- ANY ROBOT
- ANYWHERE!



SAS
Automation
Robotic End-of-Arm Tooling



www.sasgripper.com

Toll free:
(888) SAS-EOAT
(888-727-3628)

retailers. System integrators are faring better, with some even claiming to make money installing a pallet/case RFID infrastructure at CPG companies and at retailers. At least with the anti-theft tags earlier mandated by retailers, the tag and system suppliers to the mandated CPG companies stayed profitable because they didn't price for volumes that never came. However, anti-theft tags did and still do cost the CPG companies heavily, for no return. So the pallet/case RFID is history repeating itself.

Although we forecast that eventually, the retail sector will be the biggest market by far for RFID, CPG companies have yet to see sustainable paybacks. The real opportunity for them is with item-level tagging. Retail mandates asked for the companies' top suppliers to tag the pallets and cases of the highest-volume products they sell. The highest-volume products tend to be those that are of lower value and of lower margin, and therefore it comes as no surprise that most consumer goods suppliers don't get a payback. For RFID suppliers, item-level tagging for

Anti-theft tags did and still do cost consumer product goods companies heavily, for no return.

retailers is a better business in which high-value products, such as Marks & Spencer apparel and Best Buy video games, are tagged first. However, this is vulnerable to rapid design change. Like anti-theft tags, there are three incompatible options here—Near Field UHF, Far Field UHF and HF.

Hot countries for RFID

IDTechEx keeps a close eye on which countries are eagerly adopting RFID and which are not. Its sources include intensive travel, conferences, literature searches and its RFID Knowledgebase (www.rfidbase.com) of more than 2,400 case studies covering more than 2,600 organizations and 91 countries. The results are rather surprising.

First, the U.S. is the greatest adopter, with by far the largest number of cases of RFID in action and orders that are often the world's largest by value. It has even pulled ahead in the last year, with more than 840 recorded projects. More surprising is that the U.K. holds second place by number of cases, though not the money spent, an area in which China has more claim to fame and in which Korea and Japan are strong rivals.

China and Korea have jumped up a notch and, remarkably, Australia has jumped from number 10 to number

seven. When IDTechEx saw the unusual activity in Australia, it focused research onto the region for a new report entitled "RFID in Australasia 2007-2017," and reveals some of the results here. New Zealand is a follower, with the exception of the work of Fonterra, the world's largest milk cooperative.

What's going on in Australia? The rapid advance of Australia in RFID is on a broad front,

from books in libraries to tagging of humans in hospitals, but one could say that about many countries. What sets Australia apart from most of its peers are aspects such as the legal requirement to tag cattle and racehorses, and the trials and rollouts of tagging fish, tomatoes and other foods by its vibrant food industry. Australia will not stop there. It's likely to introduce legislation to tag all four-legged livestock ahead of most other countries. With the major trading

Continued on page 46

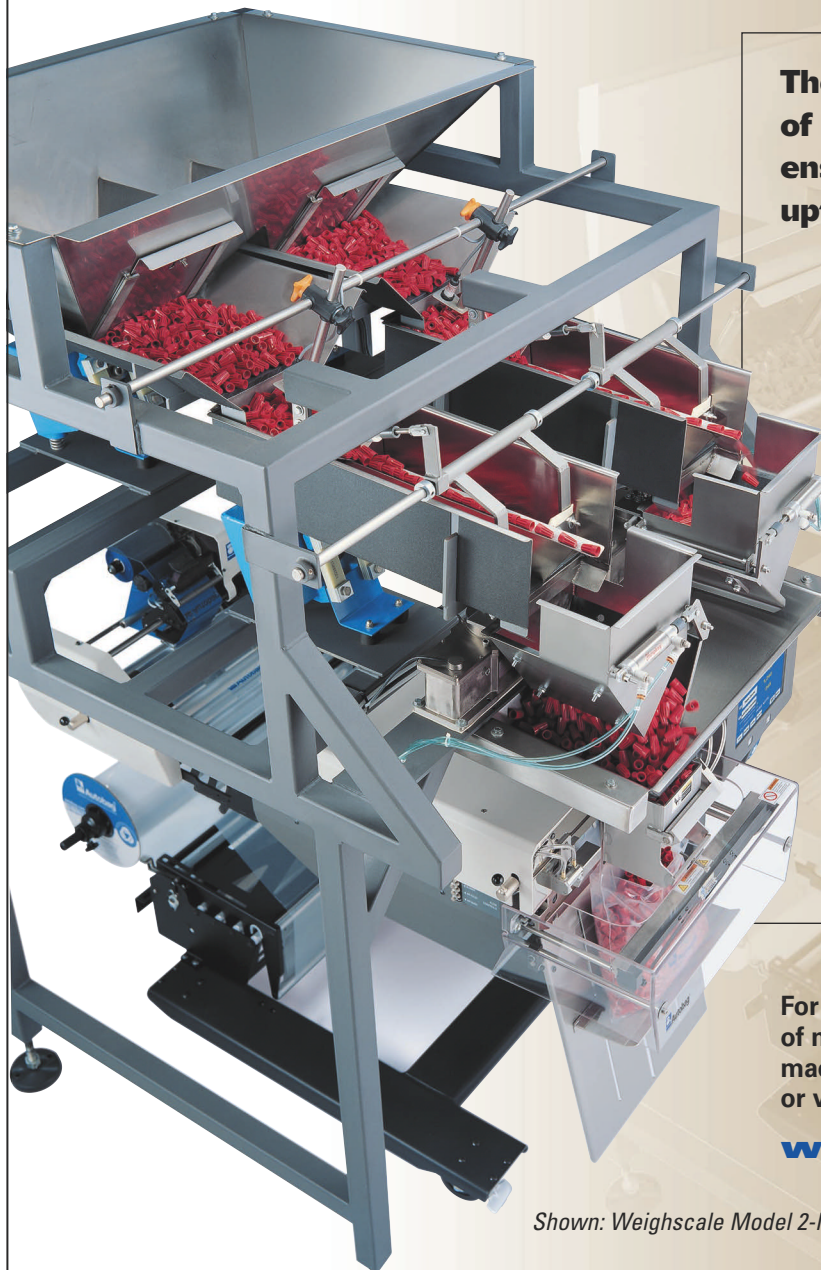


Eventually, retail will be the biggest RFID market, though consumer companies have yet to see sustainable paybacks.

AUTOMATIC WEIGHING AND COUNTING EQUIPMENT



Your Product, Your Container, Our System



The rugged, overbuilt qualities of Ohlson Packaging systems ensure maximum production uptime. Guaranteed.

Whatever your company produces, Ohlson Packaging has a system that can automatically weighcount:

- Frozen Foods
- Candy
- Produce
- Bakery Items
- Hardware
- Pharmaceuticals
- Vitamins
- Automotive Products
- Electrical Components
- Plastic and Wooden Parts
- Animal Products
- And much, much more!

For more information on our extensive line of netweighing and weighcounting machines, call us today at 877-668-7800, or visit our web site:

www.ohlsonpack.com

Shown: Weighscale Model 2-M-2



OHLSON
FAST • ACCURATE • PROVEN

490 Constitution Drive • Taunton, Massachusetts 02780
Fax: (508) 977-0007 • E-mail: info@www.ohlsonpack.com

ATLANTA, GA • BOSTON, MA • CHICAGO, IL • CINCINNATI, OH • DALLAS, TX
EDISON, NJ • MIAMI, FL • CHEYENNE, WY • GREENSBORO, NC • PHILADELPHIA, PA

blocks finding reasons to protect their food industries, external suppliers such as Australia, with the world's largest population of sheep, must be beyond suspicion. RFID is a part of that.

RFID sectors taking off

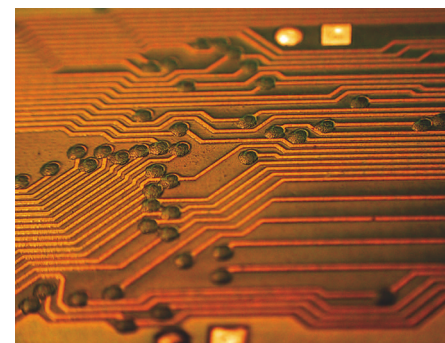
Beyond packaging-related applications, other sectors of the RFID business are booming. Andrew Price, RFID manager at the International Air Transport Association (IATA) enthuses, "In the next few years, the [airline] industry will be tagging an ever higher

proportion of its two billion bags yearly and it will use RFID in other new applications as well." This is a global phenomenon, not to mention government applications. Dr Jimmy Li, deputy director of the Initiative Office for Government RFID Applications at the Ministry of Economic Affairs Taiwan and senior advisor of the Institute for Information Industry in Taiwan says, "Government applications of RFID are now growing rapidly. We started five RFID projects in the government area this year and there are

more to come next year."

In addition to considerable growth in the transportation area, the aerospace and defense industries are on a rapid RFID adoption path, according to Steve Georgevitch, total asset visibility program manager of Boeing Integrated Defense Systems. Dr Chang-Hun Lee of the National Information Society Agency, Korea, says, "Ubiquitous Sensor Networks will be a huge RFID market in a few years."

RFID tagging of livestock is driven by ever-wider legislation. For example,



Sectors such as transportation, aerospace, livestock, bookselling, bank cards, mobile phones and more are booming with RFID.

the European Community and New Zealand join the party in 2008 to 2010, creating a market for tagging sheep, goats, pigs and cows, the total demand for these two regions being over 150 million tags yearly at about \$2 each in 2010 from almost none today. Add a big demand for systems to that figure. The largest book seller in the Netherlands, BGN, is ordering several million tags yearly for its new scheme and its payback is so compelling that others will rapidly follow.

RFID cards top the market by value

When it comes to the biggest RFID market—contactless smart cards—Don Davis, editor of *Card Technology*, says, "Big players are making major bets on contactless and are forcing competitors to catch up. They are issuing large numbers of contactless cards and fobs and, in Japan, adding contactless functionality to millions of mobile phones, giving many consumers the chance to pay with a wave."

Contactless cards are a huge success



Read about how **CINGULAR WIRELESS'** RFID smart labels and auto print/apply system improve warehouse and material-handling operations at www.packagingdigest.com/info/Cingular

and contactless ticket sales are also taking off exponentially. The China National ID card system is the biggest RFID rollout, but an even larger budget of at least \$15 billion is being planned for the U.K. National ID card. Then, there is continued growth in secure-access applications and the start of the process of converting more than 3 billion financial cards from Visa, MasterCard, American Express and more to RFID. In the U.S. alone, 150,000 readers have been installed for these cards. That's only the beginning.

Author Raghu Das is the CEO of IDTechEx. Experts he quotes in this summary article will be presenters at the sixth annual RFID Smart Labels USA and Active RFID & RTLS conference in Boston, Feb. 21 to 22, an event that will analyze and detail the status of EPC and other RFID markets with critical business strategy information. To obtain the full study summarized here on RFID Forecasts, Players & Opportunities 2007-2017, visit www.idtechex.com/usa.

OSIO INTERNATIONAL, INC. Flexible Packaging Made Better.



**WORLD CLASS PRINTING
LOCAL WAREHOUSING
EXTRAORDINARY VALUE**

For more info...please visit our website:

www.osiopack.com

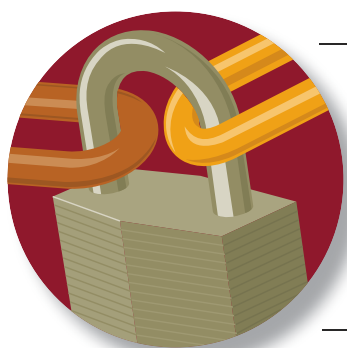
- Cold Seal
- 10- Color Shrink Sleeve Labels
- Container and Graphic Design
- Retort Pouches
- Woven PP Bags
- Application Equipment and Shrink Tunnels

brand security

The true cost of counterfeiting and piracy

Counterfeiting and piracy cost the U.S. economy from \$200 billion to \$250 billion per year and a total of 750,000 American jobs, and pose a threat to health and safety. From DVDs, CDs, shampoo and batteries, to car parts, prescription drugs and electrical equipment—every product in every industry is vulnerable.

Once viewed as “victimless crimes,” counterfeiting and piracy have mushroomed in recent years. Since the early 1990s, trade in counterfeits has grown eight times the rate of legitimate trade. Counterfeit-related seizures by the U.S. Customs Service rose 125 percent during the past five years and are up 80 percent from 2005 to 2006 alone. The sale of these dangerous and



Since the early 1990s, trade in counterfeits has grown eight times the rate of legitimate trade.

defective goods has far-reaching consequences for our lives and our economy.

Small businesses are especially at risk because they often lack the ability and resources to protect their trademark or copyright. For example, Eastman Machine Co.—a fourth-generation, family-owned, small business in Buffalo, NY, that manufactures manual and automatic cutting machines—had its product line counterfeited by a Chinese manufacturer. As a result, Eastman's legitimate product was almost completely pushed out of the world's largest market for cutting machines. While the counterfeit product thrived, Eastman itself had to layoff nearly two-thirds of its workforce.

Because of the importance of small businesses like Eastman, the U.S. Chamber of Commerce, the world's largest business organization, is fighting back to protect industry and consumers and to make intellectual property protection a national priority. With more than 20 people on staff dedicated to the issue and a broad-based Coalition Against Counterfeiting and Piracy comprising more than 235 associations and businesses representing a wide range of industry sectors, the chamber is leading an aggressive global effort to thwart this growing threat.

For example, this month, the chamber will release the “No Trade in Fakes Supply Chain Tool Kit: Protecting Businesses, Consumers, and Brand Integrity.” This important document showcases proven strategies that companies, both small and large, can use to protect their supply chains from counterfeiters and modern-day pirates. The only document of its kind, the tool kit includes a best practices guide and seven case studies of companies—including Bendix Commercial Vehicle Systems, New Balance and Purdue Pharma—that offer techniques to fight back against counterfeiting and piracy. In addition to the tool kit, the chamber will host a series of webinars to further educate small and medium-size enterprises about supply-chain security.

Real people are being affected. The time to act is now. Industry and government have to attack this problem on multiple fronts through education and enforcement. Only then can we make real progress and make the world a miserable place for counterfeiters and modern-day pirates.

Caroline Joiner is the executive director of the Global Anti-Counterfeiting and Piracy Initiative, U.S. Chamber of Commerce. To learn more about the chamber's efforts or to join the fight against counterfeiting, visit www.thetruecosts.org.

www.thetruecosts.org



Don't pop your top!

Kick the can and switch to patented SorbiCap™ canisters featuring a one-piece design that can never separate.



You know the feeling of separation anxiety. The top pops off a sorbent canister, stopping your line and contaminating your product. It's enough to make you flip your lid.

SorbiCap™ from Multisorb is the remedy you need. With Sorbicap, you can relax knowing:

- The one-piece SorbiCap design will never separate and will not dust.
- SorbiCap is fully interchangeable with your existing canister dispensing equipment.
- Multisorb recently doubled manufacturing capacity for SorbiCap with plans to triple capacity – you avoid supply interruptions and can count on consistent delivery.

You simply can't top SorbiCap – the proven, better alternative to conventional canisters.

SorbiCap Canisters feature a non-dusting design with welded end caps.

Like this pepper shaker, conventional canisters permit dusting which can lead to product contamination.



Contact us for more information today.

MULTISORB
Technologies



multisorb.com 1-888-SORBENT (767-2368)

Longer shelf life for flowrapped tortillas

A new flowrapper at Sonora Foods achieves a six-month shelf life for tortillas as well as reduced production costs and quick changeovers.

Sonora Foods, manufacturer of the U.K.'s leading tortilla brand, Discovery, recently installed a new flowrapper from **Ilapak, Inc.** (www.ilapak.com) that, for the first time, enables the company to produce high-quality flowrapped packs with a six-month shelf life. Using Ilapak's VacMap™ flowrapper, Sonora can now produce these attractive,

new, long-life packs at high speeds, efficiently and at a significantly lower cost than using a thermoforming machine.

Sales of Sonora's Discovery tortilla products have grown by 10 to 12 percent over the last seven years, driving a £7-million investment program at the company's factory in Daventry, England (and the construction of another factory that was recently opened in Milton Keynes, England), where Ilapak's modified-atmosphere Delta packaging machines have been used successfully for several years. Consumers' demand for better pack presentation prompted the move to develop a completely new type of packaging machine, capable of producing a pack with the appearance of a traditional flowrap and the shelf life

of a thermoformed pack.

Sonora produces around six million tortillas a week at the Daventry and Milton Keynes factories, and VacMap's unique three-in-one packaging



Looking to reduce product giveaway and increase its cut-to-order produce volume, **DEL MONTE FRESH PRODUCE'S** Kankakee, IL, facility installs an Ilapak vf/f/s machine and weighing system. Read about it at www.packagingdigest.com/info/delmonte

capability has given the company the flexibility to produce conventional flowrapped packs, modified-atmosphere packaging (MAP) packs and VacMap packs with a six-month shelf life, all on the same



WHAT DO WE HAVE IN THERMAL COMPONENTS?

EVERYTHING!

Durex has provided heat, measurement, and control solutions from concept through production for over 25 years. We offer rapid prototypes for custom designs and a large inventory of standard parts for your immediate requirements.

Visit our website to view our full line capabilities.



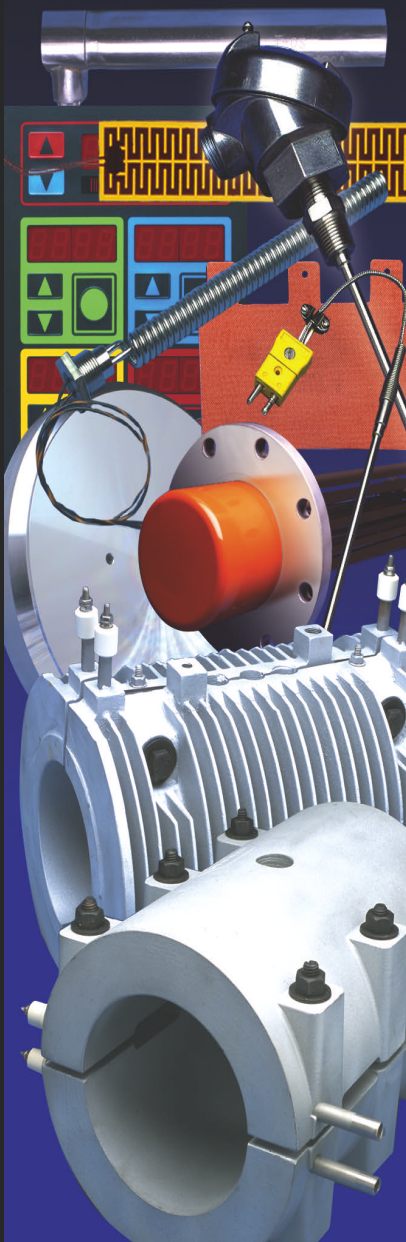
www.durexindustries.com

800.762.3468



**DUREX
INDUSTRIES**

Engineered Thermal Solutions for Industry



Re·con·fig·ure



**DYNA
CON**

DYNAMIC CONVEYOR
CORPORATION

Our durable modules form a conveyor system that provides uncommon versatility to meet changing production needs with ease and economy.

1.800.640.6850 • DynamicConveyor.com

*Our conveyors
assume any position*

The packs look excellent and, because they are print-registered, we can achieve a higher-quality presentation for **maximum shelf impact.**

machine. Changeovers are quick to carry out, so Sonora can react quickly to changes in production requirements, while maintaining full capacity.

The high-performance, horizontal form/fill/seal machine combines vacuum and MAP packaging in a single machine. Its unique in-line vacuum system allows the Delta VacMap to extract trapped pockets of oxygen found inside and between the products themselves, to keep the contents fresh longer. The result of a joint-development program between Ilapak and Sonora Foods, the new VacMap offers all of the cost and efficiency benefits of flowwrapping: high throughputs (Sonora's packaging line is currently running 48 packs/min), ease of use and dramatically reduced production costs due to reduced material and labor costs.

VacMap's fully automated feeding system is a major contributor to the reduced labor costs. Previously, the tortillas had to be fed into the thermoformer by hand, requiring two or three operators per line. Film costs have also been reduced significantly, as the VacMap uses about half the material of a thermoformer. Product and size changeovers are also exceptionally fast, requiring about half an hour, compared to four hours on a thermoforming machine.

Brian Ridgway, managing director of Sonora Foods, explains, "We worked closely with Ilapak to develop this

packaging solution to meet customer demand for better pack presentation and a fresher appearance, combined

with a long shelf life. There was no packaging machine on the market capable of achieving this, so we approached Ilapak, and they agreed to work with us to develop a technical solution."

Ridgway is very happy with the way the package turned out. "We're delighted with the result. The packs look excellent and because they are print-registered, we can achieve a much higher-quality presentation for

maximum shelf impact. Customers perceive the contents of a flowrapped pack to be fresher than a thermoformed pack, giving greater customer appeal and an important marketing advantage."

More information is available:

Ilapak, Inc., 215/579-2900.
www.ilapak.com



Actually, they're amazingly alike.

Did you know?

According to Mayan legend, tortillas were invented by a peasant for his hungry king in ancient times. The first tortillas, which date approximately 10,000 years before Christ,

were made of native corn with dried kernel. Today, corn tortillas are made from either corn cooked in a lime-based solution or by using corn flour to produce a dough, forming it like a pancake and finally baking it in an oven. Source: Tortillas Industry Assn.

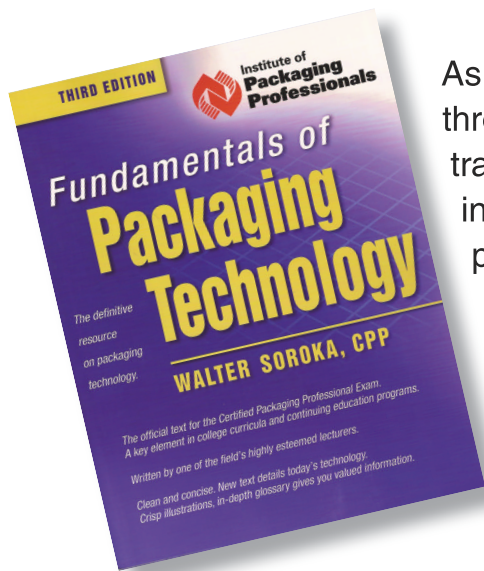


Which really isn't a big surprise to Alpha customers. They are accustomed to the consistency of bottles they receive from each of our four manufacturing facilities, because our flexible manufacturing allows us to replicate styles in multiple locations. We use only FDA-approved resins, and every bottle we make passes through vision systems and leak detectors to ensure consistent color and performance. So what's our forecast? Precipitous growth in every season of the year.



We do the amazing every day. Call Paul Bonastia, Director of Sales, at 800-421-4772 or visit www.alphap.com.

Globalized packaging industry drives global IoPP certification



As packaging operations spread throughout the world, standardized training helps distant units and individuals speak the same professional language.



Many companies today run packaging operations in multiple countries, often on different continents. In many cases, an identical package is produced and filled in these countries. Brand graphics, product names, etc., may vary slightly, influenced by local cultural norms, but maintaining a strong global brand image relies on ensuring that corporate standards of package quality and decoration are met across all these production lines, wherever they may be located.

That result relies in turn on clear communication among design and production staffs in widely separated facilities where different languages are spoken. And that communication is most strongly facilitated by standardized training, because it is more important that all parties understand the professional language that is being used than that they be fluent in each other's national languages.

For instance . . .

Patrice LeMaitre, CPP (Certified Packaging Professional) of Dow AgroSciences SAS in Drusenheim, France, points out that

Sustainability in Packaging

Implementing sustainability through the right packaging decisions
Two day Intertech-Pira conference plus course and workshop



Conference:

Wednesday, March 7

Thursday, March 8

Workshop

Tuesday, March 6

Location:

The Doubletree Castle Hotel,
Orlando, FL, US



Early bird offer! Book before January 12 and save 10%!

Registering is easy, simply call us on +1 207 781 9610 or visit www.intertechpira.com to find out more and claim your discount

Media partners:

CONVERTING

**PACKAGING
DIGEST**

most global companies establish a common language to facilitate everyday communication (at Dow, that language is English). Those exchanges can adapt to inexact language and usage that varies between countries, though more time than usual may be involved.

However, it is "essential" that packaging personnel in a global organization such as Dow use a precise common technical language that enables exact communication of design and production specifics. For instance, LeMaitre and his colleagues recently developed an inspection manual that uses common packaging language to facilitate communication among the company's commercial unit in Tokyo, its production facility in France and its package supplier in Switzerland.

"The Institute of Packaging Professionals [IoPP] Fundamentals of Packaging Technology course I took was the starting point for this project," he states. "I still use the course material as a reference book every week, and I wanted to put similar reference materials in the hands of those I interact with."

Andres Soto, CPP, who currently works with GlaxoSmithKline [GSK] in Puerto Rico, cites a parallel experience in communication. A meeting he attended brought technical specialists

together with corporate managers to discuss implementing what's known as Hospital Unit Dose [HUD] blister packs for a GSK product.

"Both groups were IoPP-certified, so the corporate managers understood the basic concepts and the HUD requirement the packaging specialists presented without the need for further technical explanation that would have slowed the process."

C.R.S. Ravishankar CPP, packaging development manager with BP-

Castrol India Ltd. in Mumbai, India, on the other hand, does not work with counterparts within BP across country lines, but he does interact with suppliers, both within India—where a rapidly-growing and complex packaging industry is developing—and elsewhere overseas.

The Indian packaging industry does not yet have many IoPP-certified packaging professionals. BP-Castrol pioneered the practice of hiring professionals who qualified

at the Indian Institute of Packaging in design and package development, recognizing the value of specific training in packaging. Ravishankar (who describes himself as a "passionate packaging professional") learned about IoPP certification in 2000 and applied to take the Institute's certification training. He received his certification in 2002.

"This was extremely valuable to me in my dealings with global suppliers."

Continued on page 52

Certification courses head West this spring

Packaging professionals in the Western U.S. will have the opportunity to attend IoPP's Fundamentals of Packaging Technology seminar on the West Coast in March and April 2007. Fundamentals will be held in Newport Beach, CA. The seminar gives packaging professionals a unique chance to increase their packaging skills. This is the first time since 2003 the seminar has been presented in the West.

The event will be held at the Radisson Hotel Newport Beach. Semester 1 runs from March 12 to 14; semester 2 from March 14 to 16. Semester 3 is April 16 to 18, and semester 4 is April 18 to 20.

Classes are also held in Orlando in the winter, Minneapolis in the summer and Chicago in the fall.

Registration fees include lecture notes, samples, course materials, lunches and beverages. The textbook and hotel charges are extra.

For information on the certification program, including fees and dates for all locations, visit www.iopp.org or email to education@iopp.org.

Ketchup
Mustard
Relish
Mayonnaise
Chocolate sauce
Cake decorations
Peanut butter
Jelly
Cheese sauce
BBQ sauce
Salad dressing
Tomato paste
Horseradish
Seasoning
Condensed Milk

And
so many more...



Think Outside the Bottle... Food in Tubes

NORDEN, INC.

A Division of the Sirius Machinery Group

230 Industrial Parkway, Branchburg, New Jersey 08876 USA

Phone: (908) 707-8008 ♦ Toll Free: (800) 526-5074

Sales Fax: (908) 707-0073 ♦ After Sales: (908) 707-8782

Web: www.nordenmachinery.com



The key results are improved communication and closer working relationships.

In 2005, when BP could not find budget funds to enable him to attend the annual IoPP conference in the U.S., Ravishankar paid the travel costs himself. IoPP, recognizing his commitment to enhancing his own knowledge and spreading it in his home country, waived the conference fees and discounted the lodging costs.

India currently follows established Indian Standards in packaging, but is in the process of evolving toward meeting global standards as global business

grows. In his dealings with colleagues and suppliers within India and across the Middle East, Ravishankar tries to introduce IoPP and CPP certification as a way to speed that evolution. Several of those contacts have become members of IoPP and certified as CPPs.

"Many Indian and Middle Eastern companies are not aware of IoPP's training," he says. "Our growing network is beginning to extend itself into those companies."

In the U.S., the ability to hold

IoPP's Fundamentals of Packaging Technology courses at company facilities has created a unique opportunity for overseas colleagues to learn alongside American packaging specialists. The onsite setting where all participants are members of one company allows the course to go into detail about proprietary issues that enhance both the overall technical training and the chance for attendees from global locations to learn together.

Attendees at IoPP seminars conducted at General Mills Inc., for instance, come from both the company's domestic and international businesses, and include personnel from manufacturing plants, technical centers and corporate offices. More than 150 people from 15 different sites have participated in the IoPP seminars.

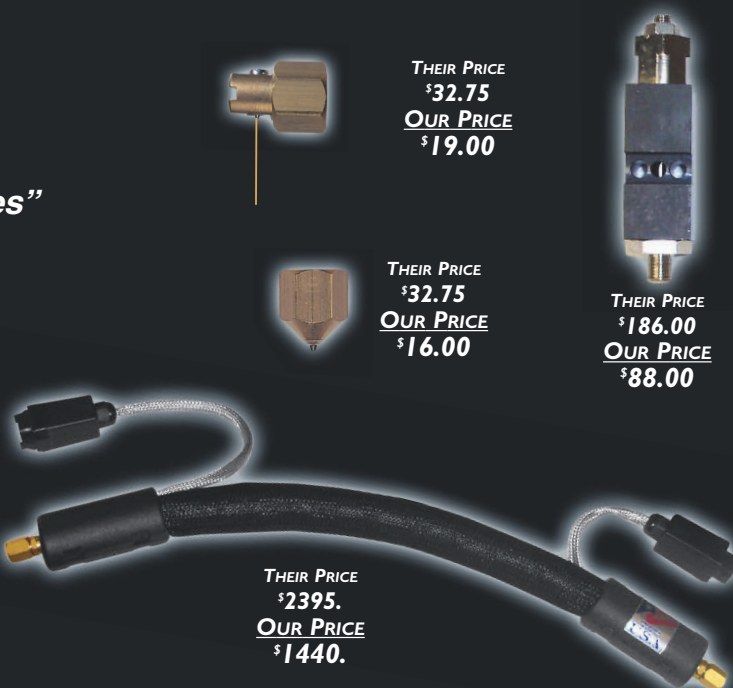


Abbott Diagnostics facilitates employees' **CERTIFICATION STUDY GROUPS** in-house. To learn how, see www.packagingdigest.com/info/abbott03

THE SIMPLE TRUTH

About Indemax Hot Melt Machine Replacement Parts From The Customers That Have Proven The Worth of Hot Melt Machine Replacement Parts Manufactured By Indemax, Inc.

- 1 "The Most Accurate Temperature Consistent and Long Lasting Hoses"
- 2 "The Most Accurate and Diameter Consistent Nozzles"
- 3 "The Fastest and Longest Lasting Modules"
- 4 "The Quickest Delivery"
- 5 "The Best REAL Service (Not Lip Service)"
- 6 "The Most Reasonable Prices"



That's Customer Testimony!!!

So... If you want the Least Problems, the Longest Lasting and Most Accurate Low Cost Hot Melt Machine Replacement Parts...Buy From Us...

We also build special application hoses for over 250 private label people

Call or Send for Our Free Catalog
INDEMAX, INC.
 One Industrial Drive
 Vernon, NJ 07462
www.indemax.com



Note: The use of INDEMAX Products protects ALL OEM Service and Warranty Policies

973-209-2424
 USA & Intl.
800-242-7185
 USA
800-345-7185
 USA & Canada
973-209-2644
 FAX (24 Hours)

"In many cases," points out Stuart N. Bernard, senior R&D manager of packaging innovation/technology for General Mills, "these are people who work in widely separated geographic locations in several countries."

The key results, Bernard points out, are improved communication and closer working relationships that would not have developed otherwise.

The common thread in these disparate stories is the practical value of clear communication. When packaging professionals around the globe use a common technical language, companies save time and money (often a function of time) and can enhance their bottom lines. From France to Puerto Rico to India, professionals such as LeMaitre, Soto and Ravishankar are helping to spread that message.

A second benefit of the IoPP training and certification that leads to improved communication is recognition of the importance of packaging as a discipline. That, in turn, can impact the attitudes of packaging professionals and the people with which they interact.

Says Bernard, "We find that IoPP certification gives our employees added confidence and increased credibility when they deal with outside vendors."

Now, that is a welcome benefit that translates into every language.

More information is available:

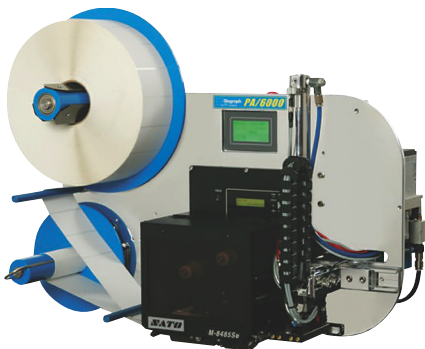
Institute of Packaging Professionals,
 630/696-4000. www.iopp.org

new products equipment



Bagging systems The co. introduces the Magnum-MD automatic in-line bagmaking and sealing system designed exclusively for packaging medical supplies. Able to form and seal Tyvek, polyester, PE and metallized and other barrier films, including HDPE, LDPE, LLDPE, PP and nylon with a chevron seal, the system maximizes savings in material cost by utilizing tubestock, the co. says. The system uses continuous rollstock and creates the bag perforation and chevron seal in-line to lock out particles during the f/f/s process. The system is also equipped with a 1-micron filter to protect bag interiors and contents from airborne particulate.

Clamco Corp., 800/299-1655.
www.clamcocorp.com



Print/apply systems The co. announces the Platinum Series of label printers/applicators. The series PA/6000 features up to a 110-ppm labeling rate and a 14-in. high-strength ABS unwind roll; the PA/4600 version features up to a 50-ppm labeling rate and has a 13-in., high-strength ABS unwind roll. Both have 128X64 graphic touchscreen user interfaces, print on-demand with a standard product sensor or an optional second sensor and are tested and approved according to UL/CSA 60950, FCC and CE requirements.

Diagraph, 800/722-1125.
www.diagraph.com

Scribing lasers The co. improves its S-Series range of high-performance scribing lasers by releasing the new S-Series plus range. The plus range builds upon the S-Series range by providing greater functionality with improved Windows-based software, quick message selection and startup, and allowing high-speed printing of simple, one-line codes in a range of fonts, to more complex applications involving real time data, serial numbers and 2D codes.

Domino Amjet, Inc., 847/244-2501.
www.dominoamjet.com



PakTech

We are the Handle People
...and we make exceptional Application Equipment



PakTech delivers

...what consumers demand:
good-looking, eco-friendly, easy to carry,
easy to remove packaging handles.

...what processors demand:
cost-effective in-line equipment with
minimum downtime and maintenance.

...what YOU demand:
flexibility, excellent customer service
and equipment support, and respect.



**Look no further for your packaging handle solutions-
We can handle it!**
(541) 461-5000 www.paktech-opi.com

new products equipment

Interface certification The co. has been awarded SAP® interface certification for the CoLOS™ Exchange™ interface, which is said to provide dependable connections between SAP and the plant floor. The interface connects the SAP® Auto-ID Infrastructure to the CoLOS software and its 800 Series high-speed RFID applicator.

MARKEM Corp., 866/263-4644.
www.markem.com

Pouch machine With its new medical chevron pouch machine, the co. incorporates a modular design to allow 360-deg access to all mechanical components. The machine features a multi-zone heated platen, or ISO bar platen system, and a structure that is mounted to linear rails at floor level. The platen activation is servo motor-driven to ensure accurate, fast and repeatable performance, the co. says. The machine is available with a custom -designed SCADA system and is available in 36- and 26-in. widths.

GN Packaging Equipment, 905/670-0383.
www.gnpak.com



DISPOSABLE

www.NotDisposable.com

TRIDENT True™ . . . Repairable & Reliable

As Seen At Pack Expo

ZANASI®
INDUSTRIAL INK-JET PRINTING SYSTEMS

www.ZanasiUSA.com

Matthews
INTERNATIONAL
BRAND SOLUTIONS

www.MatthewsMarking.com

Diagraph
An ITW Company

www.Diagraph.com

FOXJET®
AN ITW COMPANY

www.FoxJet.com



Inspection systems

New E-Z Tec XR inspection systems utilize advanced linear-array technology to identify contaminants, scan for missing or broken products, detect packaging voids, confirm fill levels and control product and packaging mass and fat analysis. The systems feature a 15-in. touchscreen, full-color display that accesses Windows XP and shows real-time images and diagnostic data and has connectors located on the side of the cabinet for easy access, enabling interconnection of memory devices, external instruments and other equipment.

Eriez, 888/300-3743.
www.eriez.com



Linear encoders

New LS XX7 Series sealed linear encoders are available up to 3 m in length, come in two different mechanical profiles and resist contamination and vibration, making them useful in dynamic machine tool applications. The new single-field scanning technology provides encoder advantages regarding the tolerance to contamination and to electromagnetic noise sources, the co. says. Along with signal stability, single-field scanning can also improve signal quality, providing a typical output signal error of ±1 percent within one signal period, the co. states.

Heidenhain Corp., 847/490-1191.
www.heidenhain.us



Fillers The co. releases its Extreme Clean fillers, featuring Class 100 HEPA units for filtering the filling environment and machine guarding to fight against any unwanted elements. The fillers are said to be less expensive than some aseptic machinery, the co. says, and meet pharmaceutical industry demands and requirements.

Fogg Co., 616/786-3644.
www.foggfiller.com



Shrink tunnels The co. introduces ConvectAir™ shrink tunnels for use with heavy LDPE films often found in shrink bundling. The ST-800, ST-830 and ST-830XL use a combination of convection heating, radiant heating and a minimal flow of recirculated air for faster shrinking of LDPE films at a lower overall peak temperature, the co. says. The new tunnels can produce 60 to 70 packs/min, utilizing a chamber that is 5 ft long. The ST-800 offers an 18-in. conveyor width, and the ST-830 offers a 30-in. width, with both able to reach production speeds of up to 100 fpm. The three models are available with optional casters, flow direction and an exit-cooling fan unit and the co. says they're covered by a one-year, unlimited-cycle warranty.

Lantech.com, 800/866-0322.
www.lantech.com

Valve The new Dual 4-Way Valve has been added to the co.'s Moduflex Valves System Series. The valve combines two four-way valves in one body. The valves can be combined with other dual three-way or single four-way valves of either valve-body size without transition kits, and are designed to fit most applications, the co. reports.

Parker Hannifin Corp., 269/629-5000.
www.parker.com

Cartoners The co. offers its line of S Series cartoners, available in a variety of speed options that range from 70 cartons/min up to 500 cartons/min. The CFR 21-compliant S Series incorporates a carton-opening system that opens cartons before they reach the transport lug, eliminating the possibility of unopened cartons entering the machine. The series features a custom-engineered infeed system that enables multiple components of varying sizes and shapes to be loaded into the same carton and servo-driven technology.

IWKA Pac Systems, 973/227-5575.
www.iwkapacsystems.com



ASME/ANSI

Attachment

Corrosion Resistance

Lube Free

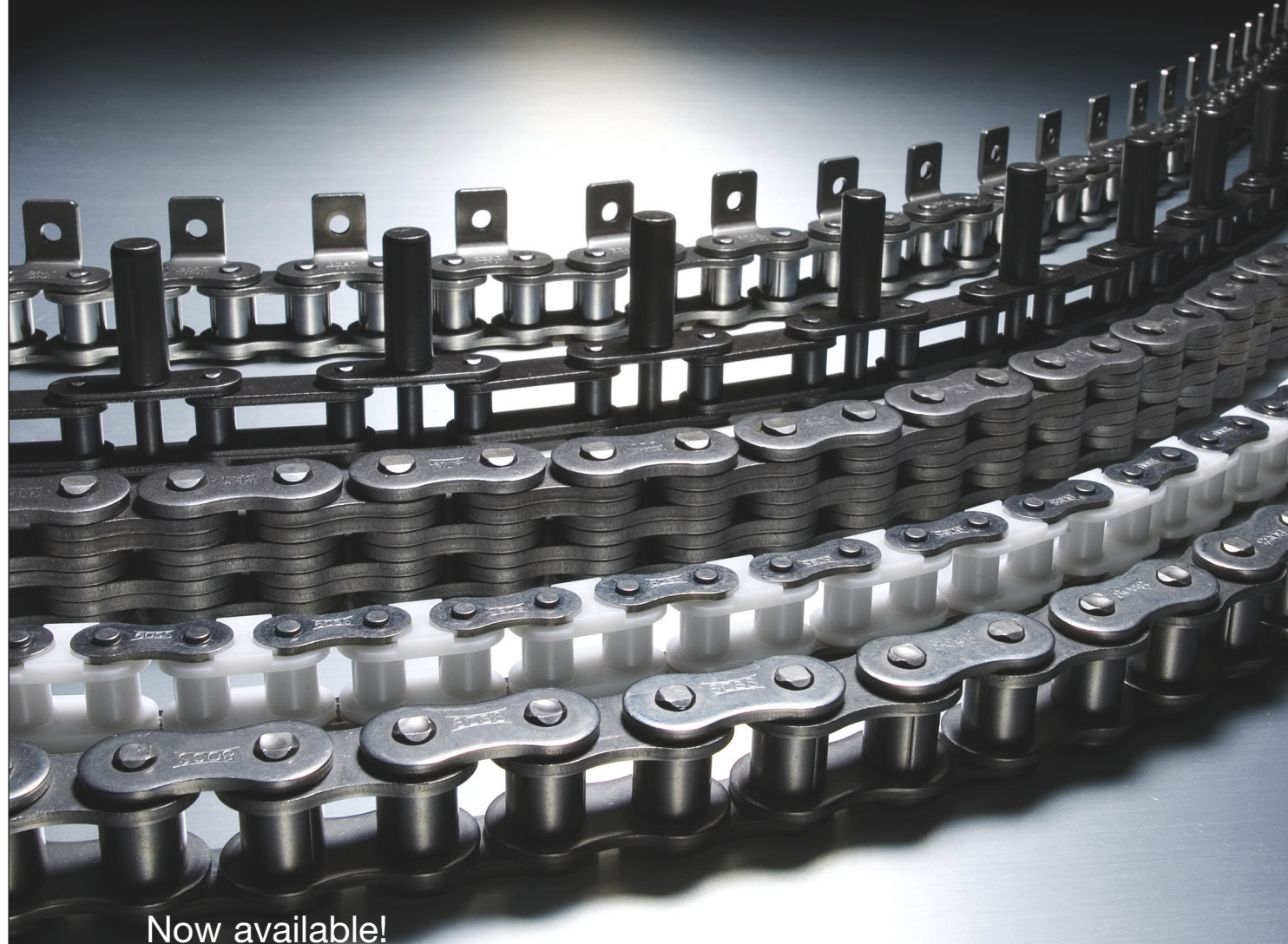
Plastic

Custom/Specialty

More solutions

More selection

Tsubaki: The choice for chain™



Now available!

New Gripper Chain™ for form, fill, and vacuum seal packaging applications.



TSUBAKI

U.S. Tsubaki, Inc.
www.ustsubaki.com/pd
800-323-7790

© 2006 U.S. Tsubaki, Inc. All rights reserved.

new products materials

Prestretched banding film The XP EZ Bander is a new prestretched banding film that joins a line of narrow-width bundling films. Targeting the narrow-width stretch-wrap market, XP EZ Bander is designed to combat volatile prices and low distributor margins, the co. states. The prestretched film promises to give a good look to wrapped products. Stiffer and stronger than conventional films that are oriented and prestretched, the film is said to give greater holding force and eliminate the need to stretch the film during application, the co. reports. The film affords stiffness and is available on rolls with extended-core disposable handles.

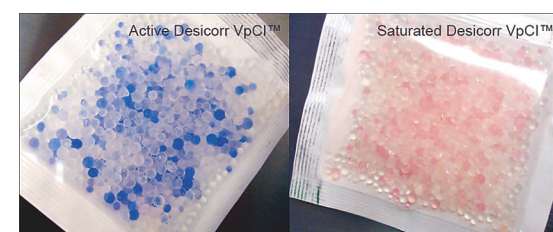
Western Plastics, 800/442-9727.
www.wplastics.com



PET bottle Said to be suitable for a wide range of personal care products is the new 250-mLPET Triangle bottle. The co. says the bottle is available with a 24/410 or a 24/415 neck finish to suit popular flip-top, disc-top, pump sprayer and lotion-dispensing closures with purchase quantities down to one case. **Silgan Plastics Corp., 314/523-4308.**
www.silganplastics.com

Wine-bottle carrier Using the co.'s AFS/6B product-grouping, case-forming and closing machine, an unusual six-bottle corrugated-microflute carrier can be manufactured. The wraparound carrier uses no partitions, holding the bottles so tightly, there is no product movement during shipping and handling. A side seam ensures that the bottles stay secure compared to competitive designs, the co. reports. The package design, patented in Spain, is freely available for use in the U.S.

Maquinaria Boix e Hijos SL,
34/965-489022.
www.grupoboix.com



Desiccant Desicorr VpCI™ is the latest addition to the co.'s high-performance corrosion-protection packaging. It is a unique combination of desiccant and Vapor phase Corrosion Inhibitor (VpCI™) specifically designed to absorb moisture. It features excellent moisture and corrosion protection for multi-metals like electronic components, machine parts, military instruments, optical devices, museum storage, communication devices, circuit boards, semiconductors and more, and is designed to provide long-term protection for up to 24 months when used in an enclosed space. **Cortec Corp., 800/426-7832.**
www.CortecVCI.com

Next-generation blister lidding Safety-Pak® Plus CR blister-pack lidding combines beauty, form and function to provide improved child-resistant properties from added membrane strength and easier use due to a bib-tearing, full-panel peel of its release adhesive. The 50-micron PET/adhesive/25-micron foil material with a vinyl acrylic HS coating also boasts enhanced printing capabilities based on a high-quality print surface, the co. says. **Alcoa Packaging, 800/327-7768.**
www.alcoa.com

CLEAR PACKAGING

A "Clear Plastic Box" can **boost product selling** amazingly!
Seeing is believing! Box your products transparently.
accelerates your sales volume.

Globalization

Provides advantages in purchasing!

- Quotation (1 day)
- Sampling (1 week or less)
- Production (1½ weeks or less)
- Delivery to the U.S.A. by sea (2½ weeks or less)
(depends on product's complexity, production seasons, and quantity etc.)



PVC



PET



PP

(environmentally friendly material)

www.hlp-pack.com

HLP is committed to provide the best customer service. As our customers are all around the world, we understand that time efficiency is one of the major issues in order to satisfy our customers. Our aim is to have the product at your door just by contacting us.

Email us now at sales01@hlp-pack.com



We have introduced a number of brand-new **offset** printing machines; coupled with **silk screen, frosted & hot stamping**



HLP Clear Packaging Products (U.S.A.) Inc.

Toll Free (USA) : 1-888-HLP-PACK

CA office : Tel: 310 659 7883 Fax: 310 618 8022
20710 Manhattan Place, Suite 108 Torrance, CA 90501 U.S.A.
NY office : Tel: 718 554 3271 Fax: 718 360 5737
75 Maiden Lane, Ste 608, NY, NY 10038 U.S.A.
Florida office : Tel: 954 323 4487 Fax: 954 575 5046
Seattle office : Tel: 425 609 8577 Fax: 425 609 8129
815 1st Ave. #137 Seattle, WA 98104
LA office : Tel: 310 618 1203 Fax: 310 618 8022
Dallas office : Tel: 469 619 2601
5919 Greenville Ave. #390 Dallas, TX 75206

Chicago office : Tel: 773 572 8850
910 W. Van Buren #280 Chicago, IL 60607

CANADA

Montreal office : Tel: 514 448 2762
925 de Maisonneuve Ouest #111 Montreal, QC H3A 0A5
Toronto office : Tel: 416 907 8060
157 Adelaide St. West #142 Toronto, ON M5H 4E7
Vancouver office : Tel: 778 786 1536
8623 Granville St. #249 Vancouver, BC V6P 5A1

Website: www.hlp-pack.com e-mail: sales01@hlp-pack.com



newsmakers

MOVERS & SHAKERS

Robbins & Myers, Inc. appoints Thomas Luken president of its **Romaco**



Thomas Luken
Romaco

Business Unit.

He is responsible for Romaco's worldwide operations.

Beckhoff Automation Canada

hires Calvin Wallace as sales manager for southwestern

Ontario. He was vp sales and marketing at Axiom Technologies.

Bison Gear & Engineering Corp.

appoints Martin Swarbrick president and COO. Most recently, Swarbrick was named vp and Director of Business Excellence for Motorola.

TURCK, Inc.'s Robb Black is appointed as the newest member of the PTO



Robb Black
Turck, Inc.

(PROFIBUS and PROFINET North America) Board of Directors. Black is the director of the Network & Interface Div. at TURCK.

Domino Printing Sciences, plc

appoints Kirsten Telfer group

software director and Chris Beesley is now the program director of its Group Development Team.

Dematic Corp. names John K. Baysore president and CEO. He was previously president and CEO of ThyssenKrupp



John K. Baysore
Dematic Corp.

Siemens Energy & Automation, Inc.

names Tom Kopanski, currently vp of the Automation and Motion Div., vp of the Power Distribution and Controls Div. and Raj Batra, currently

vp of the Automotive and Aerospace Center of Competence, vp of the Automation and Motion Div.

Multivac, Inc. hires Ed Wood as director of sales for its Medical, Consumer and Industrial division. Wood will report



Ed Wood
Multivac, Inc.

directly to Jan Erik Kuhlmann, president/CEO of Multivac, USA. Multivac also appoints five additional regional sales managers to its U.S. food division: Bryan Barner (AR, LA and

southeastern TX), Gregg Poffenbarger (OK, AZ, NM and northern TX), Tom Ribken (KY, TN, NC and SC), Don Heuck (IL and IN) and Randy Rhude (ND, SD, NE, WY and CO).

Rexam PLC appoints Leslie Van de Walle chief executive of its board. He will succeed Lars Emilson, who is retiring.

Alcan, Inc.'s senior vp, Christel Bories,

is elected chairman of the European Aluminum Assn.'s executive committee.

Crown Holdings, Inc. promotes Raymond L. McGowan Jr. to president of its North American Food Packaging business.

Previously he served as president of Crown Food Can Packaging USA.

3 Sigma Corp. promotes Larry Slaven to president and COO. He most recently was

the company's vp and general manager.

Shuttleworth, Inc. appoints James D. Bonahoom vp of finance and James R. Bush regional sales manager, responsible for AL, FL, GA, SC and TN.

Shorewood Packaging, a business unit of **International Paper**, names Bruce Betancourt vp of sales for its Cosmetic Packaging group.

Guaranteed to give your product
a closer look.

Let's be clear. Your product has a split second to capture your prospect's attention or it won't be noticed. VisiPak can solve your challenge with creative, clear-plastic packaging solutions made possible by the broadest product line and the best consultative team in the industry. In fact, we have everything you need for a successful product package, from concept to creation. Plus, we're fast, efficient and consistently deliver on time and on budget. Think clearly. Think VisiPak. Call us today or visit our web site.



Tubing



Clamshells



Boxes

VISIPAK 1-800-949-1141

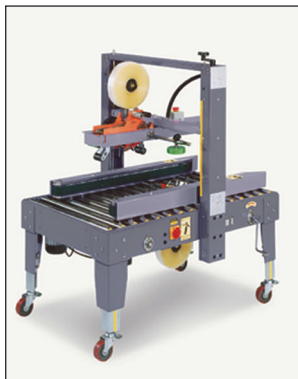
THE CLEAR CHOICE FOR TRANSPARENT PACKAGING

WWW.VISIPAK.COM

info showcase

Literature and other multimedia, product announcements and websites for packaging machinery, materials, containers, supplies, and services. Contact supplier directly or respond online for information.

For more information, contact **Barbara Levin** at (630) 288-8474, blevin@reedbusiness.com



Introducing a New Line of CASE SEALERS

A.B. Sealer, Inc. introduces a new line of CASE SEALERS starting at \$2,900. From Semi-Automatic to Fully Automatic Random there will be a sealer to fit any budget. Sealers are available in stainless steel. A.B. Sealer also offers for the first time a Stainless Steel Tape Head. A.B. Sealer Maximum Series Case Erectors are RUGGED, COMPACT and have no tools required changeover. The Maximum Series will give you the widest case range in the industry. View demonstrations of the MAXIMUM SERIES CASE ERECTORS on our website at www.absealer.com.

A.B. Sealer, Inc.

sales@absealer.com, 877-885-9299

Flowmeter Filler Model EXACTA-R

Ronchi offers a compact 8 head advanced technology flowmeter filler Model EXACTA-R for users with moderate outputs for speeds up to 80 BPM. Developed from the unique and mature pedigree of 400 machines installed world wide, it has all the outstanding advantages of its larger family of flowmeter machines. Current blue chip users benefit from features including recipe management, quick C.I.P/S.I.P, 10 minute changeover, and "on-the-fly" fill adjustment for individual or all filling heads.

Ronchi America LLC, 201-802-1901, Fax: 201-802-1905
E: info@ronchiamerica.com, www.ronchiamerica.com



PakTech Introduces Cans Handles with 'Dust Covers'

Consumer safety has been a major issue in packaging for the past five years. PakTech addressed this issue by designing new handles with a completely covered top specifically for cans. The unique injection molded design is functional in both unitizing the cans as well as covering the tops with a thin layer of HDPE plastic. The package holds together safely upon distribution, and many handle styles and automated application available.

PakTech

541-461-5000, Fax: 541-461-5005, www.paktech-opi.com

Barrier Plus™ Plastic Packaging Keeps Products and Graphics Crisp

Barrier Plus plastic packaging features gas and moisture barrier, superb quality printing, and can be formed in a variety of sizes and shapes. Paper Machinery Corporation has brought together a combination of technological breakthroughs to create the packaging industry's first ever pre-printed convolute container. Barrier Plus has garnered both the AmeriStar and WorldStar awards in 2004.

Paper Machinery Corporation

414-362-8247, www.papermc.com



PA1200cw Corner Wrap Label Printer/Applicator

The Tharo PA1200cw Corner Wrap Label Printer/Applicator can print and apply a bar code label to 2 adjacent product surfaces - front and side or front and top. The cost effective PA1200cw is currently available using the Tharo H-Series printers with print resolutions of 203 or 300 dpi. To see the PA1200cw Printer/Applicator in action, please visit: <http://www.tharo.com/products/pa1200/pa1200.htm>.

Tharo Systems, Inc.

Tel: 800-878-6833, Fax: 330-225-0099

www.tharo.com, sales@tharo.com

Paxton High Performance Drying Systems

Let the experienced team at Paxton Products solve your drying and blowoff cleaning problems with an efficient, high performance Paxton Air Knife System. Precision-built

Paxton centrifugal blowers are at the heart of custom-designed systems for your processing and packaging requirements. 100% Performance Guarantee;

3-Year Warranty Program on blowers. Get an online

Quick Quote at PaxtonProducts.com

Paxton Products

800-959-8884, 513-891-7474

sales@paxtonproducts.com



CTM-Introducing New Labeling Applicator

Coming Soon - CTM will be introducing a new labeling applicator evolved from the industry standard 360 Series Label Applicator. Advanced features include cutting edge stepper drive technology providing more power, tighter label placement accuracies, more responsive encoding features, optional RFID production capabilities and Ethernet communications. Advanced touch screen interface provides many, self-diagnostic platforms with multi-level intuitive set-up features for ease of operator use.

CTM Labeling Systems, 330-332-1800, Fax: 330-332-2144

www.ctmlabelingsystems.com, ctmsales@ctmint.com

New Generation of X-Ray Inspection Systems

Eriez' E-Z Tec XR Series, a new generation of automatic X-Ray Inspection Systems ensure the highest level of product and packaging integrity. E-Z Tec Inspection Systems: identify contaminants, control product and package mass, scan and detect for missing or damaged product, detect packing voids, provide recipe and fat analysis and confirm fill levels. Call for your brochure today.

Eriez

1-888-300-(ERIEZ) 3743, www.Eriez.com

eriez@eriez.com



Model 400 Print and Apply Labeler

The versatile Model 400 Print and Apply Labeler achieves vertical and horizontal labeling of cases, cartons and bags at speeds up to 50 per minute. With optional application tools, it can apply side labels, corner wrap labels and two-panel labels, as well as support the next generation RFID tagging technology.

NJM/CLI Packaging Systems Int'l

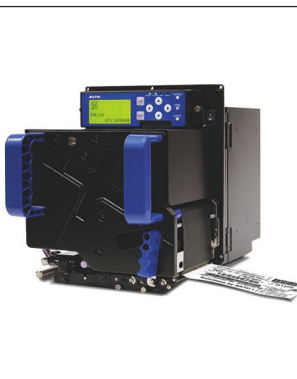
1-800-432-2990

Website: www.njmccli.com, Email: info@njmccli.com

High-Throughput Print Engine Around the Clock

Building on its global leadership position in automated print and apply print engines, SATO recently introduced the S84 series, high-throughput print engines. The S84 series engines are available in 203, 305 or 609 dpi versions with print speed capability up to 16ips. These new print engines are available with a factory installed ribbon saver feature and a first of its kind, quick-change ribbon cassette option allowing users to minimize downtime due to ribbon changes.

SATO America, Inc., Phone: 888-871-8741
satosales@satoamerica.com, www.satoamerica.com



newsmakers



Eric Klein
Lenze/AC Technology

Lenze/AC Technology hires Eric Klein to the new position of North American distribution sales manager.

Rockwell Automation, Inc. names Christopher Zei vp of its OEM

initiative. In addition, Matt Bauer, who is market development director for Information Software at Rockwell Automation, has been named chairman of the board of directors for the Manufacturing Enterprise Solutions Assn. (MESA) Int..

GROWING & GOING

ROVEMA Packaging Machines reports that it is now responsible for all of the Americas, with the recent addition of South America as its territory, within the Rovema group of companies.

Surefil LLC, a contract manufacturer for the personal care and medical industries, builds a 50,000-sq-ft extension to its manufacturing facilities.

Kaufman Container relocates its corporate headquarters in the greater Cleveland area. The new 180,000-sq-ft facility allows Kaufman Container to consolidate its three Cleveland operations into one building.

International Paper sells its kraft papers business to **Stone Arcade Acquisition Corp.** for approximately \$155 million.

BUYING & ALLYING

SCA is selling its North American packaging operations to **Metalmark Capital** for \$400 million.

Dover Corp. completes the acquisition of **Markem Corp.**

Silgan Holdings, Inc. acquires **Cousins-Currie Ltd.** for CAD \$48.3 million.

Sonoco acquires **Clear Pack Co.**

CCL Industries, Inc. acquires the sleeve-label business of **Illinois Tool Works, Inc.** for approximately CAD \$105 million.

CHEERS

Rockwell Automation, Inc.'s chairman and CEO, Keith D. Nosbusch, receives the Frost & Sullivan CEO Lifetime Achievement Award in the Industrial Automation and Process Control space.

info showcase

3-A Sanitary Feeder-Conveyor

New combination feeder-conveyor for free-flowing and non-free-flowing bulk dairy products, pharmaceutical products and other contamination-sensitive materials meets 3-A sanitary standards. Innovative coupling positioned beyond the point at which material exits the discharge spout eliminates the potential of contamination while allowing quick disconnection of the screw from the motor drive for wash down. The screw is the only moving part contacting material.

Flexicon Corporation., Tel: 888-353-9426, Fax: 610-814-0600
sales@flexicon.com, www.flexicon.com



NEW Super Seal™ Jr Induction Cap Sealer

The Super Seal™ Jr is the latest innovative sealing solution from Enercon. This dynamic system provides more power, more productivity and more versatility from a remarkably small footprint. Its ideal for lab applications and start-up operations as a reliable hand held sealer. It offers a unique over-a-conveyor upgrade option for packagers who grow into automated production.

Enercon Industries

262-255-6070

www.enerconind.com/sealing

info@enerconind.com

Super Seal™ Jr



For more information, contact **Barbara Levin** at (630) 288-8474, blevin@reedbusiness.com

Best Permeation Instruments

Accurate / Efficient / Multi-methods



www.labthink.cn

Specialized in permeation instruments manufacturing, Labthink supplies full series of quality packaging QC instruments. In the past 10 years, Labthink has satisfied more than three thousand customers all over the world, and thousands of Labthink reliable instruments are running and serving for the world packaging QC.

Please call us : +86 531-85811021 +86 531-85864214,
Fax: +86 531-85812140
or by E-mail: trade@labthink.cn

Labthink

DESICCANT BAGS

Our entire line of desiccant products are available for immediate shipment at substantial savings to you!

- Outperforms other desiccants
- Large and small orders welcome
- Completely safe and non-corrosive
- Includes humidity indicator cards
- Call for technical assistance
- FREE brochure



W.A. Hammond DRIERITE Co., Ltd.

P.O. Box 460, Xenia, Ohio 45385

937-376-2927 • FAX 937-376-1977

www.drierite.com

marketplace

Standard classifications are: Machinery/Materials; Contract Packaging; Career Opportunities. Other more specific classifications may be requested. 2007 rates are \$295.00 net per column inch (1 time frequency), \$275.00 net per column inch (3 time frequency), \$260.00 net per column inch (6 time frequency), \$250.00 net per column inch (12 time frequency). Add \$30.00 net per column inch for second color. Colors available are: Standard Red, Blue, Green, Yellow and Magenta. All rates are non-commissionable. Blind Boxes are available for a \$25.00 fee. Deadlines: 5th of the month preceding issue. Please send all materials, insertion orders to:



PACKAGING DIGEST Marketplace Sales Manager
2000 Clearwater Drive, Oak Brook, IL 60523 • Fax: (630) 288-8750
Attn: Barbara Levin • Phone: (630) 288-8474
E-mail: blevin@reedbusiness.com

Surplus Equipment

DOVEBID® Featured Online Auctions

SELL AT WWW.DOVEBID.COM



Sell Your Surplus Food & Beverage
Processing & Packaging Equipment in Monthly Food & Beverage
Exchange Featured Online Auctions

Next Date: Sale #14 • February 14 & 15, 2007

Machinery/Materials

GARVEY CORPORATION

THE ORIGINATORS OF MODULAR CONVEYORS!

208 South Rt. 73, Blue Anchor, NJ 08037
Phone: 1-800-257-8581 www.garvey.com
Email: infinity@garvey.com

WATERLESS CAP SEALER®
Automatic & Semi-Automatic Induction Sealers

- Advanced "SMART SEAL™" digital induction sealer technology
- Compact/user friendly/stainless steel construction
- Complete inspection and quality assurance systems
- Maintenance and trouble-free
- Cost effective, seals a wide range of containers and caps
- Originator of the "Waterless Cap Sealer"

AutoMate TECHNOLOGIES LLC

www.automatetech.com
34 Hinda Blvd., Riverhead, NY 11901 USA • Tel (631) 727-8886 • Fax (631) 369-3903

WHEN PERFORMANCE COUNTS



VOLUMETRIC FILLERS

Liquids, Pastes & Powders
- direct draw fillers starting at \$2,250.00
- table top and multi-cylinder automatics
- heated hoppers, agitators, no drip nozzles, conveyors, hand cappers, etc.

www.packagingenterprises.com



Packaging Enterprises Inc.
Philadelphia, PA

since 1914

800-453-6213

www.packagingdigest.com

PLASTIC BAGS

Over 600 sizes of poly bags & zipper locking bags in stock for same day shipping. Unlimited custom options too! Free drop shipping, no minimum orders and a Low Price Guarantee. Call for your **FREE Distributor Catalog** or visit www.InternationalPlastics.com

Packaging Distributor Hotline 1-800-433-0095

Relax...

Whether you are looking for a reliable and affordable container-handling solution, or need a complete system, let **FEMC** take the worry out of your decision-making process.

FEMC

216-663-1208
www.femc.com

FAMILY OWNED WORLD'S LARGEST SUPPLIER SINCE 1912

AGITATORS AMPULE FILLERS AUGER FILLERS BAG SEALERS BLISTER PACKAGERS BOX WRAPPERS CAN SEAMERS CANDY WRAPPERS CAPS CAPSULE FILLERS CARTONERS	CASE PACKERS CASE SEALERS CHECK WEIGHERS COLLOID MILLS COTTONERS DEDUSTERS DICERS DUST COLLECTORS DRYERS EXTRUDERS FILTERS FLOW WRAPPERS	FORM, FILL & SEAL FRYERS GRANULATORS GRINDERS HOMOGENIZERS INDUCTION SEALERS KETTLES LABELERS LIQUID FILLERS METAL DETECTORS MIXERS NECK BANDERS	PISTON FILLERS POWDER PRESSES PUMPS REFINERS REVOLVING PANS ROASTERS SCALES SHRINK TUNNELS SHRINK WRAPPERS SIFTERS SLICERS SOAP CUTTERS	SOAP PLODDERS SOAP PRESSES STRIP PACKAGERS TABLET COUNTERS TABLET PRESSES TANKS TUBE FILLERS UNSCRAMBLERS VACUUM PACKAGERS VIAL FILLERS VOLUMETRIC FILLERS WEIGHERS
---	---	---	--	--

**24,000 USED, REBUILT AND GUARANTEED PROCESSING & PACKAGING MACHINES
LOWEST PRICES IMMEDIATE AVAILABILITY**

NEW YORK (T) 718.585.0200 • (F) 718.993.2650
CHICAGO (T) 773.376.5400 • (F) 773.376.0634

UNION STANDARD EQUIPMENT
sales@unionmachinery.com www.UNIONMACHINERY.com

Fill-able, Cap-able... Downright Dependable

- Cappers
- Fillers
- Turntables
- Conveyors
- Complete Lines

SureKap is more than a reliable packaging equipment manufacturer. We are devoted to building long term satisfaction and lasting relationships with our customers and also building machines that last.

SUREKAP
Fills Right. Caps Tight.



770-307-4755

www.surekap.com

Frain Group
QUALITY PRE-OWNED EQUIPMENT

OVER 7000+ PACKAGING & PROCESSING MACHINES IN-STOCK, READY TO SHIP

- ALL Equipment Available for RENT
- Full Engineering Consultation & On-Site Engineering Services Center
- Strongest Performance Guarantee in the Industry

North America's Largest Machine Inventory.
Wide Choice of Brands and Models.

Visit www.fraingroup.com
or Call 630.629.9900

KNF FLEXPAC
Bags Pouches Tubing Sheeting

YOUR COMPLETE SOURCE FOR ENGINEERED FLEXIBLE PACKAGING SOLUTIONS

KNF FLEXPAC CORP.
Phone: 570-386-3550 • Fax: 570-386-3703
www.KNFcorporation.com
sales@knfcorporation.com

BINER ELLISON
High Speed Packaging Machinery
an ACCUTEX COMPANY

30 Day, Money Back, TRY and BUY*

High Speed Rotary Filling Systems
STARTING AT \$79,995

Why pay more for a filler that offers less?
Biner Ellison offers high speed rotary filling machines with more standard features and available options than any competitor.

*Restrictions apply; contact sales representative for details.

1.760.598.6500 sales@binerellison.com
1.888.741.2341 www.binerellison.com

AUGERS, FUNNELS and PARTS
for All-Fill, AMS, Bartelt®, Mateer and Spee Dee Fillers

- OEM QUALITY
- REFER TO PART NUMBER
- MOST ITEMS IN STOCK

Auger Manufacturing Specialists
22A Bacton Hill Road
Frazer, Pennsylvania 19355 USA
USA & Canada, Toll Free: 1-(800)-544-1199
(610) 647-4677 Fax (610) 640-9085
www.augermfgspec.com
E-mail: info@augermfgspec.com

Registered trademarks used are owned by their respective owners

SUCKERS BY THE ZILLIONS!
FOR PACKAGING & PRINTING

A large variety of rubber and vinyl Rudow Suckers available.

Wm. B. Rudow Co.
Phone (941) 957-4200
Fax (941) 955-7666
P.O. Box 2300/Sarasota, FL 34230

EAGLE
Flexible Packaging

"Your Source for Short Run Flexible Packaging"

- High quality 8 color flexible packaging printing
- Roll film for form-fill and seal
- Shrink Sleeves, Stand-up-pouches & more...

Ph. 630-876-6763 • www.eagleflexible.com

DJS Enterprises

NEW AND USED PROCESS AND PACKAGING EQUIPMENT

New Table Top Single Station Tablet Presses • CLJ Wraparound Labeler Model 510
 Glatt Fluid Bed Dryers WSG-3 + WSG-5-2V • 1-105 Cu Ft S/S Twin Shell V Blenders
 Rebuilt Bosch GKF 1200/1500 Capsule Fillers • New & Used 12"-46" S/S Coating Pans
 Resina Cappers Models S-20, U-30, and U-40 • Enercon Induction Sealer LM3285-06
 Manesty Tablet Presses, BB4-27 & BB4-35 • Kalish Automatic Cottoner Model 120
 Kalish Eurocap Chuck/Screw Capper 5125 • Visual 6 Stn Blister Machine SDS6-C

Complete Packaging Lines for Tablets, Capsules, Liquids, and Powders
Process Equipment: Mixers, Tanks/Kettles, Granulators, & Coating Pans

www.djsent.com • email: sales@djsent.com
MOST EQUIPMENT CAN BE INSPECTED IN TORONTO!!!

2700 - 14th Avenue, Unit 6 Phone: 905-475-7644 Toll Free: 888-DJS-SALE
 Markham, Ontario L3R 0J1 Fax: 905-475-7645

LABELING MACHINES
PRESSURE SENSITIVE & PLAIN PAPER

ADVENT 200 STANDARD STEP BASE 1" TO 1.5" DIAMETER
ADVENT 205 5-GALLON • STEP GLUE REGISTRATION
ADVENT 300 PRESSURE SENSITIVE NO AIR OR SENSORS
ADVENT 310 PRESSURE SENSITIVE PUSH THRU OPERATION

WWW.ADVENTMACHINE.NET
 FOR MORE INFORMATION AND ONLINE VIDEOS
 ADVENT MACHINE LLC • T: 800-846-7716 • F: 323-728-2443

CP CHANGE PARTS, INC.
Specializing in Packaging Equipment and Parts

CHANGE OVER PARTS
Bottle & Cap Handling, No Tools "Kwik Change"
Precision Made Timing Screws, Timing Screw Kits

REMANUFACTURED & USED EQUIPMENT
Cappers, Cleaners, Fillers
Rebuild to your specifications or "as is"

NEW PACKAGING MACHINES
Fillers, Cappers, Complete Lines.

REPAIR & REPLACEMENT PARTS
Specializing in Consolidated Capper Replacement Parts
Nozzles, Quality Chucks, Rubber Wear Items

CONVEYING SYSTEMS
REMEMBER WE ARE YOUR
CONSOLIDATED CAPPER SPECIALIST

231.845.5107
www.changeparts.com

PACKAGING EQUIPMENT
NEW & USED PACKAGING MACHINERY
YOUR MIDWEST CVC DEALER

"Complete 'turn-key' line integration"

MIDWEST PACKAGING SYSTEMS

PH/FAX: 636-225-1555
 E-mail: midwestpak@aol.com
 www.midwestpackagingsys.com

Get Quality Assurance.
We'll Keep You On Target.

Thompson Scale's highly accurate and dependable checkweighers provide quality control by weight to help make sure that you give your customers exactly what they pay for. Not too much, not too little - just right.

- Stop Giveaway
- Cut Shorts
- Reduce Fines
- In-motion Checkweighers
- Universal Filler Controllers
- Remote Digital Displays
- Filling Machinery Upgrades

TSC Thompson Scale Company
 WEIGHING SYSTEMS & PACKAGING MACHINERY CONTROLS

Call us at 713/932-9071.
 www.thompsonscale.com

LOW COST, HIGH QUALITY Liquid Filling System

Believe it. It's an Oden Filler.

- Benchtop and Automatic
- Versatile Fast Filling
- Liquids to Viscous Products
- Fast, Easy Changeover
- No Drips
- Fast Delivery

SERVO/FILL®
 Volumetric Liquid Filling Systems
Call 800-658-3622

Oden Corporation
 199 Fire Tower Drive, Tonawanda, NY 14150
 800-658-3622 • 716-874-3000 • Fax 716-874-1589
 www.odencorp.com • sales@odencorp.com

Call Oden for all your net weight and volumetric liquid filling needs.

marketplace

Auction

DOVEBID® Featured Online Auction **BUY AT WWW.DOVEBID.COM**

Modern Food & Beverage Processing & Production Equipment **February 14 & 15, 2007**
 from Major Fortune 1000 Companies **Preview Locations: Worldwide**

FBX FOOD & BEVERAGE EXCHANGE **Sale #14**

THE PEPSI BOTTLING GROUP **Frito Lay** **Tropicana**

Labels

CGMP **BookletLabels.com** Copy Expansion Labels...
Let JH Bertrand Make Your Booklet Labels That's All We Do!

Machinery/Materials

COMPLETE BOTTLING SYSTEMS ... since 1941
www.kapsall.com

Get the Reliability, Flexibility, Accuracy and Versatility you need in Packaging Machinery

- Unscramblers
- Orienters
- Bottle Cleaners
- Liquid Rotary and Straight Line Fillers
- Cap, Parts Feeders
- Automatic Cappers
- Conveyors
- Torque Monitoring
- Induction Foil Sealers
- Inspection Systems
- Complete Packaging Systems

The Proven Standard @... Since 1941.
KAPS-ALL PACKAGING SYSTEMS, INC.
 KAPS-ALL CAPPER • FILLS-ALL • FEED SYSTEMS • ORIENTAINER

200 Mill Road, Riverhead, NY 11901 USA • Tel (631) 727-0300 • Fax (631) 369-5939

Extreme 16, model X-16SS Side Seal shrink wrapping system w/ 9' flighted infeed.

A compact, automatic shrink wrapper designed to package toys, games, books, computer software, paper goods and stationary as well as larger items in house wares, sporting goods, automotive supplies and giftware.

The machine operates on a continuous motion basis for smooth product transfer at high speeds, up to 80 PPM depending on size, style, etc.

Like new (less than 100 hours production time) and is available for a discounted price, FOB Kent Washington.

West Coast Paper
 Contact Les Selzler @ 253-850-1900 x-2267
 or Steve Hunt @ 503-228-6561 x-4139

ULTRASONIC SENSORS
 Economically Priced!
 Cross Referencing Yours With Ours! **starting at \$79**

- Over 150 Models
- Intrinsically Safe
- Measurements from 1 in. to 100 ft.
- Semi Custom Designs & Housings
- Tank Level Control

Send us your specs or current model # - we can match it for less

800-990-1195
 info@migatron.com
www.migatron.com
 Sensing Our Customers' Requirements

CERTIFIED REBUILT EQUIPMENT

- **Certified** to be rebuilt using only Genuine Autobag® components.
- **Certified** to original specifications by factory-trained technicians.
- **Certified** to pass a minimum 20-point inspection for quality.

Automated Packaging Systems, Inc.
Certified Rebuilt Equipment Center
 HS 100 Excel • H100 • HS 211 • PI 4000
 Precision 200/300 • Accu-Count 118/124 • DAC 1000
 Accu-Scale • Kit-Veyor • Maximizer

We Buy, Sell and Rent
Automated PACKAGING SYSTEMS
 www.remanufactured.autobag.com
 Call for a Quotation 800-316-6993

marketplace

Machinery/ Materials

www.plastimach.com
"thermoformers r us"
94 Alloyd 6S 1216 6 station rotary sealer
'99 Alloyd 8S 1216- 8 station rotary sealer
'93 Visual 6 station blister sealer w/feeds
2000 Renco 501-36 bag sealer
Tel: 800-394-1128 • Fax: 845-267-2825

VISUAL
PACKAGING
GROUP LLC (USA)
800-950-PACK
Manufacturer of Blister Packaging,
RF Sealing, Die cutting,
Skin Packaging and
Thermoforming Equipment
www.visualpackaging.com

**YOUR BEST SOURCE FOR
VACUUM CUPS!**
VI-CAS PRODUCES OVER 750 STYLES OF VACUUM CUPS, BELLINGS
AND OBLONG CUPS IN SIZES RANGING FROM 1/8" TO 11".
MADE OF LONG LASTING POLYURETHANE, VINYL, OR SILICONE.
OTHER ITEMS AVAILABLE INCLUDE
CUP ADAPTORS • ROLLERS • BELLINGS • CAPPER DISKS
CALL FOR FREE SAMPLES - Ext. 210
513.791.7741
513.791.6484 FAX
www.vi-cas.thomasregister.com vicas@juno.com

**SHRINK SLEEVE
APPLICATION SYSTEMS**
• Automatic Shrink Sleeve Applicators
• Heat Shrink Tunnels
• Steam Tunnels
• Custom Material Handling
APPLICATIONS:
• Primary Labeling
• Tamper Evident Banding
• Combo Packing/Bundling
Toll Free: 866-900-1255
www.tripack.net
NEW MSA-180
The most affordable sleeve applicator on the market!!

Since 1880
LOEB
Equipment & Appraisal Company
The Ultimate Tool
• Buying, Selling, Renting and
Leasing High-Quality
Processing and Packaging
Equipment
• Certified Market Value
Appraisals
• Equipment Warranties
• Asset Management Services
• Liquidating Single Machines
and Entire Facilities
• High-Risk Leveraged
Equipment Financing
• Reconditioning and Set-
Up Services
Call Us At 1-800-560-LOEB
www.loebequipment.com (5632)
sales@loebequipment.com

Contract Packaging

T.H.E.M.
Your Stick Pack Authority
Gateway To Global Packaging Solutions
800-322-8436
5A Stow Road
Marlton, NJ 08053
www.them.net

Cup Pac **Portion Packaging!
Contract Cup Packaging
• AIB Superior, Kosher
• Hot, Cold, Liquid, Dry Packaging
• Low-to-High Volume
• Turnkey Solutions
(815) 624-7060 www.cuppac.com info@cuppac.com

**Career Opportunity
print ads are free on**
www.packagingdigest.com

Modular Framing

EzTube
INTERNATIONAL DESIGNS
www.eztube.com
Telephone: 800-833-2522
570-724-7420
Fax: 570-724-7989
E-Mail: sales@eztube.com
STEEL-CORED
STRENGTH
Aluminum and Steel
Bottles Framing System
SAVE TIME AND DESIGN!

80/20 **80/20 Inc.** **NEW!**
The Industrial Erector Set HT Series™
For The Full Story...
www.8020.net
Toll Free: 877-248-8020
Fax: 260-248-8029
www.8020.net Modular T-Slotted Aluminum Framing!

**Post Your WHITE PAPERS on
the Industry's Leading Website**
www.packagingdigest.com

It's FREE and easy to post
Step 1 -
Go to www.packagingdigest.com/upload
Step 2 -
Complete the required information
Step 3 - Upload your white paper
Step 4 -
Hit the submit button and you're done

**PACKAGING
DIGEST**
FREE!
• Posting your white papers on
www.packagingdigest.com is **FREE**.
• Post as many white papers as you want, as
often as you want—there is no limit!
**PACKAGING
DIGEST** www.packagingdigest.com

BRINGING YOUR PRODUCTS TO MARKET FROM CONCEPT TO CONSUMER
SPECIALIZING IN SUPPLY CHAIN SOLUTIONS
Aldelano Packaging Corp.
Outsourcing Solutions
Contract Packaging
• Anywhere in the US
• Test Market or ongoing
Material Procurement
• Source & Purchase Materials
• Manage Releases & Deliveries
• Many Industry Partners
Manufacturing Support
• On-Site Project Staffing
• Material Handling
• Laboratory testing
Warehouse Logistics
• Fulfillment
• Foreign Trade Zones
Marketing
• Packaging Design
• New Product/Display Concepts
Services Provided In Your Facility Or Ours
1-800-9PACK99 (1-800-972-2599)
www.aldelano.com
Ask us about
corrugated &
packaging
supplies!

Career Opportunities

RICK PASCAL & ASSOCIATES, INC.
Packaging Industry Executive Search & Recruitment
Dedicated to finding the best packaging talent
Rick Pascal, CPC
P.O. Box 543, Fair Lawn, NJ 07410
(201) 791-9541 • Fax (201) 791-1861
www.packagecareers.com
Serving Our Clients Since 1984

SALES
Fast growing company, seeking individuals to
represent their West Coast and East Coast
divisions. This person must have a proven record
in sales in the flexible packaging business.
They must be aggressive, self motivated and
trustworthy. The individual in the west coast
area must be able to work from their home and
preferably living in the Los Angeles area.
Have your resume e-mailed to:
alice@oaklee.com
Oaklee International, Inc.
125 Raynor Avenue • Ronkonkoma, NY 11779

Power Transmission Specialist

Do products such as actuators, ball screws, bearings, linear guides, sensors and speed reducers sound familiar to you? Do you have experience specifying, using, installing, or selling products related to linear and rotary motion or power transmission items? If so, we would like to talk to you!

McMaster-Carr is one of the nation's leading distributor of industrial supplies. We publish a catalog of 450,000 products used to maintain factories, solve problems, and fuel the imagination. Our Los Angeles and Cleveland area branches are seeking bright, resourceful individuals who have strong verbal and written skills to fill **Power Transmission Specialist** roles.

As a Power Transmission Specialist on our help desk you will assist our customers by finding the best items for their application, answering questions about items we carry in our catalog, finding special items in the marketplace, and consulting with our vendors.

We offer an exceptional compensation and benefits package, which includes 100% tuition reimbursement, profit sharing, a company-funded retirement plan, medical, dental and vision insurance. If we've piqued your interest, please e-mail your resume to recruiting@mcmaster.com and reference "Power Transmission" in the subject line. You can also fax your resume to (630) 617-4641.

ee/m/f/d/v

Senior Packaging Engineer

Belkin, leading manufacturer of high technology products for consumers and business is looking for a Sr. Packaging Engineer. This position is responsible for addressing the problems and opportunities that exist at each junction of interaction between the function of a package and its environment.

He/she must pay equal attention to all aspects of the package to ensure that Belkin products are perceived as the highest quality in their category and continue to build brand awareness through effective engineering and design implementation.

Develop and implement effective strategies to optimize our ability to develop packages with our suppliers.

Work closely with marketing, branding and product development teams to understand and subsequently translate the marketing and promotional strategy, messaging and graphic objectives into finished packages.

Responsible for structural design and development of packages while taking into account fit, form, structure, materials, function, cost effectiveness, manufacturability, printability, consumer acceptability, quality, environmental issues, international import/export issues, storage and transportation concerns.

Ideal Qualifications:
Minimum of 5 to 7 years' packaging experience in the consumer electronics industry with a BS in packaging or manufacturing engineering with a minor in packaging

3+ years' experience with 3D CAD. ProEngineer/ProSurface experience preferred - Solidworks experience considered.

Have an in-depth understanding of the marketing function and the retail-shopping environment.

Possess a broad knowledge of packaging materials (including but not limited to paper, chip board, corrugated, plastic, foam) and structures for consumer products.

Strong knowledge of and extensive working experience with package manufacturing processes, packaging machinery and rapid prototyping of packages.

Send resumes to careers@belkin.com
EE/AA

BELKIN®

ad index

INDUSTRY happenings

Visit www.packagingdigest.com/info/events for more event information.

Feb. 12-15 WestPack 2007. Anaheim Convention Center, Anaheim, CA. 310/445-4200. www.westpackshow.com	Jacob K. Javits Convention Center, New York City. 888/334-8704. www.interphex.com
Feb. 21-22 RFID Smart Labels USA. Marriott Copley Hotel, Boston, MA. 44 1223 813703. www.smartlabelsUSA.com	Apr. 24-25 HBA Mid-Year Marketing Conference. Metropolitan Pavilion, New York. 609/759-4732. www.hbaexpo.com .
Feb. 22-23 The Future of Nanoplastics 2007. Hilton Palacio del Rio Hotel, San Antonio, TX. 207/781-9610. www.intertechusa.com/conferences	May 15-17 Packaging Summit & Conference. Donald E. Stephens Convention Center, Rosemont, IL. 262/782-1900. www.pkgsummit.com
Feb. 27-Mar. 1 Packaging Strategies 2007. Renaissance Vinoy Resort & Golf Club, St. Petersburg, FL. 610/935-2183. www.packstrat.com	May 15-18 TOTAL Processing & Packaging. National Exhibition Centre, Birmingham, UK. 203/840-4800. www.totalexhibition.com
Feb. 28-Mar. 2 Flexible Packaging Assn. Annual Meeting. Fairmont Turnberry Isle Resort & Club, Aventura, FL. 410/694-0800. www.flexpack.org	June 4-7 CMM Intl. Donald E. Stephens Convention Center, Rosemont, IL. 603/891-9469. www.cmmshow.com
Mar. 6-8 2007 Sustainability in Packaging. The Doubletree Castle Hotel, Orlando, FL. 207/781-9610. www.packagingdigest.com/infol/sustainable	June 12-14 EastPack 2007. Jacob K. Javits Convention Center, New York City. 310/445-4200. www.eastpackshow.com
Apr. 24-26 SouthPack 2007. Georgia World Congress Center, Atlanta. 310/445-4200. www.southpackshow.com	June 26-29 ExpoPack Mexico. Centro Banamex, Mexico City. 703/243-8555. www.expopack.com.mx
Apr. 24-26 Interphex 2007.	Sept. 18-20 HBA Health & Beauty America. Jacob K. Javits Convention Center, New York City. 212/600-3351. www.hbaexpo.com .

sales staff

Sales and Marketing Offices

Steven Reiss, VP, Publishing Director
630/288-8807 Fax 630/288-8818
sreiss@reedbusiness.com

Robert W. Heitzman, Publisher Emeritus
630/288-8735 Fax 630/288-8750
rheitzman@reedbusiness.com

SOUTHEAST/MIDWEST

John Kimler
630/288-8736 Fax 630/288-8750
jkimler@reedbusiness.com

EAST/MID-ATLANTIC

Lisa Evans
646/746-6418 Fax 646/746-6404
levans@reedbusiness.com

EAST/CENTRAL/ONTARIO/QUEBEC

Jenny Slakis
847/277-7092 Fax 847/277-7093
jennifer.slakis@reedbusiness.com

WEST/SOUTHWEST/MIDWEST

Glen Gudino
630/288-8751 Fax: 630/288-8750
gudinog@reedbusiness.com

Classified/Info Showcase

Barbara Levin
630/288-8474 Fax 630/288-8476
blevin@reedbusiness.com

INTERNATIONAL REPRESENTATIVES:

Europe **Anthony Rochman**
anthonyrochman@btinternet.com 44 7939 151592
Germany/**Bettina Nubel** eisenacher@t-online.de
Australia/**Philip Brandon** pbrandon@partnerstoo.com
China and Hong Kong/**Liz Lee**
lizhi@reedbusiness.com.cn
Israel/**Asa Talbar** talbar@talbar.co.il
Japan/**Masayuki Harihara**/Yukari Media Inc.
www.yukarimedia.com
Korea/**Young-Seoh Chinn**, Ph.D./JES Media, Inc.
jesmedia@unitel.co.kr
Singapore and Southeast Asia/**June Tan**
june.tan@rbi-asia.com
baretella@exportwerbung.ch
Taiwan/**Robert Yu**
sales@wwstaiwan.com

Mary Williams, Marketing Services Manager
630/288-8745
mwilliams@reedbusiness.com

Hilde Diestl, Publisher's Assistant
630/288-8740
hdiestl@reedbusiness.com

	Page number		
Aerotech Inc 412/963-7470	D9*	Polypack Inc 727/578-5000/ www.polypack.com/pd3	p.38
AGI/Klearfold 877/918-3023	p.7	Printpack Inc 404/691-5830	p.11
Alcan Packaging 773/399-3742	p.20-21	Prosoft Technology Inc 661/716-5100	D11*
Alpha Packaging 800/421-4772	p.49	QuickLabel Systems, An Astro-Med Product Group 877/757-7978	p.3
Auto Labe Booth Mfg Co 800/634-5376	p.44	RBC Bearings 800/390-3300	p.12
Automated Packaging Systems 800/331-4414	p.13	RD Industries Inc 800/759-7090, ext. 3	p.40
Beckhoff North America 877/TwinCAT	D7*	SAS Automation 888/727-3628	p.44
Bodolay Packaging Machinery 813/754-9960	p.64	Sato America Inc 888/871-8741	p.17
Bosch Rexroth Corp 800/REXROTH	p.28	Schneider Packaging Equipment 315/676-3035	p.32
c3controls 724/775-7926	p.16,D5*	Stull Technologies 732/873-5000	p.10
Cognex Corp 508/650-3000	p.33,D16*	Sustainability in Packaging 207/781-9610	p.50
Colder Products Co 800/444-2474	p.39	Take-A-Label Inc 800/696-0013	p.30
Columbia Machine Inc 800/628-4065	p.26	TNA North America Inc 972/462-6500	p.40
CTM Integration Inc 330/332-1800	p.18	Transparent Container Co Inc 708/449-8520	p.35
Doboy Inc 715/246-6511	p.29	Trident, an ITW Co 203/740-9333	p.54
Durex Industries 800/762-3468	p.48	US Tsubaki Inc 800/323-7790	p.55
Dynamic Conveyor Corp 800/640-6850	p.48	Videojet Technologies 800/654-4663	p.25
Econocorp Inc 781/986-7500	p.12	Videojet Technologies/Marsh 800/541-8823	C-3
Enercon Industries Corp 262/255-6070	p.26	Visipak 800/263-4552	p.57
Eriez Magnetics 888/300-3743	p.31	WA Hammond Drierite Co 937/376-2927	p.59
Flexicon Corp 610/814-0600	p.24	Wago Corp 414/255-6222	D13*,D15*
Fogg Filler Co 616/786-3644	p.34	Weyerhaeuser 800/TOP-BOXES	p.1
Garvey Corp 800/257-8581	p.8		
Gateway Plastics Inc 262/242-2020	p.27		
Gilbreth 800/630-2413	p.5		
Heat & Control Inc 510/259-7721	p.19		
Heidenhain 800/233-0388	D3*		
Hitachi America Ltd 914/524-6645	C-2		
HLP Clear Packaging Products (USA) Inc 888/HLP-PACK	p.56		
Iconotech 800/521-0194	p.41		
Indemax Inc 800/345-7185	p.52		
Innovia Films 770/970-8598	p.37		
JW Winco Inc 262/786-8227	p.64		
Kliklok-Woodman 770/981-5200	p.4		
Klöckner-Pentaplast of America 540/832-3600	p.14-15		
Labthink +86 531-85811021	p.59		
Maple Systems Inc 425/745-3229	D10*		
Multisorb Technologies Inc 716/824-8900	p.47		
NAFM Engineering Service 949/388-6371	p.9		
National Adhesives 800/797-4992	C-4		
Norden Inc 908/707-8008	p.51		
Ohlson Packaging 508/977-0004	p.45		
Optima Group 920/339-2222	p.34		
Osio Intl 888/671-6746	p.46		
PakTech 541/461-5000	p.53		
PDC Intl 203/853-1516	p.23		
Placon Corp 800/541-1535	p.43		

Packagers in this issue

Amgen, Inc.....	10
Anheuser-Busch.....	6
Aveda.....	42
Blue Lake Citrus Products, LLC.....	42
Butcher's Pet Care Ltd.....	31
CARGO Cosmetics Corp.....	42
Classic Media.....	30
Clif Bar, Inc.....	8
Daily's Juice.....	36
Marbelize.....	6
Merix Pharmaceutical Corp.....	10
Monterey Mushrooms.....	8
Museum of Modern Art.....	42
New Belgium Brewing Co.....	42
O Beverages.....	6
Recycline.....	42
Sonora Foods.....	48
Sunshine Mills.....	30
Superior Dairy.....	22

also in this issue

Info Showcase Marketplace	58
Auction	61
Career Opportunities	62
Contract Packaging	62
Labels	61
Machinery/Materials	60,61,62
Modular Framing	62
Surplus Equipment	60

...on packagingdigest.com

web focus

New microsite added to www.packagingdigest.com!

Visit the **Sustainable Packaging Technology** channel and find sustainable application stories, design trends, columns, products and news relating to this quickly developing subject area.

Go directly to the sustainable channel by visiting www.packagingdigest.com/info/sustainability

Sustainable Packaging

Sustainable Packaging News Items:

In food- and beverage packaging market to 12 billion by 2010
 • plastics show signs of a boom in 2006
 sustainable design report reflects adoption of 'green' practices
 packaging rallies the community and industry behind viable energy
 educates packaging professionals about organic

Sustainable Packaging:

• Is beneficial, safe and healthy, considered throughout its life
 • Meets market criteria for performance
 • Is sourced, manufactured, distributed and used with renewable energy
 • Maximizes the use of renewable materials
 • Is manufactured using clean and safe practices
 • Is made from materials healthful to consumers

Listen to Podcasts on packagingdigest.com

Coming this month, sustainable packaging podcasts will make their debut on Packaging Digest's Sustainable Packaging microsite. The podcasts will address the definition of sustainability and what companies are doing to facilitate sustainability within their own organization.

Visit www.packagingdigest.com/info/sustainability

Sustainability in Packaging Conference, March 6-9, 2007

More than 20 key industry representatives will be on hand at the Sustainability in Packaging Conference, sponsored by Packaging Digest, Converting magazine and Intertech-Pira, held in Orlando, FL, at the The Doubletree Castle Hotel. For more information, visit www.packagingdigest.com/info/sustainable

Visit www.packagingdigest.com/whitepapers to find white papers covering all aspects of packaging

White Paper: Packaging Intelligence Brief: Automation trends

Packaging Machinery Manufacturers Institute (PMMI)

Download at—www.packagingdigest.com/info/378

White Paper: Practical performance expectations for smart packaging

Texas Instruments

Download at—www.packagingdigest.com/info/375

White Paper: Women's influence on packaging

Weatherchem Corporation

Download at—www.packagingdigest.com/info/377

White Paper: Angled roller belt diverters comparison

Nercon Eng. & Mfg., Inc.

Download at—www.packagingdigest.com/info/376

White Paper: Machine vision system options to verify print presence, characters and barcodes created by ink-jet and laser marking systems

Machine Vision Consulting, Inc.

Download at—www.packagingdigest.com/info/362

newsbytes

Visit packagingdigest.com/bytes for these top headlines in the packaging marketplace.

U.S. demand for dairy packaging to reach \$4.3 billion in 2010

Demand for dairy packaging is projected to expand by 4.1 percent annually to \$4.3 billion in 2010. Growth will be fueled by favorable trends in the consumption of a number of dairy products, resulting from increased nutritional awareness among consumers and heightened demand for fresh foods as part of a healthier diet.

PepsiCo's new cans

Soda and snack-maker PepsiCo Inc. says it will soon unleash a flurry of new designs for its Pepsi-Cola cans, the latest effort to sweeten soft drink sales, which have lagged in recent years as demand grows for healthier beverage options.

Reed Business Information, A Division of Reed Elsevier Inc. • Specialized Business Magazines for Building & Construction • Computer and Communication • Electronics • Entertainment • Furniture Mfg./ Retail Furnishings • Hospitality • Manufacturing • Medical/Scientific and Processing Publishing • and Printing/Packaging.

PACKAGING DIGEST® (ISSN 0030-9117) (GST# 123397457) is published monthly by **Reed Business Information**, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345. **Reed Business Information** is a division of Reed Elsevier Inc., is located at 360 Park Avenue South, New York, NY 10010. Tad Smith, CEO, Jeff Greisch, President, Chicago Division, John Poulin, Senior Vice President, Finance. PACKAGING DIGEST copyright 2007 by Reed Elsevier Inc. All rights reserved. PACKAGING DIGEST® is a registered trademark of Reed Elsevier Properties Inc. used under license. Periodicals postage paid at Littleton, CO 80126 and additional mailing offices. Circulation records are maintained at **Reed Business Information**, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345. Telephone: 303/470-4445. **POSTMASTER: send address changes to PACKAGING DIGEST®, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345.** Publications mail agreement No. 40685520. Return undeliverable Canadian addresses to: RCS International, Box 697 STN A, Windsor, Ontario N9A 6N4. E-mail: submail@reedbusiness.com. Rates for non-qualified subscriptions, including all issues: USA, \$92.90 1-year, \$158.90 2-year; Canada, \$133.90 1-year, \$228.90 2-year (includes 7% GST, GST#123397457); Mexico, \$123.90 1-year, \$210.90 2-year; foreign surface, \$174.90 1-year, \$298.90 2-year; foreign air \$226.90 1-year, \$402.90 2-year. Except for special issues where price changes are indicated, single copies are available for \$10 USA and \$15 foreign. Please address all subscription mail to: PACKAGING DIGEST, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345.

Printed in USA

Reed Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever

Vol. 44 No. 2

We'll Help You Be King of Your Jungle



Looking to design a part fast?
 Purchase it quickly?
 J.W. Winco is the powerful choice.

18,000 parts. 3D-CAD. eStore.
 All at www.jwwinco.com.

Helping customers build
 better machines with quality parts!



J.W. WINCO, INC.

P.O. Box 510035 Phone 800-877-8351
 New Berlin, WI 53151 Fax 800-472-0670

Models C-50 & C-100

Stand-Up Pouch Capabilities

LAMINATE OR POLYETHYLENE



Compact in size, these high-speed form/fill/seal packaging machines feature exceptional precision and reliability, along with quick-change features for versatile operation.

- high speed C-50: 50/BPM; C-100: 100/BPM
- fast, automatic sealing of bags
- variety of products— automotive, food, electrical, pharmaceutical, toiletries, and more
- easy maintenance and quick change over for minimum down time
- economical to operate — lower power consumption
- servo drive system

bodolay
 PACKAGING MACHINERY

A Division of B& M Industries, Inc.

Tel: 813-754-9960 • Fax: 813-754-9321 • E-mail: bodopak@worldnet.att.net
www.bodolaypackaging.com

MARSH®

WHO.

Distributed in the USA
Country Fresh Foods, Inc.
1500 Mittel Blvd.
Wood Dale, IL 60191

WHAT.

 **COUNTRY
FRESH FOODS**
Sharp Cheddar Cheese

WHERE.

WHEN.

AND HOW.

SHIP FROM: Vendor Name Vendor Address City, State, Zip		SHIP TO: Acme Manufacturing 5054 Hwy 43 East Anytown, USA 12345	
SHIP TO ZIP CODE: (42) 7297		CARRIER: Carrier Name PRO: 123456789 BL: 123456789	
		DC NUMBER 5202	
PO : 2424 WWT:		MARK FOR ADDRESS: Acme Manufacturing 2104 West National Anytown, USA 12345	
STORE (W) 004			
SHIP CODE/COE D'EXPEDITION: 100 61823 41122 7			
			

14 MAR11:07
Use by: APR 13



MARSH

**YOUR MARSH DISTRIBUTOR HAS THE INSIDE
INFORMATION ON OUTSIDE INFORMATION.**

And now, they have the new Marsh 3100 ink jet printer.

- ✓ Print accurate, high quality, real-time alphanumerics, bar codes and graphics
- ✓ Consistently high print quality from patented, self-maintaining printhead system
- ✓ Reduced cost of ownership from ink-recycling circuit
- ✓ Small, single-unit system is easy to integrate



Marsh 3100

**Contact your Marsh distributor today for more
information on the Marsh 3100. Call 800-541-8823**

WOW!
It fuels itself.
You don't have to pay for
replacement parts.
And it won't empty your wallet.

Introducing the **EASY-PAC™** Package Sealing Solution!

EASY-PAC is the all-in-one package sealing solution that will improve your packaging productivity, while reducing downtime, maintenance and overall cost in use.

Here's what you get in the EASY-PAC package:

- Char-free hot melt adhesive
- FREE* hot melt unit with a 3-year warranty
- Integrated auto-fill system
- Convenient hot melt storage bin
- Replacement parts guarantee

Best of all...there's no capital expense for you to get this complete package!

And it comes with the EASY-PAC Promise:

- Maximum packaging line uptime
- Lower in-use cost
- Hassle-free sealing
- Premium operator safety

Call us today to experience the EASY-PAC benefits on your line: 1-866-266-5565.



National Adhesives
A National Starch & Chemical Business