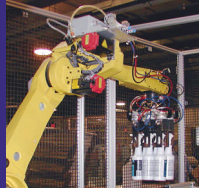




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Information®

May 2007

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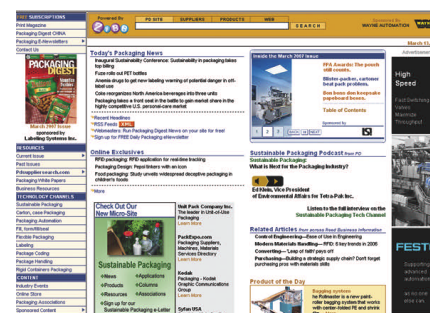
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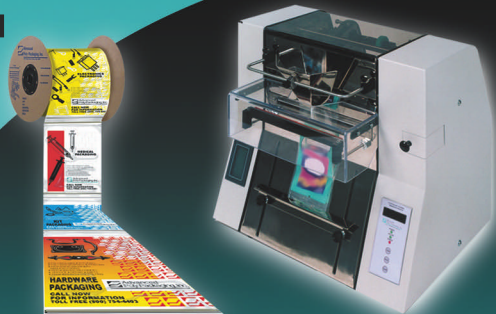
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MAY 2007

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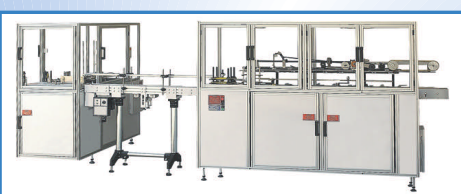
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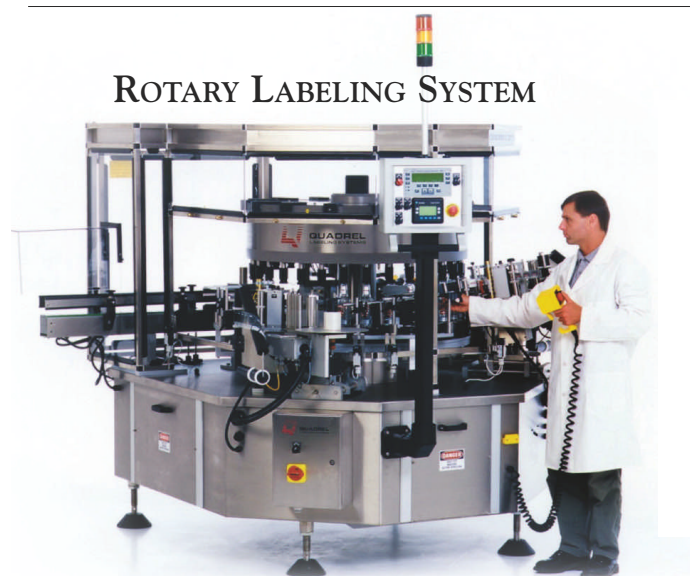


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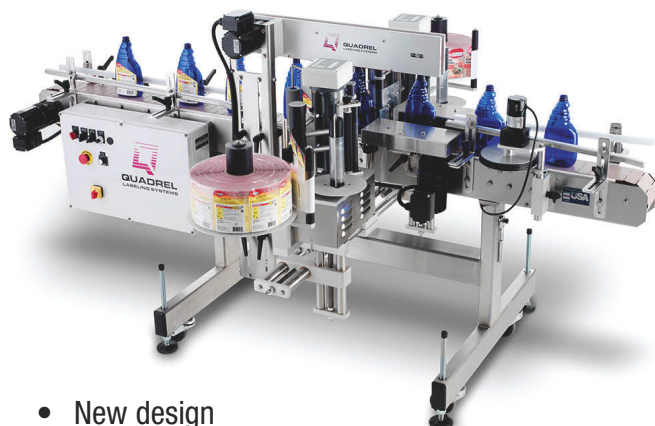
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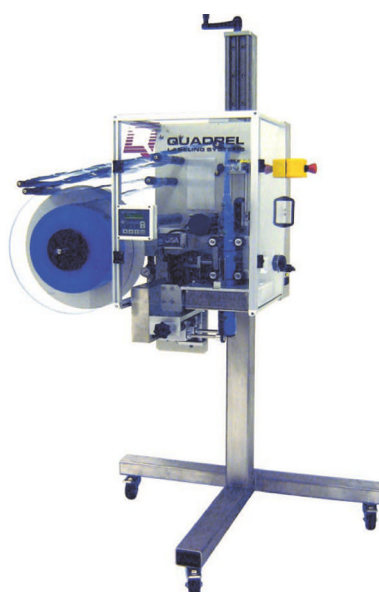
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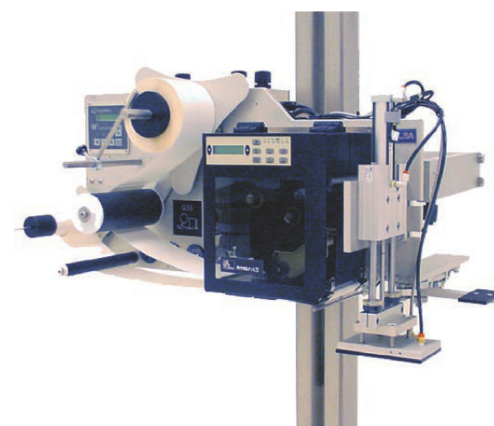
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# design trends

## Flashing-light soap dispenser teaches kids healthy hygiene

Kimberly-Clark Corp.'s Henry the Hippo Hand Soap packaging, part of the seven-product Huggies™ Cleanteam™ Alphamals personal-care product line for toddlers, has gone high-tech, with a 20-sec flashing-light timer that teaches tikes how long to wash. Says Amy Attenberger, associate brand manager,

Huggies Baby & Toddler Toiletries, "It provides a fun and unique product solution to help moms teach toddlers good hygiene habits and adds a feature to help moms and toddlers 'engage' with the Cleanteam Alphamals."

Henry was originally introduced in 2006 along with six other Alphamals (explains K-C, the Alphamals name is derived from Animal + Alphabet), including such

kid-friendly character-based products as Billy Bison Bath Wash, Carley Crab Cleansing Cloths, Daphne Dolphin Detangler and others. In January, new Henry the Hippo Hand Soap hit store shelves nationally with an electronically enhanced, hippo-head-shaped dispenser—a launch that K-C says has nearly doubled the retail unit and dollar sales of the product.

The flashing-light feature—a red light positioned on

the top of the hippo's head—is activated when the user depresses the dispenser to dole out foaming dollops of Blue Melon Splash hand soap. Says Attenberger, the package was designed to help moms ensure that children "wash enough" by meeting the Center for Disease Control's recommended 20-sec timeframe for healthy hand-washing hygiene.

The whimsical, purple-and-red polypropylene pump dispenser is constructed of a standard stock foaming pump fitted with the hippo head—a one-piece plastic part with a living hinge that contains an internal electronic device with an LED, explains senior research scientist for Huggies Baby & Toddler Toiletries Chris Bechyne. The hippo head is closed using a mechanical locking system and is attached to the pump using a snap-fit design.

"The overall concept was a challenge in that it required the combination of injection molding and electronics into a part design that had to meet key functionality requirements while maintaining the look of our Henry the Hippo character," notes Bechyne. "In addition, the design had to accommodate the geometry and functionality of our stock pump, which limited our design options."

While K-C reveals that the dispenser design was a collaborative effort between K-C, an outside design firm and a manufacturer in China, it declines to name suppliers of the dispenser or any other components of the Henry the Hippo package. Components also include a shapely, custom-designed 9-oz high-density polyethylene bottle, decorated with a vibrant, 10-color, flexo-printed, full-body shrink label—both of which were used for the original Henry the Hippo Hand Soap package.

The flashing-light hand-soap product is available for a manufacturer's suggested retail price of \$2.99 in food, drug and mass retailers across the U.S.



kid-friendly character-based products as Billy Bison Bath Wash, Carley Crab Cleansing Cloths, Daphne Dolphin Detangler and others. In January, new Henry the Hippo Hand Soap hit store shelves nationally with an electronically enhanced, hippo-head-shaped dispenser—a launch that K-C says has nearly doubled the retail unit and dollar sales of the product.

The flashing-light feature—a red light positioned on

## Angled bottle adds flair to Mojitos, glass contest

Hoping to throw the cocktail world a new curve, Rose's nonalcoholic Mojito Mix cocktail mix from Cadbury Schweppes is now available in an angled, "designer" glass bottle produced by **Vitro Packaging, Inc. (www.vitro.com)**. Cadbury partnered with Vitro to introduce the faceted, 21-oz bottle, which Vitro embosses for one-of-a-kind attention. Designed to nest perfectly, side-by-side for a high-impact display on store shelves, the flint glass bottle bends in a sweep to one side. It's decorated with vibrantly printed, pressure-sensitive clear-film labeling from **Brook & Whittle, Ltd. (www.brookandwhittle.com)**. The p-s label appropriately showcases an island-themed graphic design. According to Vitro, the bottle's unique shape presented a number of glass-forming challenges. Its VitroSolutions' fast-track mold-development team turned the project around quickly, working with a production group in its Guadalajara plant to ensure Cadbury's market introduction deadline was met. Offered in three flavors: Traditional; Mango; and Passion Fruit, the Mojito cocktail mix is part of Cadbury's strategy to boost its portfolio in the nonalcoholic cocktail mix segment, which it reports has taken off in recent years due to new consumer appetites and awareness.

Topped with a threaded closure from **Kerr Group (www.kerrgroup.com)**, the glamorous and curvy Mojito Mix bottle makes this trendy cocktail a snap to make: Just add rum and it's ready to drink. There's more excitement to this curvaceous package: Vitro entered it in the 2007 Clear Choice Awards competition, sponsored by the **Glass Packaging Institute (www.gpi.org)**. It's one of the more than 110 intriguing glass package entries PD spotted at a presentation in April. The entries in 11 different categories were judged on their esthetics, creativity, marketability and form and functionality. Look for all of the winners to be announced during the Food Marketing Institute Show in Chicago's McCormick Place, on May 7. Watch for more news in PD to come about packages in GPI's Clear Choice competition.



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# design trends

## Luxe labels cultivate a garden look

Three different full-sleeve labels are helping Espoma Co. launch its new Earth-tone® garden-control line of what it calls 3in1 and 4in1, fast-acting products that kill diseases, weeds and insects. Available in ergonomic trigger spray bottles, Earth-tone looks distinctive and eye-catching, adorned with luxuriously decorated heat-shrinkable polyethylene terephthalate glycol (PETG) film sleeve labels from **Seal-It, a Printpack div. ([www.printpack.com](http://www.printpack.com))**. The labels conform to the shape of the bottles and provide complete coverage. Reverse-printed by gravure in eight soft colors, the crisp, clear label graphics are indicative of a lush, garden setting, depicting what each product contains. Created for visual impact on the store shelf, the front label panel presents the Earth-tone logo, a graduated-color background, the product name and images of what the product does. The back panel includes usage directions and pertinent product information. The attractive results have a nonindustrial look that departs from conventional “me-too” garden product packaging, the Espoma company says.



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## Reid's Dairy stands out with new Diamond cartons



Shoppers in Ontario are seeing a new shape when they reach for a milk carton. Reid's Dairy, Belleville, ON, is the first in North America to package milk in 250-mL mini-Diamond™ cartons, a new Pure-Pak® carton produced by **Elopak Canada, Inc. ([www.elopak.com](http://www.elopak.com))**. The mini-Diamond carton adds unique curved top and side panels that provide more merchandising area. The design also accommodates a larger screw cap for pouring convenience. The new carton is available exclusively from Elopak.

“As an independently run company, we need to be different from our competitors and stand out by being one step ahead,” says Stephen Quickert, president of Reid's Dairy. “The innovative Diamond shape, married to the quality print process provided by Elopak in Montreal, helped us create the right image with new branding that enhances the Reid's identity.”

One reason for the dairy's switch to the new mini-Diamond for skim, 2-percent, 1-percent and chocolate milk was the successful launch of its Reid's Naturals premium juices and drinks in another new Elopak carton, the Pure-Pak Curve™. The juice launch, the technology investment that preceded it and the new packaging are all part of a growth strategy for Reid's Dairy, the largest independent dairy in Ontario.

Elopak can produce the Curve and Diamond cartons in sizes from ½ pt to ½ gals, with standard and mini cross-sections and with or without a screw cap. Both standard flexo and enhanced flexo printing are available. Reid's Dairy is using a Pure-Pak® P-M30 filler, which has an output of 3,000 mini cartons/hr, and a Pure-Pak® P-H27 filler, with an output of 2,700 ½-gal cartons/hr.

# design trends personal care

## Bottles redefine your curls

The newest product for curly hair from Sammy Media is Big Curls Defining Cream. One of seven curl-enhancing products from Sammy (he apparently has only one name), the creative genius and internationally acclaimed guru of hairstyling, the product features a polyvinyl-chloride, heat-shrinkable sleeve label from **Ameri-Seal, Inc.** ([www.ameri-seal.com](http://www.ameri-seal.com)). Two different sleeves were printed, one for the U.S. haircare industry and the other for the Canadian market. The six-color sleeves are printed on rotogravure presses. The sleeves are applied to the bottles at Ameri-Seal's Contract Sleeve Division in Chatsworth, CA. The 5.75-fl-oz, cylindrical bottle sells for \$6.49 at Walgreens.

According to Sammy, the lightweight cream adds softness, texture and shine to curls without adding stiffness or weight. Specially formulated with citrus extracts and lavender oil to soothe the scalp and essential oils to smooth the hair cuticle, this amazing cream defines, separates and extends curls, creating smooth, frizz-free hair that keep its shape, with curls that last all day. The new styling tool also helps decrease the breakage that occurs during combing and styling.



## Christopher Philip Ltd. introduces the first full-body-shaped aerosol container for men's personal care

The Gentlemen's Youth Maintenance (GYM) grooming line from Christopher Philip, Ltd. consists of 12 haircare, skincare and bodycare products especially formulated for men. The lead product, GYM's Finish Style Control Spray, features exclusive full-body-shaping can technology by **CCL Container** ([www.cclcontainer.com](http://www.cclcontainer.com)). According to the president and founder of Christopher Philip, Ltd., Chris Campbell, the distinctive look that CCL's BodyShapes™ line provides is consistent with his marketing strategy for GYM grooming products. "We're offering the professional-salon market the highest-quality products for male clients," says Campbell, "enabling

them to successfully compete with drugstores and department stores." Campbell explains that CCL's full-body shaping fits into the overall philosophy of the GYM brand. "Today's society now dictates that proper selfcare is becoming non-negotiable in most, if not all, segments of life. GYM grooming hopes to be the tool set of choice for men, who understand that taking care of themselves is not a vanity issue. It is about respecting yourself and the people around you." North American distribution was complete by the end of 2006, and the GYM grooming line in its BodyShapes packaging will arrive in Europe and South America in 2007.

Campbell recounts the genesis of the GYM packaging, explaining that he had worked with CCL Container prior to forming his Houston-based company. "When I approached CCL about our Finish Style Control Spray," says Campbell, "and told them what my packaging goals were, they introduced me to the full-body-shaping option. It proved to be a great way to distinguish our product from the competition." In Campbell's opinion, the

full-body-shaped container can be a more powerful means of attracting consumer attention and creating product demand than graphics alone. "It's human nature to want to touch interesting shapes," says Campbell, "and getting a product into a consumer's hands is key to driving new sales." CCL also produces the containers for GYM's Comfort Smooth Shaving Gel, and other products in the line will most likely take advantage of its aluminum-shaping technology.

Full-body can shaping, which allows top-to-bottom shaping of rigid aluminum containers, was first introduced by CCL Container in 2005. Prior to BodyShapes, contours and curves were limited to the upper portion of aluminum containers. According to Ed Martin for CCL Container, "Full-body container shaping is the future of aluminum packaging design. It gives marketers the means to give their products a distinctive look and feel that goes beyond color and typography and graphic design." CCL has manufacturing plants in Hermitage, PA, Ontario and Mexico City.



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# design trends



## Pooches lap up water pouch

A water pouch for pooches on-the-run? That's exactly what Wetbone Co., Kensington, CT, hopes dogs and their owners will lap up at stores. Reportedly the first-ever flexible standup pouch for dogs' drinking water is shaped like a dog bone. Wetbone's patent-pending water-delivery system is made of a three-layer, polyester/foil/linear low-density polyethylene lamination by converter **Ampac Flexibles** ([www.ampaconline.com](http://www.ampaconline.com)), gravure-printed in five colors. An upside-down gusset, made of 4-mil PE film—the middle section of which is heat-sealed to opposing inner walls of the flexible pouch—create a hammock-shaped bowl. Four voids in the heat seal—two on each side—create small, 9-mm channels that allow the water to transfer from the lower compartment into the top, or bowl section, when the pouch is squeezed. A tear strip can be removed from the top of the "bone," and the pouch opens from its press-to-close zipper. The zipper allows the pouch to reseal and be transported again for later use. The 16-oz pouch of purified, vitamin-enriched water sells for about \$1.99 each at pet stores, retail and other outlets throughout the U.S.

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## Boru vodka gets new cutting-edge packaging



Castle Brands, Inc., an emerging developer and a global marketer of premium-branded spirits headquartered in New York, has launched new packaging for its lead brand, Boru® vodka. The proprietary new bottle, designed by London-based **Claessens Intl.** ([www.claessensinternational.com](http://www.claessensinternational.com)), is a tribute to the brand's heritage and quality. While the new packaging retains Boru's black and silver palette, the bold, sleek, crystal-clear bottle bears a more contemporary Boru Vodka logo, as well as a striking sword and shield icon.

In addition, the bottle contains deep vertical cuts representing swords and has another black shield debossed in the bottom third of the bottle, which states the brand's attributes.

"One of the lessons from my time running the operations of Absolut Vodka for Vin & Spirit in North America was that, in a very competitive market, having a very high-quality liquid in the premium segment is not enough," says Claes G. Fick, Castle Brand's chief commercial and marketing officer. "We took a hard look at the playing field and realized that our old packaging didn't measure up to the quality of the bottle's contents."

Mark Andrews, chairman and CEO of Castle Brands, says, "By increasing Boru's distillation to five times and redesigning its packaging, we are in effect, launching a new brand." The new packaging was introduced across the U.S. in March and will be followed later in the year by an international rollout.

The new bottles are supplied by **Glaswerk Ernstthal GmbH & Co** ([www.pohli.de](http://www.pohli.de)). The caps are supplied by **Guala Closures S.p.A.** ([www.gualaclosures.com](http://www.gualaclosures.com)) and **Viscose Closures, Ltd.** ([www.viscose.co.uk](http://www.viscose.co.uk)). Labels are supplied by **Label Art, Ltd.** ([www.labelart.ie](http://www.labelart.ie)) and **Lappi Industrias Gráficas S.L.** ([www.grupolappi.com](http://www.grupolappi.com)).

Boru Vodka is also available in Citrus, Orange and Crazzberry flavors in 750-mL, 1-L and 1.75-L sizes. The standard retail price in the U.S. is \$18 to \$20 for the 750-mL size.



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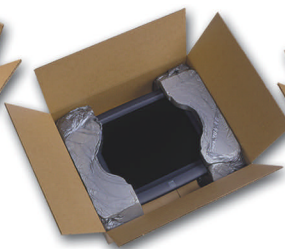
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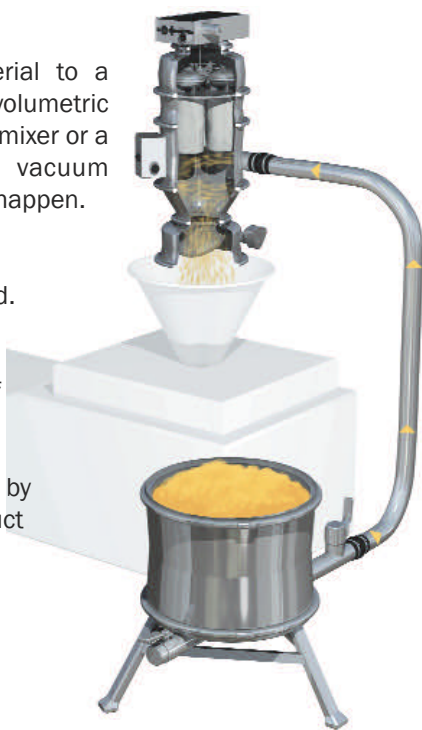
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# comment

Mary Ann Falkman, Editor



## Automation drives warehouse profits

Properly carried out, a warehouse automation project can be a home run that drives a company toward increased profitability. On the other hand, poorly thought-out automation projects have driven companies out of business. Determining the right technology and processes to automate is vital to remaining competitive. Practicing the right methodology for system design, integration, and procurement will ensure that the project will be completed on time, on budget, and will meet expectations. So states a new report from Aberdeen Group, *Warehouse Automation—What's Really Working for Pallet, Case and Piece Pick Operations*. Aberdeen benchmark research has uncovered many compelling correlations between the adoption of automated warehouse solutions and their profound effect on labor costs, order turnaround times and pick accuracy. Best in Class companies have moved beyond using barcode scanning and are supplementing it with technologies such as pick-to-light and voice to reduce labor costs and improve accuracy.

Top performers have already built-out their inventory control and order picking processes, and are now turning to innovations in putaway, replenishment and returns processing to stand out above the competition. Those companies that have made large investments in high-dollar technologies such as parcel sortation and AS/RS have consistently reaped benefits through reduced labor costs and improved levels of on-time shipments.

Despite the strong correlation to improved performance, overall adoption rates for warehouse automation remain fairly low. Some technologies still suffer from outdated misconceptions about upfront cost or lack of flexibility. Piece-pick operations are a key sector with tremendous untapped potential to improve their bottom line through utilizing warehouse automation to a greater extent.

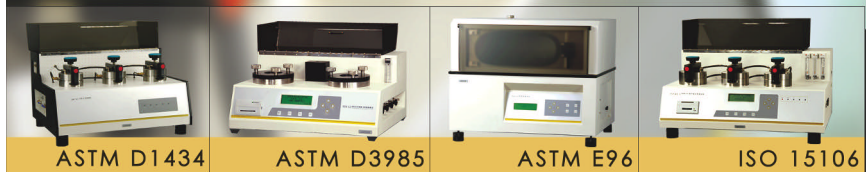
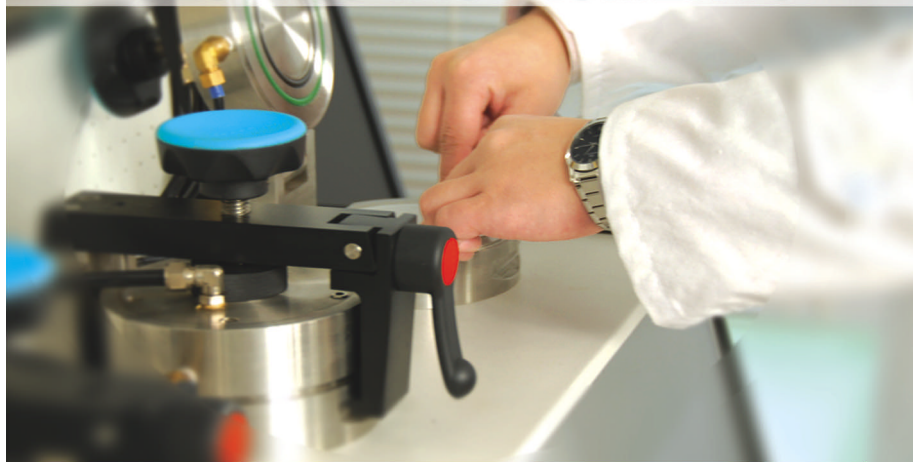
The report recommends that companies should evaluate their processes to ensure they effectively accomplish the following:

- Case-pick and piece-pick operations that are struggling to reduce labor costs and improve accuracy should consider voice-directed picking or pick-to-light.
- Companies seeking to boost pick accuracy should also address the problem from the inbound side, focusing on put-away and replenishment accuracy to reach the 99+ percent level.
- High volume case-pick and piece-pick operations should strongly consider parcel sortation, as it correlates strongly with reduced labor costs and on-time and complete shipments.
- Companies undertaking large warehouse automation projects should follow Best in Class practices and consider using a system integrator to manage the complexities of combining multiple forms of mechanical equipment and control systems in a single system.

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*Mary Ann Falkman*

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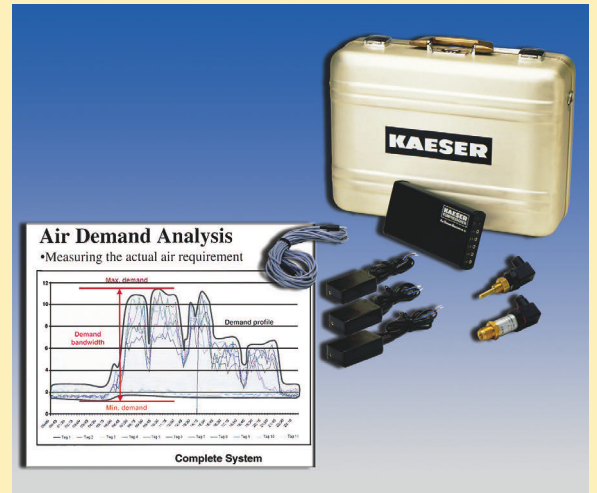
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## new products spotlight



### Sanitary conveyor

The co.'s new 3-A conveyor for bulk foods, pharmaceuticals, dairy products and other contamination-sensitive materials is said to feature an innovative coupling positioned beyond the point at which material exits the discharge spout, virtually

eliminating the potential of contamination, while allowing quick disconnection of the flexible screw from the motor drive for washdown.

**Flexicon Corp.**, 888/353-9426.  
[www.flexicon.com](http://www.flexicon.com)



### Cottoner

The newest addition to the co.'s line of Lakso® cottoners, the Lakso Model 100 is an economical, single-head machine designed to cut, fold and insert a measured length of cotton, rayon or polyester into bottles at speeds up to 100 bpm. Using the inverted "U" method of insertion, the Model 100 also has multiple cotton insertion capability. Featuring an Allen Bradley Micrologix PLC and a simple-to-use color touchscreen, the Model 100 has a powered elevating adjustment system and GMP interlocked guard doors for operator safety.

**IMA Nova**, 978/537-8534.  
[www.imanova.com](http://www.imanova.com)

### Timing screws

Manufactured from materials suited to individual packaging applications that provide optimum efficiency and productivity with excellent control, synchronization and throughput, the co.'s timing screws include a flexible starwheel design to perform specific functions as needed. According to the co., tightly engineered designs provide effective control for complex operations and reduce changeover time for different container and bottle shapes and sizes. A new service offered by the co. is the ability for customers to place timing-screw orders and to obtain quotes for timing screws online, 24/7.

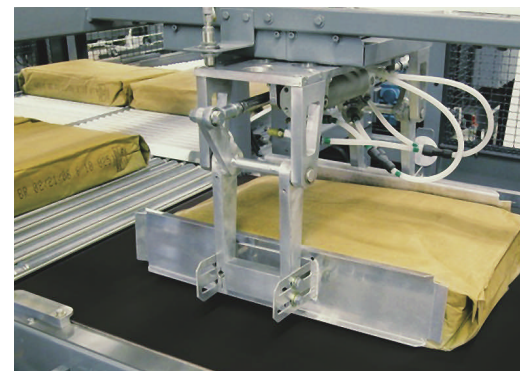
**Morrison Container Handling Solutions**, 708/756-6660.  
[www.morrison-chs.com](http://www.morrison-chs.com)



### Overhead orienter

The co. has introduced a high-speed overhead orienter that accepts product for palletizing and turns it 90, 180 or 270 deg to automatically form the optimal pallet configuration for each product. The orienter can turn bags to form pallets with "butts-out" bag orientation and can rotate cases and trays for pallets requiring specific panel orientation. Servo-powered for smooth handling and reliable operation, the mechanism quickly and gently grips and rotates the product to the proper position during high-speed product accumulation, the co. says.

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



### Adhesive systems

According to the co., its Power of Choice<sup>SM</sup> programs let packagers reduce packaging costs and the total cost of ownership by minimizing maintenance and downtime and by optimizing adhesive use. The programs provide packagers with a variety of options for acquiring new and like-new adhesive-dispensing equipment without an upfront capital expenditure. Equipment acquisition options include: The Partnership+Plus<sup>SM</sup> program, where packagers receive the co.'s latest technology, parts and service for a monthly fee; trade-in programs; capital-friendly equipment finance programs; reconditioned equipment; and the co.'s Protection Package<sup>TM</sup>, in which the co. delivers scheduled maintenance at specified intervals.

**Nordson Corp.**, 800/683-2314.  
[www.nordson.com](http://www.nordson.com)



### Infeed technology

New Zero-Gap<sup>TM</sup> infeed technology helps provide balanced, jam-resistant packing lanes and is designed for a variety of applications in the

soft drink, beer, wine, food and household product industries. The product increases efficiency and operates at speeds from 100 to 1,600 bottles/min, the co. says.

**Standard-Knapp**, 860/342-1100.  
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# new products equipment



**Thermoformer** The successor to the co.'s Powerpak thermoformer for food packaging, the new CFS PowerPak<sup>NT</sup> is said to be the basis for all of the co.'s future thermoformers. The flexible machine concept is set up on a modular basis, enabling machine retooling at any time, the co. says. Including features such as a double-roll labeler and shortened cleaning times, the new thermoformer uses continuous monitoring of all machine data to enhance machine performance. The co.'s CostFox software has been developed to evaluate the data, together with other, customer-specific data. In regard to issues of hygiene, the machine uses a design that not only answers to all relevant national and international standards and supports individual HACCP and SSOP concepts, but also shortens cleaning times significantly, the co. relates.

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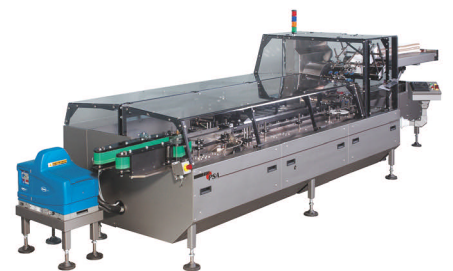
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For more information about our promise for Adventure Free packaging line solutions, visit [www.adventurefreepackaging.com](http://www.adventurefreepackaging.com).

**Heat sealer** The Model PW7016 all-electric, validatable, precision heat sealer has been added to the co.'s 7000 Series of all-electric heat sealers. Digital controls are standard with validatable T"O"S" technology for the sealing of pouches and films. High temperatures to seal fluoro-ethylene propylene (FEP), such as Kryosure®, Kyrovue®, VueLife® and other Cryo preservation material, is accomplished when using the co.'s CryoFlex<sup>TM</sup> heat-seal bands. Capturing seal-parameter data is just one of the high-level features that are standard on this compact unit, the co. says. Suitable for use in laboratories, clean rooms, medical facilities or for food handling, the PW7016 is also recommended for general purposes where the convenience of an all-electric clean machine is needed. Measuring only 16×9 in. and weighing only 56 lb, and with 115-V requirement, the bench-top PW7016 can be easily relocated and is operator-friendly.



**PackworldUSA**, 610/746- 2765.  
[www.packworldusa.com](http://www.packworldusa.com)



**Cartoner** The co.'s new CM500 continuous-motion, small-footprint cartoner utilizes a low-profile design with an operator's unobstructed view. The cartoner is suitable for frozen foods, snackfoods and pharmaceuticals and operates at up to 400 cartons/min. Features include a clean, drop-through design, a servo-driven flight system, a vibration-free steel base frame, quick changeovers, a 4-ft hopper, servo rotary carton setup and a fully captured main flight chain, available in painted carbon steel or in a stainless-steel construction.

**Packaging Systems Automation, Inc.**, 763/473-1032.  
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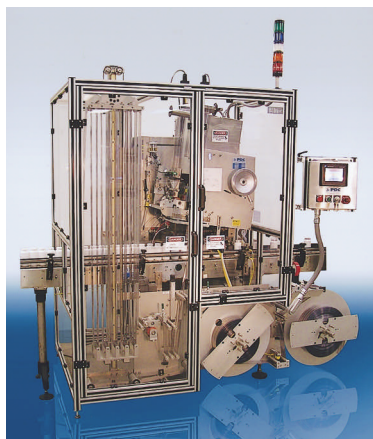
**Color touchscreen** The GT32 touchscreens are new members of the GT Series touchscreen family. The GT32T TFT 4096 color, 5.5-in. (320×240 dots) model touchscreen has SD card slots (Max 1GB), Ethernet ports and USB ports for communication and updating/saving screen data. It also has voice playback built-in. The GT32 models are full functional renewals of the GT30 touchscreens and have the outstanding looks of the GT21, available in black or metallic-silver bezel color models, with a short depth of 15.4 in. (39.1 mm). The company is also releasing a monochrome-type GT32M 5.7-in. (320×240 dots) touchscreen with an extremely bright screen.

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



**Bander/labeler** The co.'s 75 Series shrink sealers apply tamper-evident banding and labeling at up to 400 containers/min and can incorporate tear-tab blades or slit-tab blades for easy opening by consumers and medical staff. The 75 Series also applies full-height

body-sleeve labels at up to 300 containers/min, depending on sleeve dimensions. For tamper-evident body sleeves, the sleeve label encapsulates the cap with a horizontal perforations for consumer tamper-evidence. The



built-in, zero-downtime material accumulator allows for continuous machine operation with no stopping for roll changes. This means higher line output and productivity, reducing per-unit costs, the co. says.

**PDC Intl. Corp.**, 203/853-1516.  
[www.pdc-corp.com](http://www.pdc-corp.com)



**L-bar sealer** The new DAMARK APS-X automatic L-bar sealer replaces the co.'s APS-LP automatic L-bar unit, which was first manufactured in 1981. The APS-X is said to use a unique film-pulling mechanism that limits the amount of scrap required. Furthermore, the APS-X contains many standard features that are options on other manufacturer's machinery. These features include; a 17×25-in. hot-knife seal, interlocking safety features, a closing conveyor for small products, an easy film-threading device, vertical and horizontal product-sensing photoeyes, a maximum product height of 7 in. and a stainless-steel, USDA-food-approved paint. This unit will shrink wrap packages at speeds of 24 to 28 products/min.

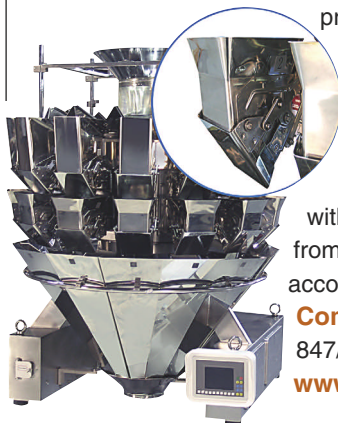
**Plexpack Corp.**, 800/265-1775.  
[www.plexpack.com](http://www.plexpack.com)



**P-s labeler** The co. has introduced the new MASTER Series p-s labeler for the pharmaceutical industry that includes a nonstop-feed, hot-melt, outsert system. The MASTER offers programmable servo or stepper bottle-plate rotation to allow for fast, efficient bottle changeover for cylindrical, oval or square/rectangular bottles. The MASTER has capabilities to label front and back, cylindrical or multipanel p-s applications. Also included are integration capabilities for customer-requested vision systems, laser systems, hot-stamping systems and bar-code scanning. The labeling system operates at speeds from 40 to 800 bottles/min.

**PE USA, Inc.**, 513/771-7374.  
[www.pe-us.com](http://www.pe-us.com)

**Combination scales** The co. has expanded its line of multihead weighers to include new 2.5-L (0.7-gal) bucket models. Available in 8-, 10- and 14-head configurations, the new combination scales are recommended for a variety of applications, including candy, frozen and fresh seafood and poultry and produce, and can accommodate weights up to 7 lb. Using loadcells for consistent performance, the 2.5-L models weigh the product, then choose the best combination of buckets to achieve the predetermined weight.



Accurate within 1 g, the scales reduce product variations and improve production output, with speeds ranging from 60 to 120 cycles/min, according to the co.

**CombiScale, Inc.**, 847/806-0606.  
[www.combyscale.com](http://www.combyscale.com)

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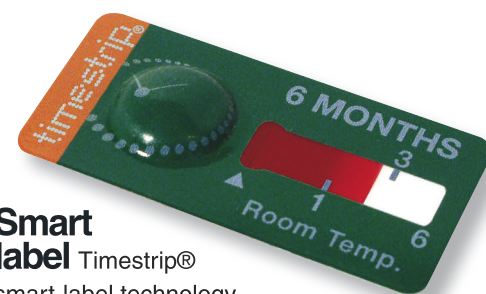
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# new products materials

## Sustainable & Smart Packaging

**Fluorotelomer products** The co. says its LX Fluorotelomer line involves a new, patented manufacturing process that removes greater than 97 percent of trace levels of perfluorooctanoic acid (PFOA), its homologues and direct precursors from fluorotelomer products. The LX Platform products are expected to be drop-in replacements for the co.'s current products. Based on existing Teflon®, Zonyl® and Foraperle® chemistries, they're said to maintain top performance. Can be used to protect surfaces of various substrates.

**DuPont**, 302/774-0081. [www.dupont.com](http://www.dupont.com).



### Smart label

**Timestrip®** smart-label technology, which measures elapsed time, is moving a step forward. The label automatically monitors elapsed time and can work under a variety of conditions, from ambient and refrigerated to freezing and extremely high temperatures. When the label is activated, a food-grade liquid travels across it at a consistent rate, giving a clear indication of the amount of time that has passed since the product was opened or first applied. The technology can work in an applied-label format or can be integrated into products or packaging. The blister or button that activates the Timestrip can be incorporated on the back or the front of the label. Timestrip can measure elapsed time for periods ranging from a few minutes to 12 months, and across a wide range of temperatures, which can help add value to all kinds of products, from food to cosmetics, household appliances and medicines, according to the co. By repositioning the activating blister onto the front of the label, so that it's in a more prominent position and is easier to activate, Timestrips can be even more attractive and easy to implement for major brands, the co. says. **Timestrip p.l.c.**, 44 (0) 870 220 0549. [www.timestrip.com](http://www.timestrip.com)



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### PLA substrate

Green packaging is available from the co. in the form of polylactic acid (PLA), a corn-based material that can be turned into compost at commercial composting facilities.

Once the contents are consumed, the container can be turned into compost.

The metamorphosis from bottle to



earth-friendly compost is completed in less than 12 weeks, the co. reports. PLA not only holds the same appearance as PET, the co. notes, but it can also

be run in the same molds and works in thermoforming and injection-molding processes without new tooling. Suitable for oil-based products, short-shelf-life dairy products, juice and water bottles, deli trays and single-serve meals, PLA also has uses as cosmetic compacts.

**Continental Packaging Solutions**, 888/676-5277.

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



**Handle bags** MaxGrab™ handle bags are geared to the personal care market for lightweight, bulky consumer goods, such as diapers and adult incontinence products. Bringing

technology and value into one product, MaxGrab expands the co.'s variety of packaging options, it says, and it's able to optimize the film for the function of the bags.

The end result is that the customer will find MaxGrab to be a great value, the co. reports. The bags are designed to be sturdy, printable and cost-effective.

**Pliant Corp.**, 847/969-3335.  
[www.pliantcorp.com](http://www.pliantcorp.com)

**Pouch** The Flavour Mark™ pouch is offered as a shelf-stable, flexible alternative to the #10 can. The pouch is said to enable quicker heating of foods for less abuse in the retort process, holding from 16 to 128 oz with nearly 100-percent product yield and providing secure, high-integrity seals to survive the rigors of rough handling during distribution.

**Sealed Air Cryovac**, 800/391-5645.  
[www.cryovacretort.com](http://www.cryovacretort.com)

**Degradable PS foam containers** Bioxo™ oxo-degradable PS foam containers are said to be the first containers made from totally oxo-degradable PS foam. They degrade within three years, the co. reports, and will take up little space in landfill sites. Bioxo is the result of the addition of TDPA© (Totally Degradable Plastic Additives), developed by EPI of Vancouver. Mixed with a base resin, the TDPA gives the PS foam special degradation properties without compromising the performance of the packaging products, the co. says. When the containers are landfilled, they begin to undergo oxidative degradation, the co. notes. This, plus heat, UV radiation or mechanical stress, transforms the foam into a powder that bacteria can digest.

**Cascades, Inc.**, 819/363-5100.  
[www.cascades.com](http://www.cascades.com)

**Recycled PET thermoforms** The co. says that its Green Team™ announces its latest program in the initiative to assist customers in the conversion to sustainable packaging. The co. says it can support consumer goods manufacturers in their efforts to meet "green" packaging requests. Team members work with customers during the entire process of thermoform creation—from design to manufactured product—to meet sustainable requirements with recycled PET.

**Placon Corp.**, 800/541-1535.  
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The 50,000-sq-ft cheese-maturation store, which is served by two storage-and-retrieval cranes, stores cheese for up to a year and has room for 35,000 pallets.



# Distribution center consolidates products

Edited by Jack Mans, Plant Operations Editor

Everyone in the U.K. knows the name Dairy Crest. Its brands are family favorites, found in millions of refrigerators throughout that country. Its butter and spreads business produces a range of popular brands, including Clover, the U.K.'s best-selling dairy spread, Utterly Butterly, Country Life, the number-one English butter brand, and St. Ivel Gold. Dairy Crest's cheeses can be found in Britain's supermarket delis and aisles everywhere, with brands like Cathedral City, the nation's favorite cheese brand, Blue Stilton, Davidstow, one of Britain's

Dairy Crest consolidated its distribution from 14 manufacturing facilities into one 240,000-plus-sq-ft national distribution center that can accommodate its aggressive future growth. The DC includes a warehouse-management system, a monorail system for pallets, 17 automatic storage-and-retrieval cranes and radio-data terminals to guide the picking staff.

best-selling cheddars, Over the Moon and Wexford. It is also one of the U.K.'s largest purchasers of fresh milk, buying approximately 2.4 billion L every year. It markets and sells a number of milk brands including St. Ivel Advance, Rachel's Organic and Friij, the U.K.'s leading flavored milk. Additionally, it home-delivers milk to 1.1 million households,

which equals 350 million bottles of milk a year.

Since 1992, Dairy Crest has been in a steady expansion mode. A joint venture with Yoplait established Yoplait Dairy Crest (YDC), which produces and markets chilled yogurts, desserts, cottage cheese and ice cream. YDC is now the U.K.'s

Continued on page 22

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leading manufacturer of *fromage frais*, children's chilled yogurts and desserts. In 1995, Dairy Crest acquired a leading cheese company, Mendip Foods, Ltd. Three years later, in 1998, YDC bought Raines Dairy Foods, which significantly expanded YDC's chilled yogurt market. In 1999, it bought Millway Foods, Ltd., and in 2000, it acquired the dairy and cheese businesses of Unigate p.l.c. It acquired the St. Ivel spreads business in 2002, an interest in the English Butter Marketing Co. in 2004, and Starcross Foods in 2005. Today, Dairy Crest is the U.K.'s leading chilled dairy foods company and is one of the 10 largest food companies in Britain, with more than 7,500 employees across 20 sites throughout the U.K., Ireland and France.

This rapid growth brought the necessity to consolidate the company's distribution configuration, which up until several years ago, was not centralized. Shipments were being made to retailers from no less than ten different production facilities throughout England. Its customers were placing one order, but getting multiple separate deliveries coming from

different locations.

Additionally, a change in the late 1990s to the retail supply chain in the U.K. jump-started the change in Dairy Crest's distribution setup. To get the product through its distribution centers, a lot of its customers moved to what is known as "day-one for day-two" distribution, in which they order Dairy Crest products every day for next-day delivery. That's the way the whole industry in the chilled-dairy and chilled-food market works within the U.K. now. A lot of Dairy Crest's products were on longer leadtimes historically. Its cheeses, for instance, which require cutting and packaging, would be ordered day one, but usually not delivered until day 10. They would go direct from the factory to the retailer, and the retailer usually would replace the order for cheese once or twice a week.

Other food manufacturers have had to deal with this change in distribution, but not on the same scale as Dairy Crest's 50-million-case annual throughput. This was the trigger point for Dairy Crest to build a central distribution center, capable of efficiently

The new 240,000-plus-sq-ft DC is designed to handle more than 50 million cases of product annually. It includes a WMS that coordinates incoming pallets with electronically received purchase orders.

handling higher volumes, higher pallet makeup complexity and shorter leadtimes.

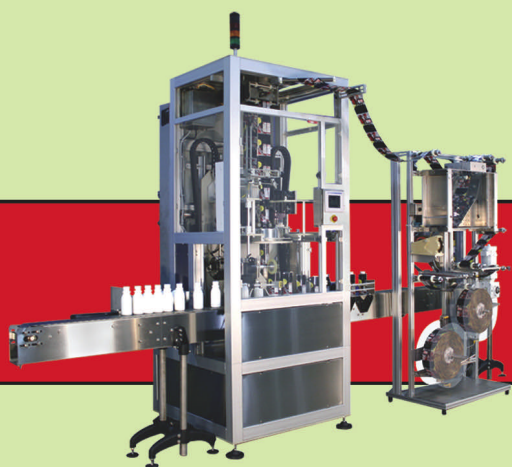
"Our primary function is to distribute our company's products to U.K. retailers for sale and for foodservice industries," says Andrew Watson, distribution director for Dairy Crest. "We have more than ten production facilities in the U.K., and we have four factories in France, under the Yoplait banner, that provide us with product on a daily basis. It all comes down to this one national distribution center in Nuneaton, about 100 miles northwest of London, and then we consolidate orders. We get the spreads from one factory, butters from another factory and milk from still a different factory. Our convenience cheeses, blue cheeses and prepacked cheeses come from other facilities. Our clients will typically order about mid-

Continued on page 24

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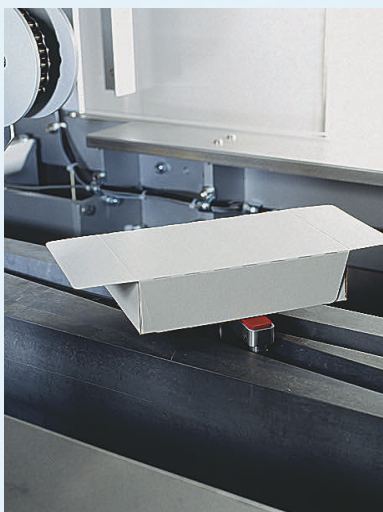
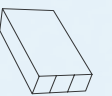
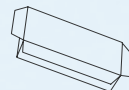
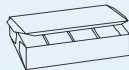
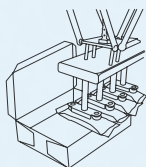
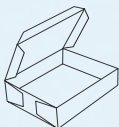
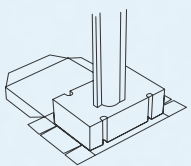
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day, and we pick the orders through the night. The orders will be across the range of the Dairy Crest products, and we deliver from midnight onwards. It's a twenty-four-hour, 364-day operation.

"Most of our competitors don't operate in as many market sectors as we do. Our closest competitor that provides a line of dairy products is fifty-percent smaller than we are. Some of our competitors may have bigger brands in terms of spreads or butters, but we are the most broadly based company in the U.K. doing full dairy. Our product

range is enormous. This means that when we fill an order for our customers, it usually contains a higher number of different items than our competitors. Only twenty percent of our throughput is full pallets; the remaining eighty percent is mixed. When we were shipping direct from each of our manufacturing facilities, the percentages were reversed. The switch to 'day-one for day-two' distribution added a higher level of complexity to our distribution.

"When we first started looking at building a central DC, we also had to



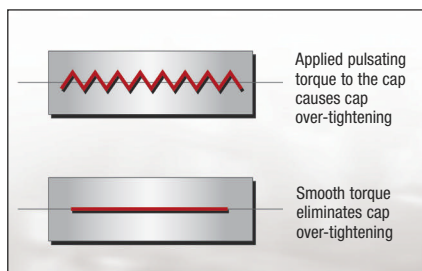
Two of the 17 storage-and-retrieval cranes in the finished-goods store, which has more than 12,000 pallet-storage locations.

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factor in the company's plans for market growth, both in terms of increasing existing-product sales and in terms of brand acquisitions, Dairy Crest has been focused on building leading positions with branded products in markets across the dairy sector. This trend would continue, so the DC had to be capable of handling tremendous growth in product volumes. Since the time that the DC opened in 2000, we have acquired four companies and/or brands, and the DC has easily assimilated this volume. We currently dispatch 250,000 cases daily on roughly 2,500 pallets, and we maintain more than 12,000 pallets of finished goods in storage.

"Also, we designed our DC to house cheddar in maturation. We receive cheese in block-form from our production facilities, and we hold it at a controlled storage temperature of nine degrees Centigrade for up to twelve months. It's a simple operation, but very intense in terms of storage. This maturation process requires storage for 35,000 pallets."

Dairy Crest selected **Dematic Corp.** ([www.dematic.us](http://www.dematic.us)) (formerly Siemens Logistics & Assembly Systems, Inc.) to design and implement the central DC. Dairy Crest initially had a very cohesive idea of what capabilities they wanted, including the requirements for total storage, how many pallets an hour to move through the facility and how many to move in and out of the storage locations. After a thorough analysis of Dairy Crest's needs, Dematic came back with a broader material-handling solution that encompassed all aspects of the DC operation, including improving automation in its picking process and implementing a state-of-the-art warehouse-management-system (WMS) package. That solution delineated what the internal part of the building would look like. Dairy Crest then found a contractor to build, in effect, a shell to go around it. The 240,000-plus-sq-ft building was constructed first, and Dematic then built-out the material-handling-equipment (MHE) systems to go inside.

With the design settled, the first



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challenge was the tight time scale. Placing the order to go live was quite a short period, about 12 months. Dematic had to work intensively with the builder to make sure the building interfaced perfectly with the MHE systems, such as in building out the multi-level mezzanine structure that gave a second picking level in the picking hall. The mezzanine structure itself was integrated by Dematic, which brought in its own subcontractor to build it out.

The Dematic design called for integrating a monorail system to carry pallets through all phases of the DC. It was hung directly from the building structure at a high level. The monorail can carry in 200 pallets/hr and bring out 230 pallets/hr. The monorail transports pallets between storage and picking and between picking and shipping, basically interlinking all production areas of the DC.

The monorail, which is the heart of the pallet-transport system, is a single-track, Dematic DSB system with 28 suspended pallet carriers. It is approximately 150 m long and is fed by conveyors from the different areas. Conventional pallet-conveyor systems move the pallets on and off the monorail. There are five lifts for moving pallets between levels in the building. The inbound, product-laden pallets go into storage and are then taken to the picking area when required. Once the customer's order-specific pallets are complete, they go back on the monorail and are taken to the shipping area. The entire area that the monorail connects, which includes storage, picking and shipping, is confined to a closed environment maintained at two deg C.

"Dematic designed a total site-wide solution for Dairy Crest," says David Jefferys, who headed up the project for Dematic's U.K. offices. "Before designs were finalized, we developed computer-simulated models for Dairy Crest of our proposed system undergoing accelerated production levels. We wanted to know how the system would perform well into the future with increased production loads. Every MHE system detail, from receipt of the product into its DC to shipping out to the retailer, was thoroughly simulated before the design was accepted.

"The system runs smoothly. Incoming pallets are transferred from trailers to infeeds on the automated receiving conveyors via ride-on powered pallet trucks. The pallet identity is verified against information held in the warehouse-management system. Pallets are moved to one of the two finished-goods stores, which are fully automated, high-bay warehouses, via the monorail. The monorail enables load stability to be maintained, due to the gentle nature by which the pallet is handled.

"The finished-goods store offers

over 12,000 pallet-storage locations, spread across five aisles, each of which is served by a high-capacity, double-pallet-handling storage-and-retrieval crane. "Typically, goods remain here for no more than a few days before being transferred via the monorail to the picking hall. The five storage-and-retrieval cranes replenish the picking aisles automatically, and seventeen automatic storage-retrieval systems were installed in the building. The picking staff is guided by radio-data terminals [RDTs] to product-pick locations,

while traveling around the area on ride-on pallet trucks. Picking slots are provided with 1,200 different picking lines through 980 locations. When picking is complete, the pallet is fed into an automatic in-line shrink-wrapping machine and then through an automatic shipping-label applicator, before being transferred to the dispatch area via the monorail or powered pallet truck. In dispatch, staff groups the pallets to ready them for loading onto trailers."

The huge, state-of-the-art, cheese maturation store is structured with

free-style, high-rise racking that is 30 m high, with 17 vertical pallet positions, standing on 50,000 sq ft of floor space. Because the cheese is stored for a year or more, the pallets are slow-moving; about 20 pallets/hr. This seven-aisle facility is served by two storage-and-retrieval cranes, which can transfer between aisles via two mobile transfer bridges running across the front of the racking. The cheese is retrieved and transferred to an output conveyor spur via a shuttle car, ready for dispatch  
Continued on page 26



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to Dairy Crest's cheese-cutting and packaging facility.

Dematic also implemented a WMS application tailored precisely to the requirements of Dairy Crest. Product coming in is tracked with European Article Number 128 pallet labels. This is a European-spec bar code that contains the advanced shipment notice. As soon as each pallet is received and scanned, it associates with a prior electronically received purchase order. It can then be put straight into the conveyor system, where it is

automatically booked in. Dairy Crest knows precisely what that product is, and how many cases are on the pallet.

The WMS also integrates with Dairy Crest's sales-order-processing information-technology platform, creating a seamless path from the customer through to the dispatch of picked goods. This real-time system exemplifies extreme versatility, as orders can be amended up to the last minute, thus accommodating any changes in customer requirements.

With picking, the WMS includes

the ability to continually assess future order requirements and to assign and replenish picking locations. The order-picking software employs systems to ensure that picked pallets are assembled correctly. Volumetric data, crushability factors and customer-specific delivery requirements are factored in. The software also includes a load-planning facility, which splits and assigns loads into trailer-sized quantities and dynamically allocates dispatch bays.

Yard management is also encompassed by the WMS. It monitors



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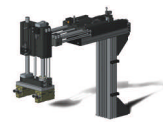
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**Order fulfillment is up to 99.9 percent, and stock turnaround has decreased from 24 hr to 14 min.**

and controls the movement of trailers with the help of two dedicated shunting vehicles equipped with onboard RTDs.

"We selected Dematic because they have done a number of other similar dairy-DC installations throughout Europe," says Watson. "We also felt that they had the ability to design, manage and integrate a large project like ours. We greatly benefited from putting all of our activities together. Our customers are now happier. By moving our stock control next to our transport, we can now run efficient transport out of the DC, whereas, before our distribution vehicles might have only been sixty percent full. We have moved the distribution point closer to some of our factories, and all of our stock is now in one building and on one system. This has proved a worthwhile investment for Dairy Crest."

Order fulfillment is up to 99.9 percent, and stock turnaround has decreased from 24 hr to 14 min. Accurate fulfillment of incoming orders within tight deadlines is consistently achieved, despite the fact that the product range handled has become more diverse and the demand for more-frequent delivery of smaller-quantity orders continues to grow. Dairy Crest now regularly dispatches products within six hours of receiving an order.

With its new national DC in place and having been reality-tested for the past several years, Dairy Crest is now firmly positioned for capturing more market share of the U.K. dairy business and providing streamlined service to its clients for years to come.

**More information is available:**

**Dematic Corp., 616/913-7287.  
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## system integration

### A system integrator isn't always required

Some readers of this column have asked, "Why would my company need a system integrator to automate our packaging facility anyway? We have engineers on staff who already know our methods and our machines. Why not let them handle our automation projects in-house?" For many automation end users, that may be a good option. Executing an automation project internally gives the plant's engineers full control over the project's timing and design, as well as complete knowledge of the finished system.

However, the in-house engineers would have to be up to the task. They would need not only the technical skills to understand and implement the required automation technology, but they would also need more time and resources than they already consume for their regular jobs.

Still, some larger plants are so highly automated that management can afford to dedicate a staff of in-house engineers exclusively to the tasks of implementing new



**A vendor's training program is a good start, but hands-on experience becomes necessary sooner or later.**

automation systems and maintaining old ones. A full-time automation department might still need additional staff during startups and other labor-intensive operations, but it's a lot easier to temporarily assign a plant engineer to the automation department than it is to create an entire automation department temporarily.

Either way, the plant's automation engineers would also need to be familiar with the wide variety of automation products available, what hardware and software products are capable of performing the required functions and where such products can be obtained. Automation vendors can help customers select their products, but many plant engineers underestimate the time and effort required to stay abreast of new product developments.

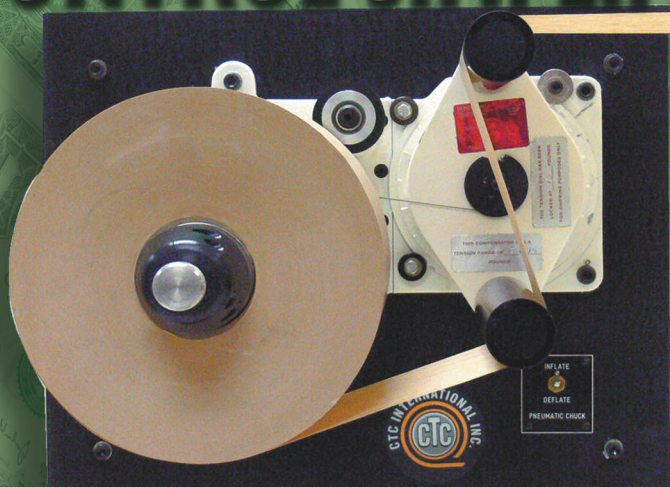
And once the right automation products have been selected, there's still the matter of learning how to use them. A vendor's training program is a good start, but hands-on experience becomes necessary sooner or later. Wary project managers should include sufficient slack in their project schedules to account for the learning curves required to educate their in-house engineers.

Learning how to integrate all of those automation products with the plant's production equipment can steepen that learning curve considerably. Savvy system integrators already know how to make computerized devices talk to one another and to devices in the field, often as a result of previous experience rather than any vendor-supplied documentation. And when products from multiple vendors are involved, trial and error might well be the only way to figure out how to make the combined system work.

Project management is another requirement for successful implementation that is often overlooked on projects executed internally. When services are supplied by an outside system integrator, the methodology and tracking of the project are ensured by the integrator's standard operating procedures. In-house engineers often must invent such procedures from scratch. Perhaps the most insidious cost of using in-house engineers for automation projects is the burden of long-term support. The in-house staff can be plagued by minor glitches or upgrades needed for long-completed projects. This can disrupt current projects, as engineers familiar with older systems return to correcting recurring problems.

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

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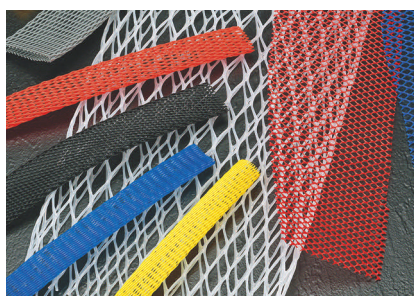


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sustainability



New HP printer cartridge packaging benefits retailers, consumers and the environment.

# The search for sustainability: Paper

Paper, paperboard and molded pulp play a key role in the quest for sustainable packaging materials.

Long after the paper bag became the standard package in which consumers could carry home everything from groceries to clothing to hardware products, the use of the material as a packaging medium has continued to evolve. Paperboard cartons, offering highly visible "billboards" for creating shelf presence, and corrugated shippers to protect and promote products on their way to market, have become increasingly popular.

The introduction of waterproof plastics led to the development of coated paperboard shippers to defend against the intrusion of moisture. Similarly coated, protective packaging proved its ability to maintain its shape and resist bumps and scrapes during shipping, even in high-moisture environments.

Today, as the need to be more environmentally responsible assumes a higher priority and plastics are being developed that are recyclable and/or compostable, many coated paperboard products are undergoing their own evolution toward greater sustainability by

With its major effort to decrease the volume of paperboard used to package printer ink cartridges sold in North America, **Hewlett-Packard (Booth S-5060)** will reduce the greenhouse gas emissions produced in making and shipping display packages for the cartridges by an estimated 37 million lb in 2007—equal to taking 3,600 cars off the road for one year.

How is this possible? As a direct consequence of cutting the volume of packaging material, the company reduces both the amount of processing needed to



**RecyclaCorr™** is a recyclable version of waxed corrugated.



The attention being given to sustainability has led to the development of new **environmentally acceptable** packaging materials and practices.

becoming more recyclable without sacrificing any of their strengths as protective packaging. In addition, users of paper and paperboard packaging have found a variety of new ways to use and reuse this "natural," recyclable material.

Many of these new paper-based products—and other developments in paper packaging that support sustainability—will be on display at **PACK EXPO Las Vegas 2007** ([www.packexpo.com](http://www.packexpo.com)), Oct. 15 to 17 at the Las Vegas Convention Center. Following are just a few examples of the products that will be featured.

make the packaging and the fuel needed to transport the lighter-weight cartridges to market.

For HP's Laser Jet cartridges, for instance, the new packaging will use approximately 45-percent less packaging material. Each pallet will hold 30-percent more cartridges, while each shipping container will carry about 1,500 more cartridges. Redesigned ink-jet multipacks use 85-percent less material (by weight), and twice as many of the new packages will fit on a pallet. The smaller packaging also lets retailers display more packages per shelf.

Another change, according to HP's manager of environmental policy and strategy, Scott Canonico, and packaging engineer and new product planner for LaserJet, Jill Wollam, is that pallet loads shipped from manufacturing sites to distribution sites employ corrugated slipsheets in lieu of wooden pallets. This enables HP to make loads higher and ship a higher volume of product per truck or container.

HP's ink-jet business implemented changes to packaging for some of HP's small-format cartridges. Large-format cartridges, such as those used in packaging operations, have utilized up to 80-percent-recycled-content paperboard packaging for several years.

"This change began when we considered ways to improve the customer experience by redesigning the interior bags used to seal LaserJet cartridges and making the packaging easier to open," Wollam points out.

The result is a solution in which everyone wins: HP, retailers, consumers and the environment.

**S**murfit-Stone Container Corp. (Booth C-2423) created RecyclaCorr™ as an alternative to the wax-impregnated boxes traditionally used to ship fruits and perishables. These wax-protected corrugated boxes were originally designed to resist the water or high humidity associated with fresh produce. The wax protected the board from water damage that could weaken the strength or integrity of the container and prevent failure during storage and shipping.

But waxed boxes cannot be easily recycled, if at all. As a result, disposal and labor costs for the retailer can increase. RecyclaCorr trays and boxes are not only constructed from a medium that is totally recyclable, but are—because of their moisture-resistance—reusable, converting what was often a disposal cost into an asset. RecyclaCorr is also safe for indirect and direct contact with food.

**L**aminations® (Booth S-5126), which is part of Great Northern Corp.'s Specialty Group, aims to protect the environment in two ways. First, it produces effective and recyclable edge-protection paper products from 80-percent post-consumer and 20-percent pre-consumer waste. Second, it protects products during shipment with the minimum amount of material, as demanded by an increasing number of retailers, substantially reducing the amount of material to be disposed of after the fact.

Laminations' newest edge protectors are laminated paperboard that is coated to provide extra product protection by resisting absorption of various forms of moisture that the company says might reduce their

effectiveness and by decreasing the chances of scuffing or abrasions on fine finishes.

Options include HydroShield™, which features a moisture-resistant coating and is especially effective in the protection of produce and perishable foods. The company's PetroShield™ product resists oil and grease, meaning it does not absorb lubricants that could remain on the products they are protecting, such as metal machine parts. Finally, ScuffShield™ features a coating that protects products with delicate surfaces—fine furniture and appliances, for instance—from scuffing during shipment.

What these products do not resist is recycling. All the coatings are as pulpable as the paper materials they protect.

As for reducing material use, the protective shipping "cage" for a silk tree, for instance, is created by combining a Laminations PF Pallet Top® with a frame of VBoard® edge pieces that rise from a wooden pallet. The resulting stable structure is then wrapped in plastic film to create a secure shroud for the plant while eliminating the large corrugated box previously used.

**C**ustom Paper Tubes (Booth S-6001), as its name suggests, produces custom-designed paper tubes for a wide variety of companies in many industries. Its paper tubes are recyclable, and many of them use recycled post-consumer waste as a percentage of their content.

"That isn't always possible," points out Custom Paper Tubes' director of marketing, Phil Van Duyn. "Food products require clean, food-grade paper tubes. Not all post-consumer waste meets that standard," he says.

One of the company's most recent introductions is its Brite White™ disposable medical mouthpiece, a U.S. Food and Drug Administration-approved device made of 100-percent food-grade material, including no recycled waste. The tube is coated with a proprietary food-grade paper wrap to prevent it from wicking moisture as it is being used, which can cause patients dry mouth discomfort. Tubes are available in various sizes to fit all inhalation equipment and are completely recyclable.

Custom Paper Tubes is an FDA-registered medical device manufacturer, which ensures that it is compliant with FDA Manufacturing Procedures.

"That is necessary to be able to produce the Brite White mouthpiece," says Van Duyn, "but it also helps project to our other customers the high level of quality manufacturing we produce."

Another of the company's newer introductions is its Reveal® line of see-through canisters, which combine the visibility of transparent, food-grade recyclable plastic (polyethylene terephthalate glycol) extruded tubes from a manufacturing partner with the color choices and printability of paper tubes and lids. These attractive canisters are available with inside diameters up to 5 in., in 1-in. increments.

Continued on page 32

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As concern for the environment rises among both shippers and consumers, **Pacific Pulp Molding (Booth S-5062)** has seen inquiries about its molded-pulp protective packaging rise more than 60 percent. Shippers are exploring this alternative to expanded polystyrene (EPS) protective packaging. Several of those inquiries have converted to sales, and the company is currently in the process of expanding its production facility to meet growing demand.

"Molded paper pulp has been

available for years," points out the company's owner and founder, John McNeil, "but sustainability issues have now shone the spotlight on us. Rising costs for EPS, which is petroleum-based, coupled with the recyclability of molded pulp, make us the environmentally sound choice. The new attention has led companies to learn about the superior cushioning protection offered by pulp against both G forces and vibration."

Tests conducted by independent university researchers have shown that

molded pulp reduces G forces significantly more effectively than EPS and dampens vibration three times more effectively.

Pacific Pulp customers, including Bose® Corp., have converted from EPS to molded pulp to cushion sensitive electronic products during shipping and use it for the inside of primary packaging. Increasingly, retailers including Wal-Mart, have attended **International**



Recyclable molded pulp protects delicate products and dampens vibration.

**Molded Pulp Environmental Packaging Assn. (IMPEPA [www.impepa.org])** seminars, in which Pacific Pulp was a participant, to learn more about pulp's advantages: better cushioning; lower cost; and environmental friendliness.

Other advantages include freedom from static electricity and the influence of temperature, and the capability to nest, saving both storage space and packaging assembly time.

While being recyclable itself, pulp is produced from 100-percent post-consumer-recycled paper materials, adding to its environmental benefits. It meets both ISO 14000 and European Green Dot standards, whereas EPS is banned from most European countries.

Pacific Pulp produces both stock forms (candle protectors, edge protectors, etc.) and custom forms designed to meet specific customer needs (for modems, setup boxes, etc.). Custom forms are designed using Solid Works design software that produces three-dimensional drawings. Customers provide the company's engineers with either their product or accurate engineering drawings from which to work.

The attention being given to sustainability has led to the development of new, environmentally acceptable packaging materials and practices in every area of packaging. Many of those will be on display at PACK EXPO Las Vegas in October in the Containers & Materials Pavilion.

To register for PACK EXPO Las Vegas 2007 or to obtain more information, visit [www.packexpo.com](http://www.packexpo.com) or contact PMMI's Show Department at 703/243-8555; fax: 703/243-8556; or e-mail [expo@pmmi.org](mailto:expo@pmmi.org).

■ More information is available:

**Custom Paper Tubes**, 800/766-2527.

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

**HP Specialty Printing Systems**, 858/655-3879. [www.hp.com](http://www.hp.com).

**International Molded Pulp Environmental Packaging Assn. (IMPEPA)**, 262/241-0522. [www.impepa.org](http://www.impepa.org).

**Laminations**, 800/925-2626.

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

**Pacific Pulp Molding**, 619/977-5617.

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

**PACK EXPO Las Vegas**, 703/243-8555.

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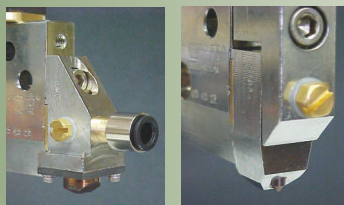
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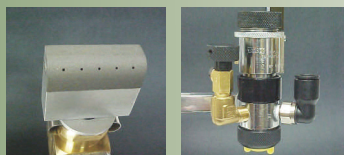
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# sustainability

## Sustainable sourcing of renewable materials

When people talk about sustainable packaging, they typically default to renewable materials as the sustainable solution. But like most things having to do with sustainability, the issue is more complex. The sustainability of renewable materials has as much to do with understanding and managing the systems associated with them, as well as the intrinsic, "renewable" characteristics of the material itself. There are a number of concepts related to renewable resources that are important to understand, and we will explore some of them in the next few columns.

### Renewable materials and sustainability

There are a range of misperceptions and a lack of solid definitions when we get down to the nitty gritty of what we mean by the term, "renewable resources," or "renewable materials." Solar energy, water, air and trees are all considered renewable resources. However, when we are talking about packaging, we are



The sustainability of a renewable material depends ultimately on the productivity of the ecosystem from which it originates.

generally referring to fiber and other bio-based, renewable materials.

Renewable is defined in Merriam-Webster as "capable of being replaced by natural, ecological cycles or sound management practices." This definition leaves the door wide open for what a renewable material might mean. GreenBlue's definition of renewable materials is more precise: "Renewable materials are derived from biological systems and can be biodegraded and readily re-incorporated into the biosphere where they provide nutrients for a new cycle of biological production."

It is worth noting, however, that just because a material is "natural" or renewable does not by default mean it is sustainable. Sustainability implies a balance in a system—between the quality and capacity of an ecosystem to generate materials and the rate with which materials and nutrients are removed from that system.

### Renewable materials and the productivity of ecosystems

The sustainability of a renewable material depends ultimately on the productivity of the ecosystem from which it originates. Some agricultural-based societies have cultivated the same plot of land for a thousand years and understand that sustainable yields depend on the productivity of the soil ecosystem. Forests are no different. Recognition of this critical connection between renewable materials and their foundation in ecological and soil sources is reflected in the forest products and agricultural sectors by certification systems that have been established to promote best practices for the production and extraction of materials with the goal of ensuring the health of the underlying ecosystems.

Extractive-materials industries, by their nature, generate significant environmental impacts, and to date, the forest products and agricultural sectors are some of the first to have recognized and respected certification systems as a way to promote the sustainable sourcing of renewable materials. Certification systems provide an additional measure through which users of renewable materials can support and encourage the use of sustainable practices and materials. This is an important element to consider when using renewable materials. Other extractive industries lag significantly in this regard.

For more information on sustainable sourcing of renewable materials, including forest and fiber products, as well as agricultural products, visit [www.packagingdigest.com/info/renew1](http://www.packagingdigest.com/info/renew1).

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

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# PLEXPACK

## brand security

### Enforcement is key to anti-counterfeiting

Global companies say that increased government enforcement will be the key to winning the fight against counterfeiting and piracy, according to results of a new study released earlier this year by the **International Chamber of Commerce (ICC)** [[www.iccwbo.org](http://www.iccwbo.org)]. The first annual "BASCAP Global Survey on Counterfeiting and Piracy," conducted by ICC's Business Action to Stop Counterfeiting and Piracy (BASCAP) initiative, in cooperation with the Cass Business School, part of City University, London, reflects the feedback of 48 companies, the majority of which operate globally.

"Counterfeiting and piracy are among the biggest challenges facing business today," the study reads. "The problem, however, is particularly acute for firms that trade globally. These firms comprise the greater part of the survey population,



**This issue needs to be moved up on the agenda of every business leader, every trade organization and every policy maker.**

providing first-hand country experience with counterfeiting and piracy, and thus are in a good position to provide an evaluation of the relative strengths and weaknesses of IP [intellectual property] environments in different countries."

Among the main findings of the study are the following:

- Of the 53 countries listed by respondents as having the least favorable IP environment, the four worst performers were China, Russia, India and Brazil.
- The main factors contributing to a country being regarded as having a least favorable IP environment include its unwillingness to fulfill its international IP obligations, as well as the local media's disregard for the importance of combating piracy and counterfeiting.
- Of the 29 countries listed as having the most favorable IP environments, the U.S., the U.K., Germany and France are perceived to be the leaders when it comes to combating IP theft.
- Respondents' rankings of the countries with the most favorable IP environments are based on the effective role of the media in raising public awareness of the issue and on strong public cooperation with enforcement agencies in fighting counterfeiting and piracy.
- In a comparative analysis among the factors contributing to perceptions of a country as having a "most favorable" as opposed to a "least favorable" IP environment, the amount of resources a government omits to enforcement was a primary determining factor, followed by a clear government policy against piracy.
- On the whole, respondents felt that legislation protecting IP is adequate even in countries with poor IP environments. Notes the study, "This reinforces the finding that respondents saw the lack of enforcement, rather than legislation, per se, as the crucial aspect of failure to protect IP in these countries."
- The allocation of more resources to enforcement is seen as by far the most effective way of government's utilization of additional resources.
- Firms see public education as an increasingly important method for combating counterfeiting and piracy.
- Regarding business strategies to rein in the illegal activity, respondents said they spend more than half of their investment on anti-piracy technologies and product differentiation.

Upon the release of the study, Bob Wright, vice chairman and executive officer for General Electric Co. and chairman and CEO of NBC Universal, said: "This issue needs to be moved up on the agenda of every business leader, every trade organization and every policymaker. At risk is every sector of our economy where creativity, innovation and invention drive the creation of economic value and of high-wage jobs."

*The Business Action to Stop Counterfeiting and Piracy (BASCAP) was launched by the International Chamber of Commerce to connect all business sectors and cut across all national borders in the fight against counterfeiting and piracy. For information on BASCAP and to access the complete study, go to [www.iccwbo.org/bascap/](http://www.iccwbo.org/bascap/).*

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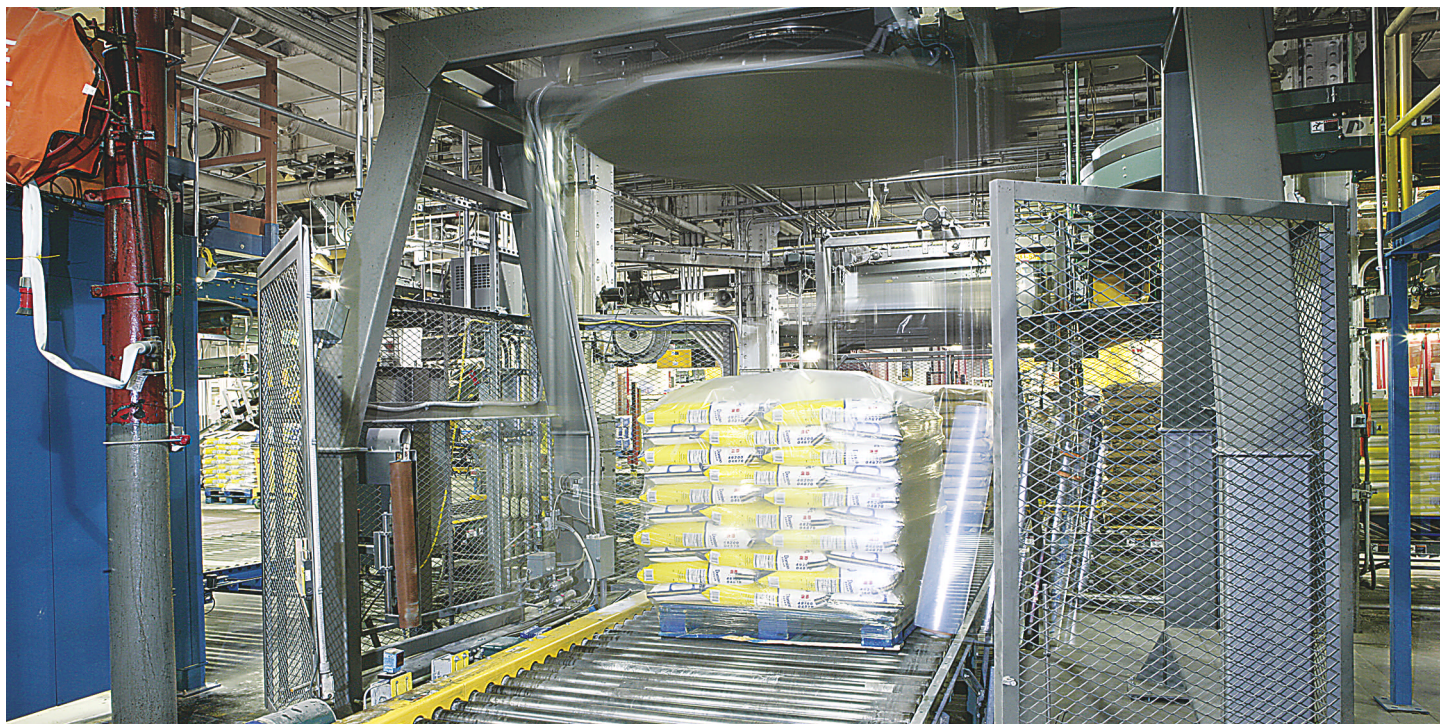


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The company was able to add sophisticated, new end-of-line pallet-loading and stretch-wrapping equipment, left, which helped the plant recover and break earlier records. Viewing the damage, below, many doubted that the 100-year-old Chalmette sugar refinery would ever recover.

Photos courtesy of Orion Packaging.

# Wrapping loads after the storm

After devastating Hurricane Katrina, American Sugar Refining, maker of Domino Sugar, restores its refinery near New Orleans to output more than ever. Its new pallet wrappers do in two shifts what used to take three.

Lauren R. Hartman, Senior Editor

It's not easy to see a silver lining in the clouds of a massive, destructive storm like Hurricane Katrina. Just ask those at the 100-year-old Chalmette refinery, which is owned by American Sugar Refining, Inc., maker of Domino Sugar. The devastating hurricane in August 2005 wrought havoc at the facility in Arabi, LA, only

five miles south of New Orleans. But Chalmette, considered the largest sugar refinery in the western hemisphere, has resurged in a long, painful and incredibly difficult recovery, to say the very least, with nothing sugar-coated about it.

Named after the nearby Chalmette battlefield where General Andrew Jackson defeated the British in the war of 1812, the refinery warred with

Hurricane Katrina and suffered a laborious aftermath. Miraculously, its recovery plan gave it the opportunity to actually modernize the multi-story facility and packaging operation with surprising results.

The reopening was seen as key to maintaining stability for the long haul, because Chalmette produces a whopping 6.3 million lb of sugar daily. A fixture of the



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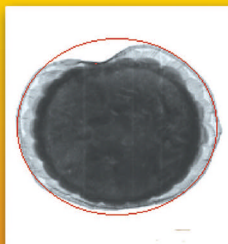
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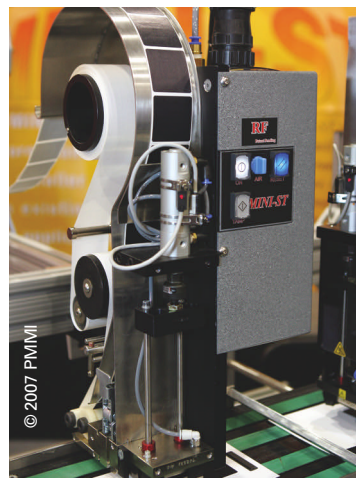
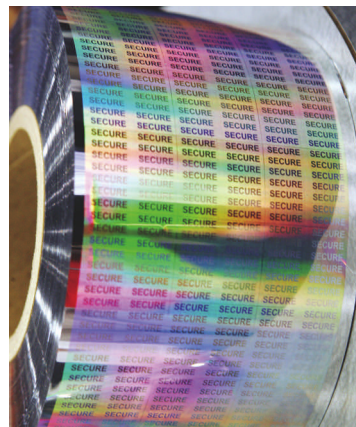


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Pallets, above left, are automatically top-sheeted by a new dispenser before being shrink-wrapped to protect them from dust or contaminants. One of the three new, tower rotary stretch wrappers that carry out the main wrapping functions, above right, can wrap up to 120 loads/hr. The new systems complete in two shifts what formerly took three shifts.

New Orleans community since 1909, the facility is said to refine more than half of Louisiana's cane crop and 100 percent of the Texas sugar crop. It is also claimed to produce about 950,000 tons of finished sugar per year.

Some said it would need a year to fully recover; others doubted that the refinery would ever operate again. The history-making storm had shattered 1,000 windows at the site, ruined seven roofs and damaged 195 railcars, 125 electrical motors and 12 motor-control centers. Miles and miles of wiring had to be replaced. And perhaps the most bitter statistic is that American Sugar Refining lost an astounding 28.5 million lb of refined sugar product and 20 million lb of raw sugar product, which was all swallowed by water.



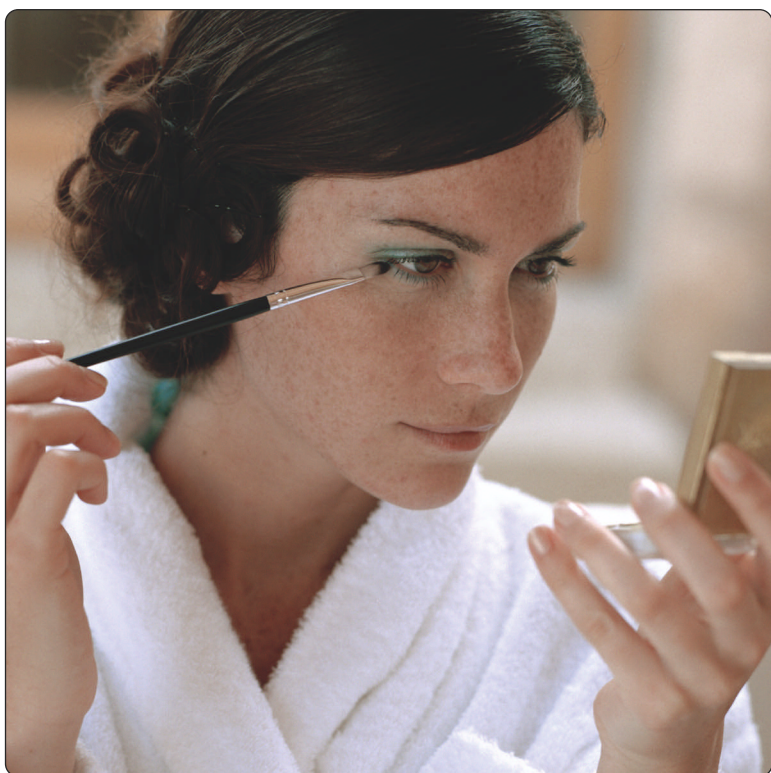
Visit [www.packagingdigest.com/info/domino](http://www.packagingdigest.com/info/domino) to view an in-plant **PALLET-WRAPPING ACTION VIDEO** of American Sugar Refining's end-of-line wrapping and top-sheet-dispensing equipment described in this article.

The first responders to the refinery site in Katrina's wake found a lake of 150,000 gal of dissolved sugar in the company's storage sheds. Up to 5 ft of water had flooded the first floor of many of the buildings in the production complex, including the main refinery building, where the end-of-line palletizing and stretch-wrapping equipment was situated, along with bag-filling

operations for commercial-sized (20-, 50- and 100-lb) sack quantities of sugar. Water ruined numerous electrical motors, controls and communication links and severely damaged the mechanical capability of all of the equipment. To repair the damage required an investment of approximately \$65 million. Hundreds of employees and their families were also displaced—a seemingly hopeless situation.

But rather than downsize or close the facility, the company's managers decided to rebuild—a sweet decision they won't soon forget. Amazingly, the Arabi facility reopened and resumed sugar refining on Dec. 5, 2005—only 98 days after the hurricane. New equipment installations began after the flooded-out

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areas were refurbished and repaired. This not only helped to give hundreds of New Orleans workers an early holiday gift of going back to work, but it also gave millions of American grocery shoppers the packaged sugar they needed.

The company was able to add sophisticated, new, end-of-line pallet-loading and stretch-wrapping equipment from **Orion Packaging Systems** ([www.orionpackaging.com](http://www.orionpackaging.com)) to the sugar-packaging operation. The installation has helped it to recover as well as break all of its previous output records and increase uptime and reliability, the plant states. Orion Packaging's distributor, **Associated Packaging** ([www.associatedpackaging.com](http://www.associatedpackaging.com)), played a key role in the success of the project and the wrapper installations.

There are also four robotic palletizing cells incorporating robotic palletizers from **Fanuc Robotics** ([www.fanucrobotics.com](http://www.fanucrobotics.com)) that can unitize three different loads of the higher-volume retail-sized packages at a time. There are also five new palletizers from **Lambert** ([www.lambertpalletizers.com](http://www.lambertpalletizers.com)) that load bagged products on four-way and block pallets.

The choice to upgrade right away has truly paid off, says plant manager Pete Maraia. "With the new equipment, and especially the higher-speed stretch wrappers, we can now pack as much product for shipment as we did before the storm—but do so in two shifts rather than three," he says. "We're definitely more efficient and productive today, and our energy costs are lower by about three percent. There was less training involved with this equipment, we're enjoying higher efficiencies, and there is less waste. And we like the fact that the service and parts are commercially available, which wasn't the case before." The company has been

able to redistribute the idled, third packaging shift needed for training, service and additional recovery tasks throughout the refinery.

While a wide array of retail-sized sugar packages (in sizes up to 10 lb) is generated from the second floor, the first floor, which included multiwall bagging and palletizing of larger commercial and bulk-product quantities, was severely affected by Katrina. Much of the equipment on

that floor was compromised by the flood waters, and the company says repairs would have taken much longer than upgrading with new systems, and probably would have been more expensive.

But almost all of the equipment brought in to rebuild the end-of-line sugar-packing operation represented an upgrade from what had been destroyed, which included 1970s- and 1980s-vintage equipment, Maraia explains. Thus, Hurricane Katrina had actually advanced a five-year plan of phased

equipment upgrades. Before the storm, Domino had been planning to improve its end-of-line operation and packing equipment, but had trouble finding time to shut down to do it. Katrina changed everything. "We had a five-year plan to replace just about all of the systems," Maraia continues. "Katrina brought that planning to a head. Now, the refinery is more reliable and efficient than it was before the storm."

In the meantime, an "interim" packing operation was established as  
Continued on page 42

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## Sugar plant took 98 days to resume operation

On Aug. 29, 2005, Hurricane Katrina struck the Domino Sugar Chalmette Refinery with winds of up to 135 mph. The following is a timeline of the American Sugar Refining plant's remarkable recovery:

- Sept. 16: The first response recover team was onsite.
- Sept. 19: All 326 employees are accounted for.
- Sept. 28: Diesel-generator electrical power is restored.
- Oct. 12: The last trailers arrive.
- Oct. 27: Service water power is restored.
- Nov. 3: Boilers are back online, generating steam.
- Nov. 14: Employees are able to go back to work.
- Dec. 5: Refining operations resume.
- Dec. 9: The first post-Katrina railcar of product is loaded and shipped.



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a result of the storm that involved a period of hand bundling before the new equipment was installed in phases. The manual handling was also the result of the company's desire to meet customers' requirements with Domino products, it says. Hundreds of trailers were brought in to house employees and their families—and "Chateau Domino" was created. Before the new palletizers arrived, employees palletized the packaged product and wrapped the pallets by hand, determined to return the refinery to production.

Once locating all of Chalmette's employees was completed (many had been evacuated outside of the state), and they and their families were installed in trailers on the refinery's grounds, 12- to as many as 16-hr days became the norm as recovery began, following a task-by-task schedule.

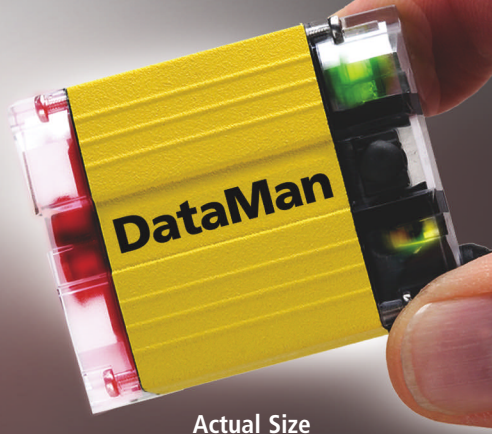
As Maraia explains, there were great logistical challenges in getting the equipment installed and transported to the site because of the flooded-out conditions. "Just getting the workforce in, providing the people with food



A pallet load enters the work zone, above, and the wrapping cycle begins. The wrappers are on what American Sugar Refining calls a 'main highway' of travel in the plant.

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and housing and everything associated with that was an incredibly large task to achieve," he relates. "Much of the cleanup work was done at that time by hand, which involved lifting heavy, damaged equipment out of water, clearing up debris and removing damaged product. Once generators were running, and plant water was restored, things moved a bit more quickly."

Landline phone service wasn't completely re-established until nearly a year after the storm struck and as this writing, landline long-distance service is still not re-established in some areas. Cell phone service took up most of the burden, and a lot of communication continues to be done by cell phone and e-mail, PD is told.

Our communications were crippled, and we had very little electrical power to work with," relates Loretta DuBose, Associated Packaging's specialist serving the Chalmette account. "It was an incredible situation," she says. "We had been evacuated from the area and returned about two weeks after the storm, armed only with cell phones. It took about ten days to clean up the floodwaters. But phones or not, we found ways to communicate with the people at the plant."

But by Dec. 9, 2005, the Chalmette refinery resumed shipping and sent out its first railcar of product (see sidebar on p. 42). The first of the new equipment was installed, and the plant generated 3 million lb of product a day. By March 2006, it was back up to production levels it enjoyed before the storm. "Since then, we have broken almost every record we set, pre-Katrina," Maraia points out.

Associated Packaging took the order for three Orion MA-33 automatic stretch-wrapping systems in November 2005, and the first machine shipped six weeks later on Dec. 28—four months after the hurricane struck—a quick turnaround for a large piece of equipment, especially considering the storm-ravaged region's environment,

American Sugar Refining states.

The high-speed automatic MA-Series shrink wrappers have replaced older pallet-wrapping equipment that Maraia says had been operating at Chalmette for many years. The main wrapping functions are carried out by the three MA-33 automatic rotary tower wrappers that excel in the Orion line for speed, weight capacity and rugged endurance. The refinery needed the machines to wrap loads weighing up to 6,000 lb.

Equipment installations continued, and in early 2006, an Orion MA-55 rotary stretch wrapper, similar in design and performance to the MA-33, was also installed. Designed for wrapping lighter loads (up to 4,000 lb), the machine reaches speeds of 16 rpm. Two Orion HPA-66 automatic turntable stretch wrappers were then added to unitize specialty bag sizes and palletized, commercial-size bags of product that can weigh up to 5,000 lb.

Considered Orion's top-of-the-line system, the MA-33 automatic machine features a rotating wrapping arm capable of handling such loads at up to 30 rpm for a throughput of up to 120 loads/hr. While the robots have helped reduce manual labor, it is here, at the end of the line, that "productivity has significantly increased," Maraia points out.

On the MA-55, the pallets convey to the automatic wrappers, which unitize the loads securely for shipping. The rotary wrapper begins as the pallet is brought to its infeed conveyor. As the pallet is carried toward the stretch wrapper, a photoeye detects its presence, and its safety gates open. The pallet enters its work zone and the safety gates close as the wrapping cycle begins. During wrapping, the film is applied from the machine's Insta-Thread™ film carriage, which has been engineered to prestretch film at a standard fixed rate of 260 percent and deliver it to the load at a constant tension level. The MA-55 is able to wrap loads at speeds up to 70 loads/hr. The machine also comes with PLC controls and a film cutoff feature.

**M**ounted to the overhead rotary arm, the film carriage cycles four times on the top of the load and four times back down for eight revolutions, depending on the height of the load, finishing at its base, PD is told. After the wrap cycle is complete, the film tail is cut automatically with a hot knife that separates the film from the roll, and the load is then conveyed to an exit zone. With the rotary-arm wrappers, a finished, wrapped load can move out and an incoming load can start while the wrapping arm returns to its home position.

The HPA-66 wrappers are platform-automatic, which means they wrap the loads on a rotating platform and allow a forklift operator to place a load and start

the wrap cycle without getting off of the forklift. A forklift driver deposits a pallet load onto the HPA-66 turntable, backs away and without having to take time to dismount, pulls a lanyard that begins the wrapping cycle. When the cycle ends, the HPA-66 clamps, cuts and attaches the stretch film, and the load is ready for pickup.

As the pallet loads convey to the pallet-wrapping stations, they're first top-sheeted on automatic Orion film-sheet dispensers to protect them from sugar dust before they're

shrink-wrapped. Next, they're wrapped securely in the film wrap. "The equipment does a great job of flattening and squaring the loads prior to discharge," Maraia notes.

While refinery employees and their families are still recovering and restoring their homes, and the region's infrastructure moves along slowly and steadily, the huge plant by the river—an economic engine of the St. Bernard's Parish for almost 100 years—is up and running and, the company believes, is working better than ever.

#### More information is available:

Orion Packaging Systems, a div. of Pro Mach, Inc., 800/333-6556.

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

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# End-of-line packaging systems maximize efficiency

Three new, high-speed, fully integrated case-packaging lines handle output from six vertical form/fill/seal machines at a frozen-vegetable plant. Each line handles the output of two vf/f/s machines at a combined rate of 180 bags/min.

Jack Mans, Plant Operations Editor

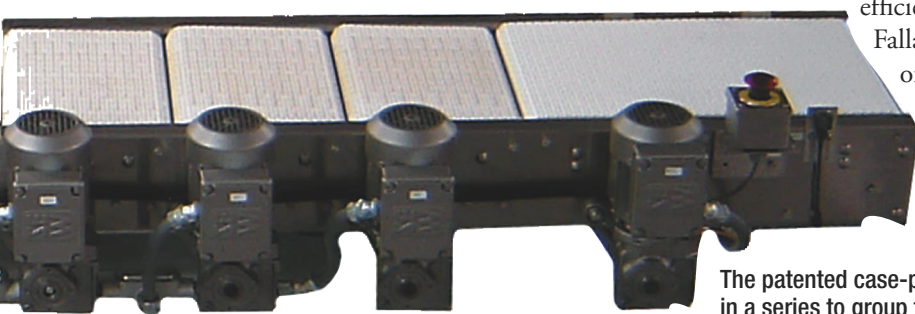
**A** major producer of individual quick-frozen vegetables needed new case-packing lines to handle the output from six vertical form/fill/seal machines. They called on **Fallas Automation** ([www.fallasautomation.com](http://www.fallasautomation.com)) to design and build three new, high-speed, fully integrated case-packing lines to handle increased output from the machines, while maintaining maximum efficiency. With innovative thinking, Fallas supplied the three lines, each of which can handle the output of two high-speed machines at a combined rate of 180 bags/min. The Fallas operation starts where the bags of frozen vegetables

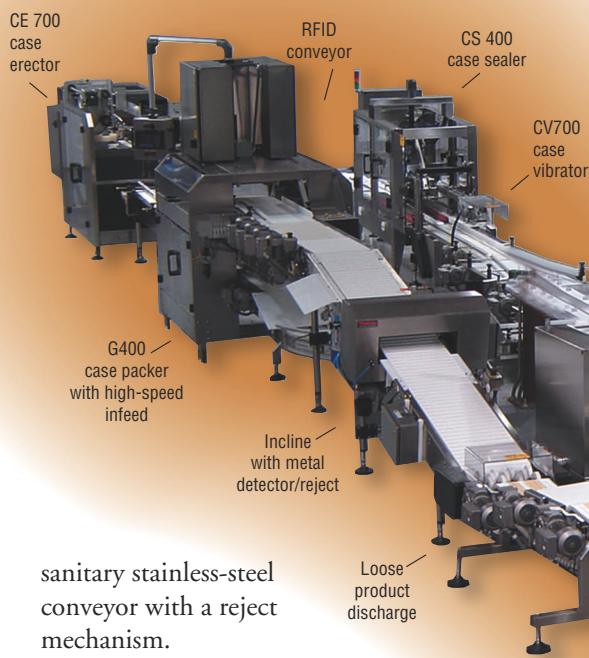
The patented case-packer infeed system utilizes four belts in a series to group the incoming bags.



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discharge from the bagger drop tubes. Fallas provided patented, powered drop chutes for the bags dropping from the machines instead of the typical static chutes. These provide positive control of the bags and prevent bags from rolling or standing up. The bags from one vf/f/s machine discharge onto an upper conveyor, while the bags from the other machine discharge onto a separate lower conveyor. The bags are combined onto the upper conveyor using Fallas' over-and-under combiner system. To prevent loose product from being conveyed to the case packer, bags leaving the combining station pass over rollers that support the bags, but allow loose product to fall into catch pans below. The bags then pass through a metal-detection station, where Fallas integrated the customer's metal detector with a





## End-of-line packaging system

sanitary stainless-steel conveyor with a reject mechanism.

The product then travels to the Fallas Model G400-HS gravity drop packer. The vegetable plant runs a variety of case sizes and configurations, all of which must be accommodated by the packer. One typical arrangement is a 12-pack consisting of three layers containing four bags each. To achieve this arrangement, the bags pass across the patented Fallas infeed system that provides the proper grouping. This system consists of four short conveyors arranged in a series. A sensor counts the bags entering the system and their speed, and it speeds up or slows down the first three conveyors to bring the four bags that make up one layer together in a group. Depending on what the plant wants, the bags can be spaced anywhere from being just slightly touching to overlapping so that they provide a more dense pack.

Corrugated cases are erected at 30 cases/min on the Fallas Model CE700 case erector. Case blanks enter the machine from an easy-to-load magazine, and case opening, squaring and bottom-flap closing are all cam-driven operations. The case bottoms are taped, and the cases drop onto the conveyor feeding the case packer with the open end facing upward. Cases then enter the case packer for loading.

The last conveyor of the product-infeed system, which Fallas calls a bull-nose belt, is actually inside

the case packer, and when the four bags enter the unit, this belt retracts, and the bags drop into a cradle that Fallas calls a Bombay. The bottom plate of the Bombay is split down the center, and the two sides open downward like bomb-bay doors and allow the bags to drop into the case. The drop is minimized by a tool-less, vertically adjustable case conveyor. Filled cases exit the packer and travel to a smart-case cross-push unit that transfers the cases into lugs on a conveyor that squares up the cases.

The cross-push unit has a sensor that detects the lugs on this conveyor, and it times the case pusher, so that the cases enter the lug conveyor between the lugs. This is necessary to ensure the case is square as it passes by the labeler. At this point, the cases are oriented crosswise on the conveyor, so they go past a stationary arm that turns them to travel in the proper length-wise orientation.

Some cases at the frozen-vegetable plant were undersized, so that bags of product protruded above the score line. To remedy this problem, Fallas provided its Model CV700 case vibrator ahead of the Model CS400 case sealer. The vibrator bounces the cases up and down and is also equipped with a plate that descends to push the bags down. This unit is equipped with a plow that closes the front minor flap and a powered arm that closes the rear minor flap. The cases then enter the Model CS400 case sealer, where powered major flap folders close the top flaps, after which the top is taped

Continued on page 46

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## Powerful Packaging





The overhead belt, which Fallas calls a bull-nose belt, retracts to drop bags into a cradle that assembles them into the proper pack pattern. The bottom then opens and the bags drop the case on a conveyor below.

shut. The unit features powered side belts to control the cases.

The sealed cases are conveyed to an integrated RFID station supplied by the vegetable company, where RFID tags are applied. The cases are then transported to a palletizer. The entire system required automated washdown for time savings during sanitary cleanup, so Fallas installed spray nozzles on all of the conveyors.



A plow closes the front minor flap, while a powered rear flap folder ensures positive closure, top. Powered side belts power the cases through the unit. Powered flap folders, bottom, close the major flaps, after which the top is taped shut.

The entire end-of-line packaging system supplied by Fallas Automation is controlled from the programmable-logic controller on the case packer. The operator sets the line speed and operating parameters at this machine. Sensors along the line automatically shut down

**The benefits of using these case-packing systems are labor savings, increased productivity and a proven track record.**

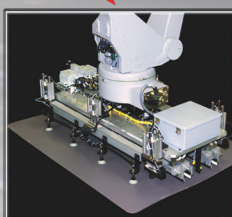
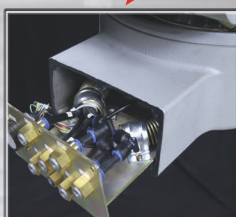
the individual pieces of equipment if cases back up at any point, and the case-packer PLC also communicates with the vf/f/s machines and the palletizer.

"The benefits of using Fallas case-packing systems are labor savings, increased productivity and a proven track record," says Fallas president David Fallas. "Fallas stainless-steel case packing systems were designed from the outset to perform in harsh, washdown environments for many years, with the least amount of maintenance and the highest performance, flexibility and efficiency."

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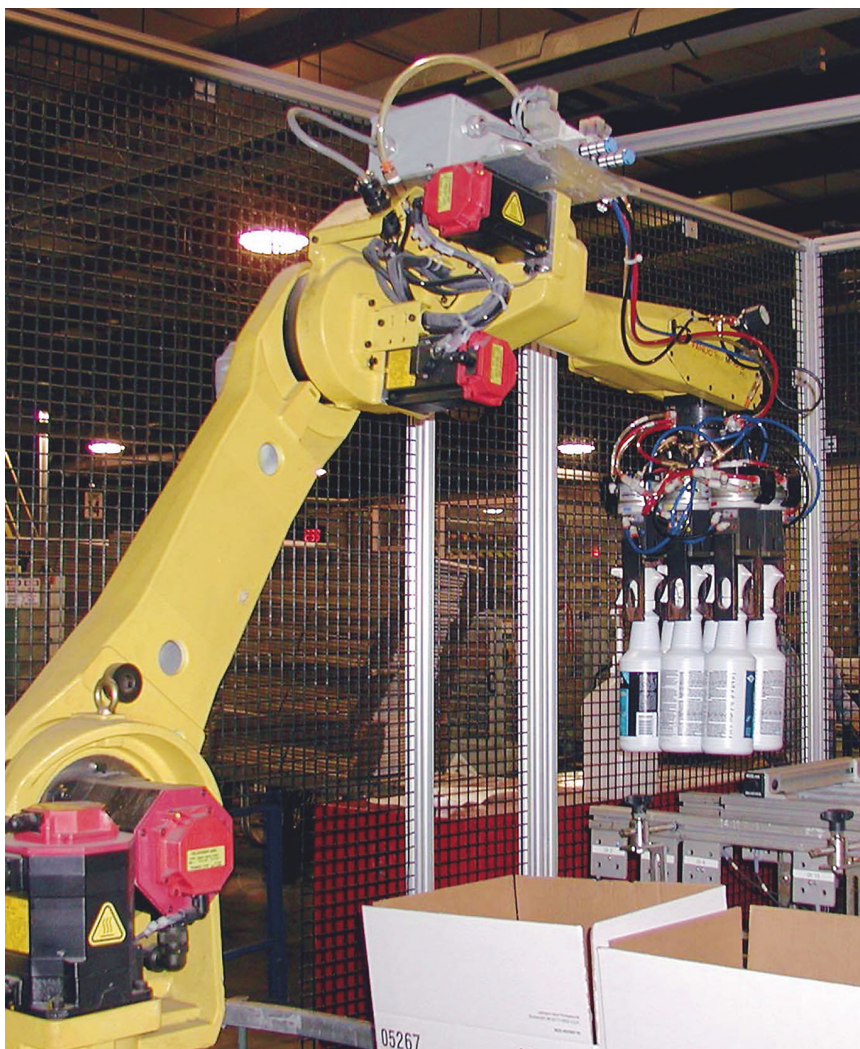
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Inside the case-packing workcell, the six-axis articulated robot uses its arm to reach over incoming, empty shipping cases to grip a half-dozen filled spray bottles and orient them before placing them in one of the shippers. The loaded case then exits to be taped closed.

## Chemical company automates casing with robotics

A robotic cell that packs chemical containers into corrugated shippers eliminates repetitive manual tasks at U.S. Chemical's plant in southern Wisconsin. The system's six-axis robot was integrated with existing bottling equipment.

Lauren R. Hartman, Senior Editor

**P**erhaps the largest supplier of privately branded specialty cleaning chemicals in the nation, U.S. Chemical's plant, in Watertown, WI, packages products, including liquid and powder cleaner formulas and stain removers, in plastic containers that range from sprayer-topped bottles to quarts and gallon jugs. Used for ware washing, laundry, housekeeping and janitorial services in hospitals, hotels, universities, commercial laundries, restaurants and other institutions/foodservice areas, the products were at one time packed by hand, which involved plenty of repetitive functions.

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# RENNCO

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operator fatigue setting in."

Prior to accepting the new system, Dourlain says U.S. Chemical sent a group to Promotech for training. "They did a dry run, and that gave us some exposure on how the machinery operated," he recalls. "After the system was put into place, our operators had a good understanding of how to make it work in our facility."

Dourlain adds that the company was able to automate the bottle-loading and packoff operation and transfer the case-packing staff to other areas. "We were

able to re-assign these employees to other areas [within our facility] where we needed extra assistance or weren't yet ready to automate," he says.

Onstream in February 2006, the robotic case-packing cell has streamlined the bottle-packing process, handling various lightweight plastic bottle sizes and shipping-case configurations. Promotech built several gripper types to accommodate various bottle and case configurations.

"I recall at least five different grippers that we provided, which require about

ten minutes to physically change over, along with a program [setup] change," says Corey Long, automation engineer at Promotech.

In operation, the filled, capped or sprayer-topped bottles and empty cases simultaneously approach the robotic cell on parallel conveyors.

**T**ransported from filling and labeling stations, the bottles are diverted onto two adjacent tracks or lanes as they enter the

Continued on page 50

Empty shipping cases flow into the robotic pick zone on one conveyor while filled cleaner bottles move in the same direction on another.

Not any more. Today, a newly automated case-packing line incorporating a robotic cell system from **Fanuc Robotics** ([www.fanucrobotics.com](http://www.fanucrobotics.com)) was put into place with U.S. Chemical's existing filling, capping and conveying equipment by Fanuc system integrator **Promotech, LLC** ([www.promotechgroup.com](http://www.promotechgroup.com)). Promotech, in turn, partnered with **SICK, Inc.** ([www.sickusa.com](http://www.sickusa.com)) to incorporate several types of sensors within the robotic cell.

In addition to safety guarding and an inbound bottle conveyor that meshes with an exiting conveyor for a smooth transition, both of which were designed by Promotech, the robotic cell houses a single-arm M-16iB Series articulated, six-axis robot, equipped with a set of interchangeable grippers to pack corrugated shipping containers automatically, replacing a manual operation that has been in place for



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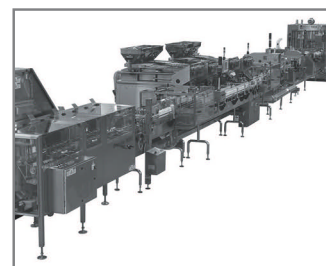
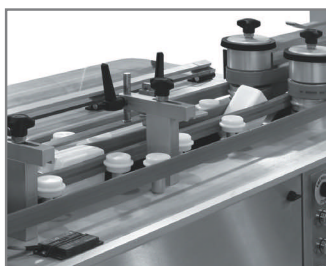
about eight years.

Originally, the cleaner bottles conveyed from filling stations to a manual packoff section where they were typically loaded in counts of four or six into awaiting shippers that were erected automatically. Line operators lifted the bottles from the conveyor and placed them into the cases, which were quickly closed and sealed. But as product volumes and the variety of products and containers grew, it became necessary for U.S. Chemical, a JohnsonDiversy company, to add a second shift and add another operator.

U.S. Chemical says there was a lot of repetitive motion to these manual case-loading tasks. To improve its packaging adaptability and to stabilize operating speeds and eliminate the labor-intensive functions, the company brought the case-packing operation in-line, says plant lead Robert Dourlain. "Increased speed wasn't really a factor, but automating the operation gives us the consistency we need, and we don't have to worry about

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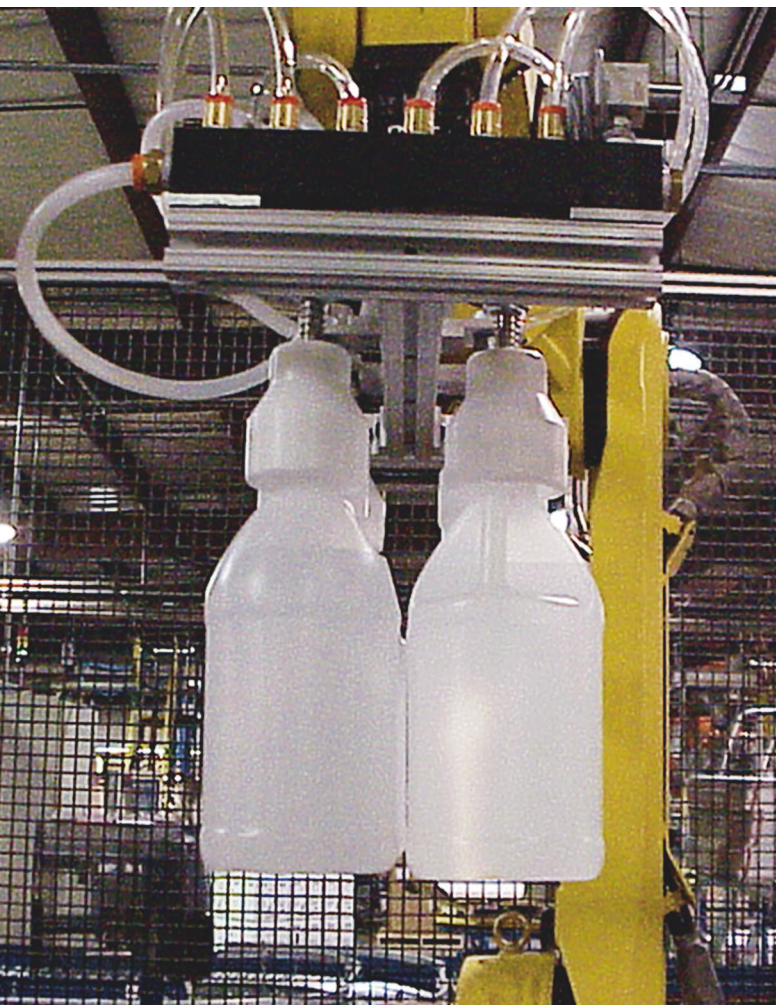
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Here, one of the robot's custom bottle grippers uses inflatable bladders and a spring compliance to load multiple cleaner bottles with ease into an awaiting shipping container.

## Automating gives us the **consistency** we need and we don't have to worry about operator fatigue...

robotic cell. Sensors on each side of the tracks are set to detect when the bottles are in place on the tracks. Meanwhile, the shipping cases convey into position in the cell. When the sensors show the proper number of bottles are present to fill a case in position, the robotic arm then grips them and adds them to the next case in line. The sensors can also detect if there is no bottle in loading position and allows the next group of bottles to move ahead on the line.

**D**ourlain points out that while the U.S. Chemical team had no previous experience with this type of equipment, it found the system easy to learn to operate. "A maintenance person checks the setup if they encounter any issues, but the operators continue to learn the skills needed to perform more of the setup and changeover between containers themselves. In addition, Promatech is able to provide technical support when we need it."

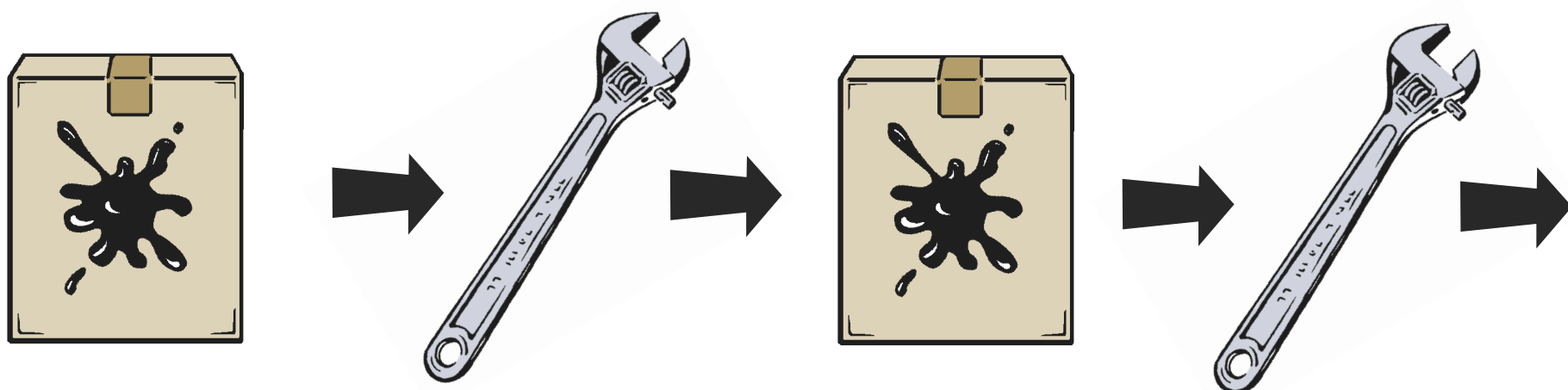
The modular M-16iB Intelligent Robot is electrically servo-driven and can rotate 360 deg from its Axis 1 base. Designed to handle payloads up to 20 kg (44 lb) and reach items from 1,885 mm (about 74.21 in.), it offers repeatability of

$\pm 0.08$  mm at full speed. The system is outfitted with Fanuc's iPendant teaching tool, what U.S. Chemical operators use to program it and to make operating adjustments. The Windows®-based, color teach pendant is Internet-ready and comes with Fanuc's Handling Tool Software and Programmable Machine Control (PMC) software.

"An operator can select a program in a few seconds," explains Long. "Each program is stored in the system's memory so can be found easily."

Running two shifts a day, five days a week, the end-of-line casing operation usually packs different product formulas according to bottle size, Dourlain adds. "We try to run formulas that all come in quart bottles or gallons or spray bottles together, to get a longer running time without changing the tooling." It takes about 10 minutes to change the robot's end-of-arm effector unit but Dourlain expects to cut that time in half through some planned modifications to the attachments. Production run time varies, but typically averages to be one or two shifts per container, he reports.

"U.S. Chemical wanted to use a single robot to pack cases of several different types of bottles in various multiples," explains Long. "We often provide tool changes, but a lot of the production



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runs don't change often enough to justify that," Instead, the equipment integrator created a number of different work or job holders that could be changed to accommodate the different bottles. "They aren't all uniform bottle shapes and sizes," Long points out. "Some have spray handles, and there are balance issues. If you pick the bottles up on center, they can sometimes tilt one way or another, so we added stabilizers and other features to the equipment."

**A**nother consideration was the behavior of the bottles during robotic handling. "Each program is unique to each bottle," Long explains, "because there are forces that act on the bottles when the robot moves at different speeds. We had to finesse speed acceleration and deceleration, because if the system picks up a bottle off the line and moves as fast as it can, inertia and momentum will act on the bottle and its contents. That could make it difficult to position the bottles properly in the cases."

Long says that floorspace at the plant was another consideration. The robotic workcell was designed to fit into a spot where the manual case packing had been located previously. This is a tight area, since



Running two shifts a day, five days a week, the robot (behind the safety fencing) fits into a tight space where the earlier manual packing was performed. Cage doors require special key access.

the case line, which transports erected cases toward the loading workcell, runs right alongside the bottle conveyor. "Consequently, the robot arm must reach over the cases to pick up the bottles and bring them over the case and place them inside. U.S. Chemical developed a case-flap spreader to ensure that the case flaps are always completely open when the cases reach the robot."

Sick, Inc., also installed various sensors and safety

devices within the robotic cell to monitor and control container placement, protect line operators and others and to prevent disruption of operation. Its WT4-2P330 proximity/diffuse sensors signal when bottles and cases are introduced to the robot and reach the proper location for case packing. The sensors also verify that the bottles are in the correct pack pattern and orientation. Doors on the cell's cage are equipped with SICK E1000SK1 safety key devices so that when an operator needs to enter the cage, she activates a "request-to-enter" button, and the program sets the robot on "pause mode" at a convenient point in operation, to allow the operator to use a special key to open the doors. The robot will not restart until the key is used again, to ensure safety.

**More information is available:**

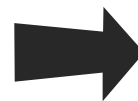
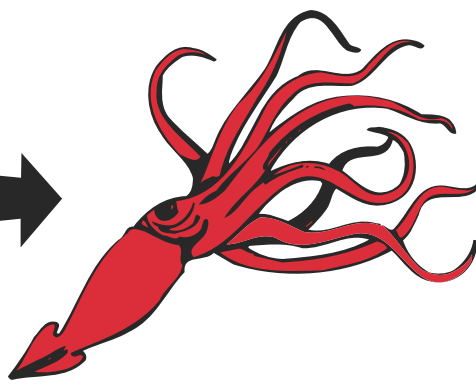
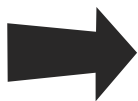
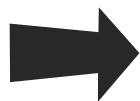
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[www.fanucrobotics.com](http://www.fanucrobotics.com).

Promatech, LLC, 262/797-8388.

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# Multisensory packaging has the magic touch

Appealing to consumers' five senses through innovative packaging techniques can result in increased brand loyalty and greater impact at point of sale.

**S**ensuality is enticing, which is why producers of brand-name goods are increasingly banking on differentiation through point-of-sale (POS) packaging that appeals to all human senses. Multisensory is more than just a new buzzword in

packaging design.

When affection develops between two people, a multisensory situation occurs: The five senses of touch, taste, smell, sight and sound come into play. After the proverbial "first glance" come tactile, acoustical, olfactory and gustatory stimuli that arouse the "ultimate emotions." And since the latest research findings tell us that the brain ignores brands, producers of brand-name goods and packaging experts are well advised to appeal to consumers at the POS in a multisensory manner by using their products and packaging to stimulate and arouse emotions.

Those who make their brand multisensory send a bundle of signals that the brain directly converts into buying impulses. The results are staggering. When consumers can recall multiple sensory impressions that a product has conveyed, brand or product loyalty is around 60 percent. But if only one sensory impression is conveyed and recalled, this value is halved. And so, multisensory strategies to attract and hold customers use touch, taste, smell, sight and sound to make brands appealing and to influence buying decisions both cleverly and selectively.

Because direct contact between the consumer and the goods takes place at the POS, this is the opportunity, and indeed the task of packaging above all, to turn sensory stimulation into a buying



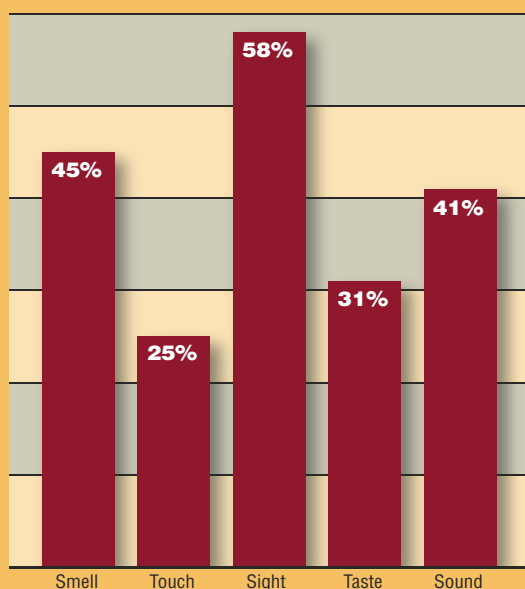
## That Chanel sound

This package for the perfume classic Chanel N° 5 not only looks valuable, it sounds valuable as well. When the package is opened, a magnetic mechanism produces a pleasing, high-quality sound. Elisabeth Warkus took first prize in the Multisensory Packaging competition held at the 6th Pro Carton Congress with this bright idea.

impulse—a volatile yet so far virtually unknown topic.

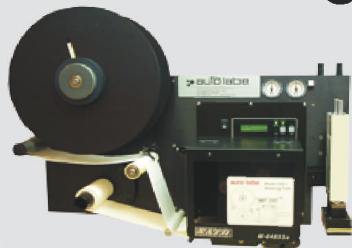
**T**he 6th Pro Carton Congress, held last year in Germany by **Pro Carton** ([www.procarton.com](http://www.procarton.com)), the European Association of Carton and Cartonboard manufacturers, dealt extensively with multisensorys. At the event, renowned experts spoke about mechanisms and possibilities, and they emphasized the significance of a multisensory consumer approach for branding, marketing and packaging. They also made clear what an enormous, untapped potential there is for a new generation of branding and packaging design, and suggested ways to take advantage of this.

Relevance of the senses for the buying decision



Source: Pro Carton

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## Fragrance for iPod

With its flaky surface and seal, this iPod carton has the appearance of a food-preservation package. When it's opened, a breath of fragrant spring air surprises the consumer. This idea from Siren Elise Wilhelmsen won her third place in the Pro Carton Congress Multisensory Packaging competition last year.



One of these speakers was Martin

Lindstrom, who is hailed as a "World's Brand Futurist." Lindstrom opposes the customary overestimation of sight and makes it clear that smell, with a 45-percent impact, sound (41 percent), taste (31 percent) and touch (25 percent) are just as relevant for the buying decision as sight (58 percent). Lindstrom forecasts that two out of every 10 of the world's leading producers of brand-name goods will soon analyze and redefine their so-called brand signature. This will result, he says, in multisensory strategies to secure sustained loyalty for their brands—and thus to secure their existence as well. This, of course, also means optimizing the design of their product packaging as a component of branding.

Specialists Oliver Figge and Jens Ole Kracht from **MetaDesign** ([www.metadesign.de](http://www.metadesign.de)) have come to similar conclusions and recommend multisensory brand management, which they claim can considerably increase brand attraction. Say Figge and Kracht, "The dominance of classic advertising is over. Spreading the advertising budget over many media forms has had its day. The solution is not more communication with brighter and brighter pictures, which means ever-increasing advertising costs. The challenge is not to expand communication but to make more effective use of existing resources. Direct and targeted communication is where the future lies."

And what can be more direct and effective than a product's packaging? Probably no other advertising medium can. After all, it's the packaging that is face-to-face with the consumer in the moment the buying decision is made.

Dr. Hans-Georg Häusel of **Gruppe Nymphenburg** ([www.nymphenburg.de](http://www.nymphenburg.de)) is among the world's leading experts in applying findings from brain research to

questions of consumer behavior, marketing and brand management. The findings he presented at the Pro Carton Congress tally with the convictions of Lindstrom, Figge and Kracht. "A brand, product or service transmits many signals and stimuli, so-called cues, that consumers are often not conscious of but which are nevertheless highly effective," says Häusel. "Those wanting to animate and fascinate their customers and gain an unassailable lead over the competition must pay attention to the total selling process, starting with the brand and continuing with the smallest product detail

and going right through to presentation of the product on store shelves."

With the new study "The 2006 Shopper at POS," Dr. Stefan Müller of the market research institute **Information Resources, Inc. (IRI)** ([us.infores.com](http://us.infores.com)) confirms that multisensory components in packaging design stimulate the buying impulse and influence the decision between products. One example he cites of a successful product is Celebrations®

Continued on page 54

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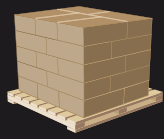
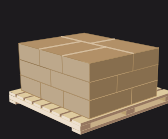
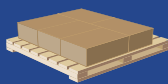
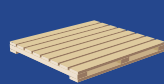
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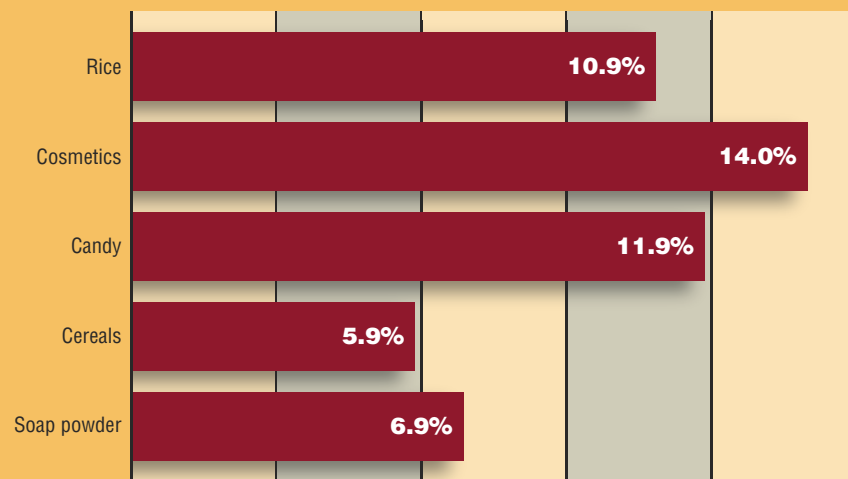
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## How much extra are customers prepared to pay for multisensory packaging?



Source: Pro Carton

Chocolates from Masterfoods. This product is presented in an octagonal package with a striking red-and-gold color scheme, a window to view the product, exciting rustling sounds and a foldout tray. These features, he notes, provide a combination of signals and stimuli that strongly appeal to consumers and thus have generated a very high market share for Celebrations. This example impressively proves the results of the study: More than 60 percent of consumers want multisensory packaging and are prepared to pay for it.

Already today, there are many highly innovative possibilities to meet the demand for multisensory appeal at POS via the carton material, the sales packaging and the POS display. There is already a lot of product packaging that demonstrates the potential of appealing to the five senses by using modern packaging technology. The manifold combinations of construction and graphic

## When consumers can recall **multiple sensory impressions** that a product has conveyed, brand or product loyalty is around 60 percent.

enhancement provide an almost unlimited scope for multisensory packaging design. These include carton quality (surface structure and smoothness, rigidity to withstand crushing), printing (printing process, colors, scented coatings), enhancement (foil laminating, foil stamping, relief embossing, coding), die-cutting, gluing, window patching or sound effects.

All experts at the Pro Carton Congress were unanimous in their message: Multisensory is one of the most effective, future-oriented strategies for successful branding and packaging, especially for POS packaging made of paperboard.

*This article was written by Jürgen Bihler and was reprinted with permission from issue 21 of expressis verbis, a publication of MAN Roland Druckmaschinen AG.*

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# Pack action goes east

**P**ackaging becomes the focus next month when EastPack 2007 opens in New York City. The latest technologies in packaging will be on exhibit, including machinery and machinery components, containers, materials, custom automation technology, packaging services, computer software and robotics. EastPack also features four product-specific pavilions: Cosmetic & Personal Care Packaging; Medical/Pharmaceutical and Nutraceutical Packaging; Material Handling & Logistics; and Contract Packaging & Outsourcing Services.

Show hours are 10 a.m. to 4 p.m. on June 12 and 13 and 10 a.m. to 3 p.m. on June 14.

Registration for EastPack includes free admission to the co-located ATX East (automation), MD&M East (medical design and manufacturing), PLASTEC East and Atlantic Design & Manufacturing shows. The MD&M show features a conference program beginning on Monday, June 11, running for four days. Separate registration for the conference sessions is required.

Advance online registration for the show is free, and online registration stays available during the show. On-site registration costs \$55. Registration opens at 8 a.m. on the first two days of the show and at 8:30 a.m. the last day.

For more information or registration, visit [www.eastpackshow.com](http://www.eastpackshow.com) or contact the show's organizer, Canon Communications, at 310/445-4200 or [www.canontradeshows.com](http://www.canontradeshows.com).

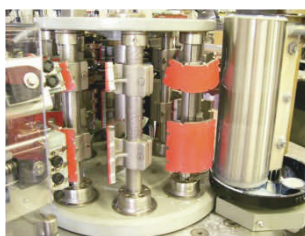
The following exhibitors have a marketing message in this issue:

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All Packaging Machinery-4632, p. 9  
Auto Labe-4475, p. 52  
Caplugs-4422, p. 30  
De Sta Co Div.-3338, p. 26  
Greydon-4717, p. 60  
Imaje Ink Jet Printing-4433, p. 18  
Kaeser Compressors-3320, p. 13  
Kaufman Container-4239, p. 53  
Multivac-4301, p. 65  
PLEXPAC-4201, p. 34  
QuickLabel Systems-4316, p. 7  
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Videojet Technologies-4501, p. 15  
Zebra Technologies-4801, p. 21

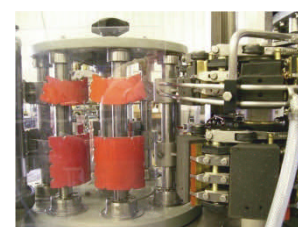
EastPack 2007 brings together packaging machinery, materials and services to New York City, June 12 to 14 at the Jacob K. Javits Convention Center.

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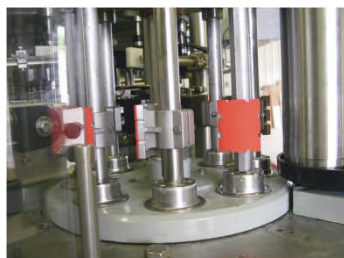


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Lab engineer Yongquan Zhou observes a package undergoing a compression test.

# FedEx lab offers creative shipping package solutions

As more products are shipped from China to the U.S., the FedEx Packaging Lab designs cost-efficient packaging alternatives to protect products during their hazardous journey.

China's presence in the package-shipping business is expanding rapidly, reflecting the country's export explosion, estimated at \$1 trillion annually—up 200 percent in just four years—and its strong double-digit, annual domestic packaging growth. According to information from Chinese manufacturers and shippers, their goal is to provide packaging solutions that rival those found in fully developed countries.

But no two packaging concepts are alike. For the Chinese, quality control persists as an issue because of unique problems with their packaging materials. One dilemma is that in China, unlike in the U.S. and elsewhere, there is a shortage of virgin tree-fiber material that can be used to make boxes. Instead, the Chinese must turn to other less durable sources of fiber, including nonwood fibers such as wheat, bamboo and rice straw. These nonwood fibers account for nearly 85 percent of the pulp the country produces.

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Lab engineer Yongquan Zhou performs a drop test on a package to determine how well it can withstand shock.

Another issue is that because expanded polystyrene foam (EPS) is a low-cost and easy-to-manufacture material, most Chinese companies use it as the main cushioning material to protect fragile products during shipping. Unfortunately, not only does EPS have a negative impact on the environment, but it also provides less-than-adequate protection for many heavy, fragile products. However, alternatives to EPS are either cost-prohibitive or hard to find.

Most packages sent from China to the U.S. must absorb some degree of shock, vibration and compression

**Packaging engineers are constantly being challenged to develop distribution packaging that **limits shipping damage.****

and must withstand other distribution hazards during transportation. These may not appear to be significant issues during the initial phases of the distribution cycle, when products are bulk-transported to the U.S. in sea containers. But many problems arise after these shipments arrive at

U.S. ports and are broken down and shipped individually or in small quantities through small parcel express or other distribution environments. Each of the above distribution hazards can lead to damage if a package isn't strong enough or if there is not enough cushioning. One solution to these problems would be to put the package inside another, larger and stronger box with additional packaging protection. But this, of course, adds to packaging and shipping costs.

**E**nter the packaging engineer. Packaging engineers are constantly being challenged to develop distribution packaging that limits shipping damage. The packaging engineer is vital to both shippers and carriers, as the economic impact of damaged goods and losses can be significant.

FedEx Corp., which delivers millions of packages daily, says it offers shippers a unique service to help them deal with unusual packaging dilemmas. FedEx

Packaging Design and Development services, more commonly known as the FedEx Packaging Lab, is staffed by seven engineers and by other staff members with expertise in all aspects of packaging—from package loss and damage prevention to distribution packaging for computers and electronics, furniture, exercise machines, automotive parts, flowers and seedlings, foods, medicines, medical devices and many other commodities.

Continued on page 58

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The testing process takes between four and seven business days, during which each package is tested for manual and mechanical handling. The tests determine if a package is likely to withstand the transport and handling stresses created by sorting machines, plane mechanical systems and road conditions. To pass, a package must successfully go through three rounds of testing: drop tests (or incline impact if

it is a freight shipment), compression tests and vibration tests. Drop tests are used to demonstrate that a package can withstand shock; compression tests determine if a package will hold up when in transit; and vibration tests simulate the conditions of truck and air-travel environments to ensure that a package can survive during transport.

The lab is equipped with state-of-the-art package testing and design equipment and instruments used to provide a variety of standard and

customized package testing, package design and other package engineering services to FedEx internal and external customers.

Testing equipment used by the lab includes a PDT-56ED small-drop tester, a PDT-300XP heavy-drop tester, a Model 122-15K compression tester and a Model TTV random vibration controller, all from **Lansmont Corp.** ([www.lansmont.com](http://www.lansmont.com)); a PTV-36 hydraulic vibration tester from **L.A.B. Equipment, Inc.** ([www.labequipment.com](http://www.labequipment.com)).



At the lab, FedEx engineers design packaging to protect items such as this chair during shipping.

com); and a 1250V rotary-vibration tester and a C-400 inclined impact tester from **Gaynes Labs, Inc.** ([www.nrinc.com/gaynes/](http://www.nrinc.com/gaynes/)). A Kongsberg CM1930VL/GC700 sample maker from **Esko-Graphics** ([www.esko.com](http://www.esko.com)) is used in the design of packaging solutions.

After testing and based on the results of these tests, a customer's packaging gets either a "thumbs up," or the lab provides the customer with packaging recommendations that can



To learn about new **RECYCLABLE PACKAGING** for wine approved by FedEx, go to [www.packagingdigest.com/info/winepacks](http://www.packagingdigest.com/info/winepacks)

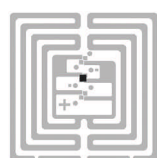
range from a simple solution to a new package design.

FedEx says it doesn't want a package to sustain damage during shipping any more than the customer does. The lab's engineers routinely identify root causes of shipping damages and develop 80 to 120 packaging structures a year, including many unique package designs for specific commodities.

For example, the lab's engineers developed a package concept for the flower industry that can be adjusted for varying seedling heights, making this an industry-standard package. For laptop computers, the engineers developed a protective, cushioned, laptop kit, which FedEx says has also become the standard for shipping laptop computers.



One FedEx customer, Dallas-based Keys Fitness Products, L.P., discovered that a lot of damage was occurring to its



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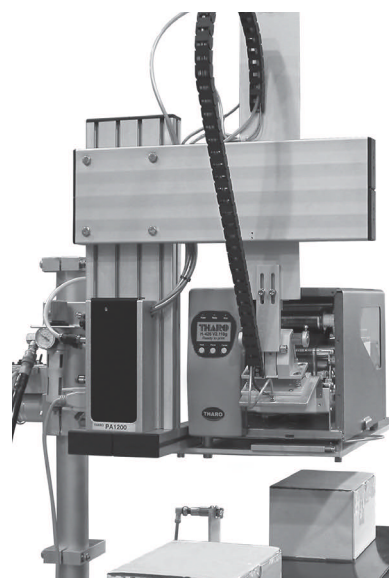
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exercise treadmills during their shipment from China to the U.S. FedEx lab engineer Yongquan Zhou worked with the U.S. distributor and the Chinese manufacturer to redesign the packaging. The manufacturer was using bubble wrap around the large, 98-lb container as a band-aid for poor inner packaging.

"After examining the packaging and discovering that the structure and the sensitive operational electronics failed the lab's drop test, the packaging lab recommended that the customer change the inner-pack materials and increase the strength of the case holding the treadmill," relates Zhou. "We recommended a stronger, honeycomb-style material and corrugated pads, which were glued together to substitute for EPS, as well as the use of multidimensional banding around

**Over-packaging a product is often used as a band-aid solution, but this method can increase shipping costs exponentially.**

the container to hold it together more firmly and an increase in the quality of the containerboard.

"We first sent e-mails of these recommendations to the manufacturer through the U.S. distributor, and the manufacturer then translated everything from English to Chinese. Follow-up conference calls were also arranged, but there was still confusion, until I visited the treadmill manufacturer and talked to the packaging officials about their challenges. Being able to discuss their packaging issues face-to-face and to provide hands-on training at the production site made a big difference with the treadmill packaging and other shipments. A prototype of improved treadmill packaging was made and tested at the FedEx Packaging Lab. We completed a post-test inspection to validate that the structure and the operational electronics for the treadmill weren't damaged.

"According to the manufacturer, the new packaging not only performs better and has less impact on the environment, but it also is comparable in cost to the previous packaging."

In another challenge, Dallas-based retailer Neiman Marcus discovered that when it had statues of Kuan Yin, the Chinese goddess of compassion, shipped to the U.S. from China, the statues were often damaged on the bottom, even though a great deal of EPS was used as packing. According to Zhou, the

solution proved relatively simple. FedEx Packaging Lab engineers notched a bit out of the bottom of the container to soften any impact on the statue, which was still protected by EPS. As a result, the number of damage claims dropped off sharply.

**W**ith the number of products made in China on the rise, packaging challenges like those

encountered by Keys Fitness and Neiman Marcus are occurring more frequently. Over-packaging a product is often used as a band-aid solution, but this method can increase shipping costs exponentially.

According to the FedEx Packaging Lab, the best packaging solution to protect products during shipment often lies with a design that is customized specifically for that particular product, using creative alternatives and materials.

**More information is available:**

**Esko-Graphics**, 937/454-1721.

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

**Gaynes Labs, Inc.**, 708/233-6655.

[www.nrinc.com/gaynes/](http://www.nrinc.com/gaynes/).

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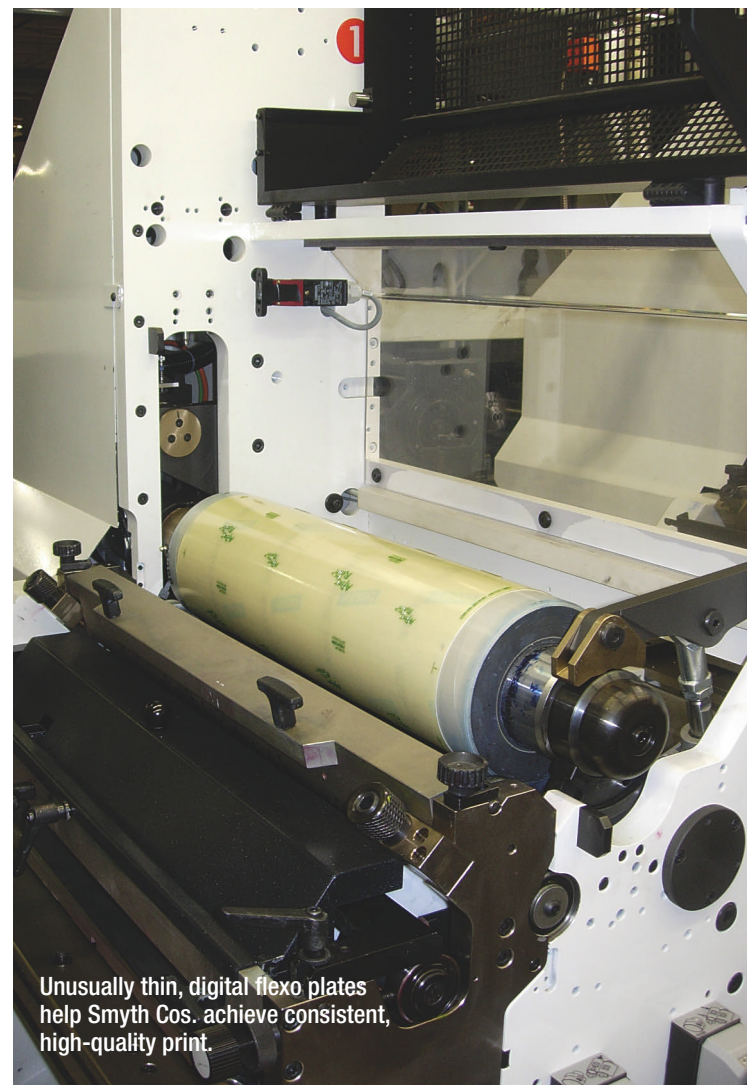
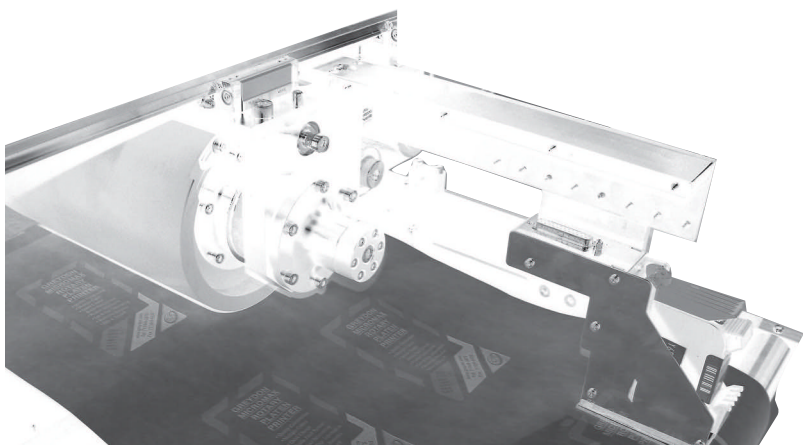


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# Servo-driven press keeps converter cool

Smyth Cos.' new servo-driven ultraviolet flexo press keeps tension under control for a range of substrates.

Mark Spaulding, Editor-in-Chief, *Converting*

**T**he market today is really pushing us to become a very low-cost producer," says William Weernink, vp of operations for Smyth Cos., Inc. ([www.smythco.com](http://www.smythco.com)),

recounting the converter's history of adopting ISO certification, a Six Sigma program and numerous waste-reduction efforts. "We really focused on the [printing] press, and to get to the next level, we needed to become servo-driven," he adds.

The Minneapolis-based label maker did just that with the first U.S. installation last fall at its headquarters facility of a Varyflex ultraviolet flexo rotary-screen press from Omet ([www.omet.it](http://www.omet.it)), represented in the U.S. by Matik North America ([www.matik.com](http://www.matik.com)). The 20.5-in.-wide, 10-color system "is the next step up in

technology for narrow- and mid-web presses," Weernink says. "It allows us to print high-quality graphics quickly and efficiently using servo drives."

**The market today is really pushing us to become a very low-cost producer.**

Smyth Cos. operates plants in Minnesota, Virginia and Colorado. Along with glue-applied and pressure-sensitive primary labels, it also prints and converts promotional in-pack and on-pack coupon and booklet labels and point-of-purchase displays. Its end-use markets include food and beverage, personal care, household

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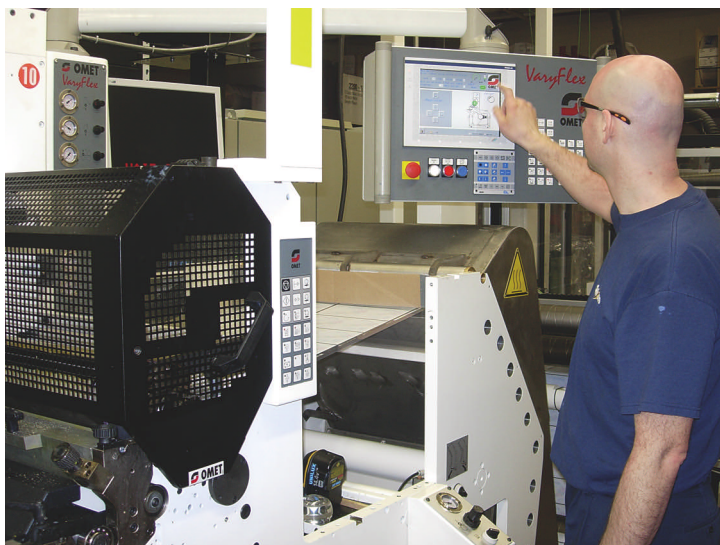
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A press operator uses the central control system on the servo-driven, U.V.-flexo, rotary-screen press at Smyth Cos.' Minneapolis label-printing facility.

products and beer, wine and spirits.

While servo technology has been available for several years, in the last five years, the ability of the servos to communicate with each other on the press has risen dramatically, Weernink explains. European pressmakers' longer experience with servo systems also drove Smyth to consider a foreign manufacturer, despite it being primarily an operator of U.S.-made presses.

"In Omet's case, they had a lot of background in tissue and napkin machinery," he points out. "They weren't necessarily your narrow-web expert, but they were experts in tension control via servos. We felt they would continue to innovate."

Adds Scott Farkas, director of new product development for Smyth, "They're able to run nonwovens at high speeds. That says they understand tension control extremely well because they're printing on those substrates as well."

The kind of complex, multilayer booklet labels that are a staple of Smyth's business benefit from the precise, infinite tension control the

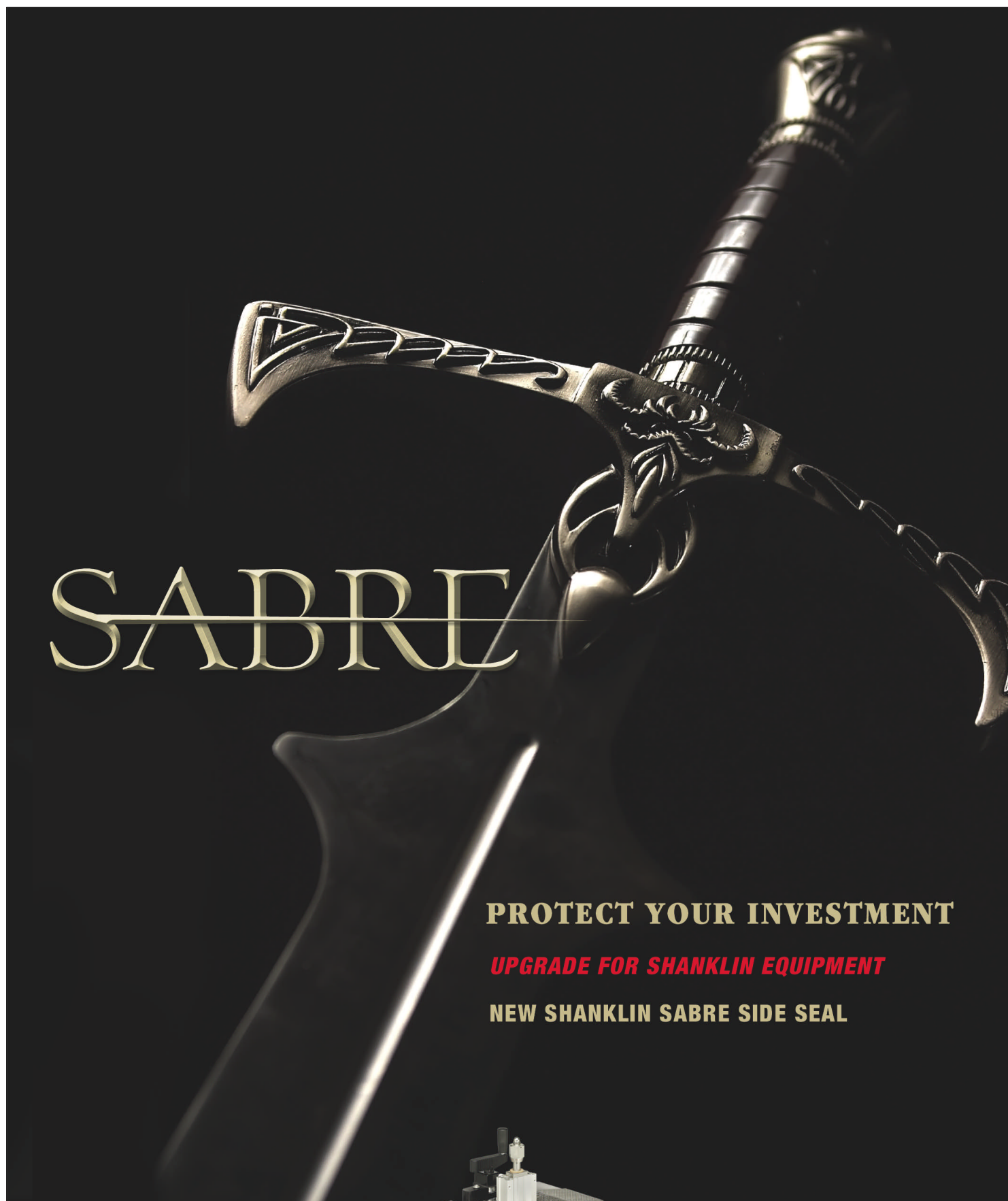
Omet Varyflex provides via servos throughout the press. In older line-shaft systems, tension control is limited to the unwind and rewind. "Now with the servo press, as we start running multiple webs, changing the thickness of the material as we go along, all of those adjustments make a difference," Farkas explains.

Smyth managers first investigated Omet presses closely at the Labelexpo Brussels 2005 tradeshow. Trials were performed at the supplier's Lecco, Italy, demonstration center in spring 2006, and after delivery, Smyth's first commercial production came off the press in

November 2006.

In addition to U.V.-curing units from **GEW, Inc.** ([www.gewuv.com](http://www.gewuv.com)) at each print station, two portable infrared air-drying units can be placed into any print deck. Other major components include: A Corona-Plus surface treater from **Vetaphone** ([www.vetaphone.com](http://www.vetaphone.com)); an ekr 1000 unwind web guide from **BST Pro Mark** ([www.bstpromark.com](http://www.bstpromark.com)); and an ELscan video web-inspection system from **Erhardt+Leimer, Inc.** ([www.erhardt-leimer-us.com](http://www.erhardt-leimer-us.com)).

Continued on page 62

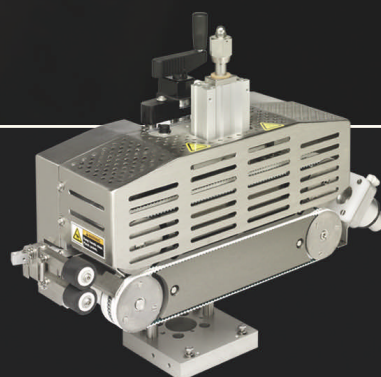


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## Did you know?

Smyth Cos., Inc. marks its 130th year in the printing business in 2007. The company was founded in 1877 by Henry Martin Smyth as a commercial printer of bond certificates,

books, surveying maps and accounting forms. The H.M. Smyth Printing Co. was one of the earliest businesses in St. Paul. The company established itself early as an innovator, becoming the first printer west of Chicago to use lithography for commercial printing.

Gregory G. McGuiggan, who joined the company in 1900, purchased the firm in 1917; his relatives own and manage the company to this day.

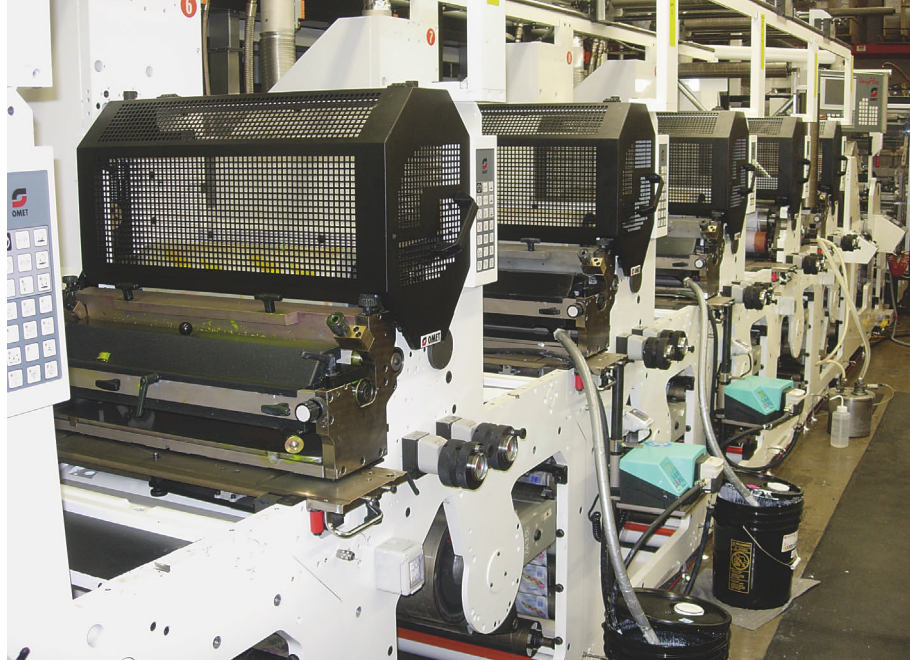
In the 1950s, Smyth shifted its focus from commercial printing to labels for consumer goods packaging, which is still its focus today.

By presstime, Smyth had planned to add a **Martin Automatic** ([www.martinautomatic.com](http://www.martinautomatic.com)) butt splicer and turret rewinder. "Again, all because of our becoming a low-cost producer and controlling our waste," says Weernink.

During *Converting* magazine's visit to the facility in January, the Omet Varyflex was printing various shrink sleeves used as container labels. Smyth spent about 18 months developing U.V.-flexo inks for shrink labels with its primary ink suppliers **XSYS Print Solutions** ([www.xsys-](http://www.xsys-printsolutions.com)

[printsolutions.com](http://www.xsys-printsolutions.com)) and **Zeller+Gmelin Corp.** ([www.zeller-gmelin.com](http://www.zeller-gmelin.com)). It also employs an unusual digital, thin-plate technology to achieve its consistent 175-line-screen print quality. The photopolymer plates, from **DuPont Cyrel® Packaging Graphics Products** ([www.cyrel.com](http://www.cyrel.com)) and **Anderson & Vreeland** ([www.andersonvreeland.com](http://www.andersonvreeland.com)), are a 0.030-in. thickness versus the traditional 0.067 in.

"We took the business from a very large shrink-label producer that had been printing it gravure," Weernink explains.



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Smyth has brought the Varyflex press up to speeds of 450 ft/min, reportedly a 50-percent gain over typical speeds on its other systems, while maintaining register and tension control throughout



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the press. "But we found the sweet spot is closer to 400 feet per minute," Farkas says. "Part of our limiting factor has been how fast we can dry the adhesives we may be putting down."

With the Omet system about to see six months in production, it seems to be full steam ahead for servo-driven, gearless printing at Smyth.

### More information is available:

Smyth Cos., Inc., 800/473-3463.

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

Anderson & Vreeland, Inc.,  
866/282-7697.

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XSYS Print Solutions, 763/559-5911.

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Zeller+Gmelin Corp., 804/275-8486.

[www.zeller-gmelin.com](http://www.zeller-gmelin.com).

www.cmm07.events.pennnet.com

# CMM on new course

CMM Intl. 2007 aims to draw in visitors with machinery running on the exhibit floor.

**N**ew dates. New venue. New management. But CMM Intl. 2007 will still draw converting professionals to Chicagoland to see the latest in converting machinery, materials and supplies.

The show takes place June 4 to 7 at the Donald E. Stephens Convention Center in Rosemont, IL. In addition to changing the location and dates, organizer PennWell hopes there will be more machinery and equipment running on the floor to draw attendees' interest.

Why the venue change from the show's longtime home, downtown McCormick Place? PennWell managers say it's all about cost-effectiveness for both exhibitors and attendees. "We are responding to our exhibitors' requests to provide a more cost-effective, hassle-free exhibit environment," says a statement on the show's website. "We believe Rosemont will help us make an already great event even better. The move to Rosemont will result in significant savings, not the least of which will be CMM's ability to offer exhibitors lower space rental inclusive of drayage, and lower labor costs due to more flexible work rules. Companies can save an average of 25 percent or more on exhibiting costs, while attendees will enjoy major savings on hotel and transportation costs."

Opening remarks at 9 a.m. on the first day of the show come from Andrew J. McKenna, chairman of McDonald's Corp., Oak Brook, IL. McKenna is also the chairman of Morton Grove, IL-based Schwarz, an international distributor of paper packaging and allied products and also a printer, producer, and converter of paper products with facilities throughout the U.S., Canada, and the U.K.

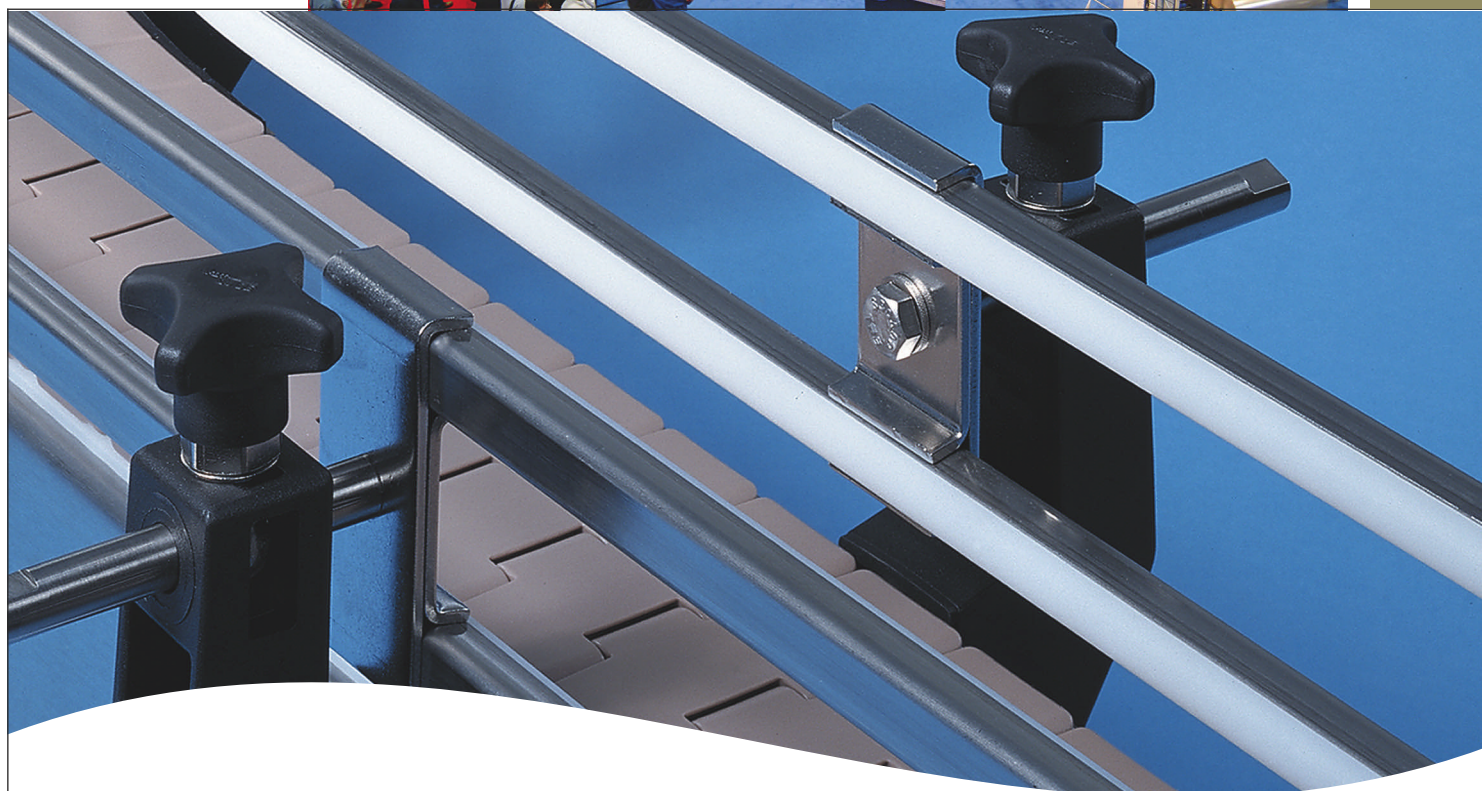
A complete conference program complements the show activity; for information, see the show website, [cmm07.events.pennwell.com](http://cmm07.events.pennwell.com). Registration for the show is \$50 after May 7; last day to preregister is May 30.

The following exhibitor has a marketing message in this issue:

Warner Electric-106; p. 24.



show preview



## Guide to Success.

### Innovative Design

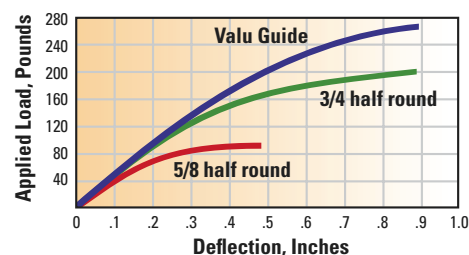
Valu Guide conveyor guide rail from Solus is designed to withstand the rigors of tough conveying environments. Its non-abrasive, low-friction guiding surface keeps containers and packages moving and looking their best.

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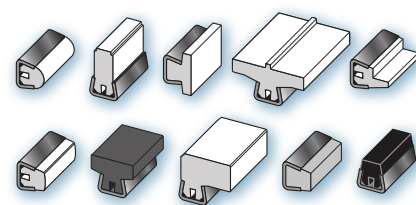
The stainless steel portion of Valu Guide rail keeps it straight, rigid, and looking good. It also provides a solid connecting point for Solus support accessories. The premium UHMW-PE used for the guiding surface of Valu Guide rail is the key to its success. It resists wear and abrasion, while the low-friction characteristics reduce drag - even at higher speeds.

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# Flat-bottomed pouch is oven-ready

Hormel's new, resealable, standup pouch packs a punch for meats and roasts under its own Oven Ready label and under the Sutton & Dodge brand being unveiled at Super Target stores.

Lauren R. Hartman, Senior Editor

**H**ormel Foods, known for its Dinty Moore® canned stews, chili and Spam luncheon meat, has adopted a generously sized package for refrigerated fresh meats and roasts. Called the Showpack® standup pouch from **Printpack** ([www.printpack.com](http://www.printpack.com)), the handy package with a "no-goof" inner oven bag is being used for five different

stockkeeping units. One of them is being sold at Super Target stores under Target's new Sutton & Dodge brand for Beef Prime Rib Roast. Hormel offers the other four, which include boneless, fresh pork-rib end roast, pork center-cut roast, rack of pork and beef prime rib roast, under its Oven Ready name. The Sutton & Dodge prime rib was launched in December 2006. Spotted in the Chicago-area Super Target stores, the top-quality, fully-cooked and seasoned, boneless roasts were priced by the pound.

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### NORDENMATIC 702

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**NORDEN**  
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The roast packages PD spotted ran about \$12.99/lb.

While the package, with its proprietary cook-in bag inside, is designed to keep the meat tender and juicy during conventional oven heating and allows consumers to transport it and handily place it into a roasting pan and into the oven without handling the meat, the main distinction between this pouch and others is its flat-bottomed format, which Printpack says is unique.

"We have the only machine of its kind in the U.S. that can produce this bag style," says Printpack's Michele Isban, graphics and advertising manager. Hormel reports that the product launch in the new package is a first for the meat category, and sales so far are strong.

"We have seen excellent sales on this product; they have exceeded expectations," confirms Hormel product manager Chad Sendzik.

Another benefit of the Showpack bag is that registered printing can be applied to all five bag panels, which provides a lot of billboard space for plenty of graphics, heating instructions, nutritional information and product benefits, Printpack says.

It describes the bag construction as an adhesive lamination that's reverse-flexo-printed in eight colors on a barrier-coated polyethylene terephthalate film layer that's laminated to a linear low-density polyethylene sealant blend. The package is made with side gussets and a flat bottom to provide superior, maximum merchandising flexibility on retail shelves. Registered printing on the three main bag panels showcases Hormel's and Target's mouth-watering graphics that include photo vignettes of the particular cut of meat inside. The Oven Ready line also includes a "No Fuss! No Muss Fool-Proof" icon and a photo of the meat or roast cooking in the oven.

Containing roasts with a weight that can vary a bit per package, the easy-open pouch has a peelable film inserted as a handle-reinforcement strip. Sold in the refrigerated meat case, the cuts of meat weigh anywhere from 3 to 4 lb and are fairly large. The built-in, two-hole, reinforced handle is strong but comfortable. Created in-line on proprietary pouchmaking equipment, the punched-out handle aims to be consumer-friendly, and the peelable film technology enables the heat-sealed pouch to open easily.

Says Printpack's marketing manager, Paul Pritchett, "Scissors are not needed to open the bag. The side-gusseted, true-flat-bottom bag is a breakthrough standup pouch format. One of its unique features is the easy-peel film inserted in-line on the bag machine that doubles as an easy-open solution

## We're very pleased with the package. We will be using it with a line of **fresh-meat** products.

for consumers and acts to reinforce the package handle."

Hormel says it also chose the package structure for its consumer-convenience attributes. The company says it considered packing the products in a tray-pack configuration, but

product size was an issue. "The flexible package needed to fit various-sized items," Sendzik notes.

"The packaging development was accelerated to meet [Hormel's] marketing objectives," adds Pritchett. "The bag provides a unique shape

that differentiates the products at retail. With wide seals and a stable base, combined with the flat-bottom billboard for high-impact graphics, the Showpack creates merchandising flexibility for retailers. It displays the graphics standing up or lying flat."

The shelf life on the Sutton & Dodge line is 100 days due to high-pressure processing technology, or HPP, which Sendzik describes as a process that exerts a high degree of

Continued on page 66



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water pressure on the product. "The technology is an all-natural process approved by the U.S. Department of Agriculture and doesn't compromise the meat's great taste, texture, appearance or nutritional value," he says.

For both brands, the dramatic graphics, including a highly recognizable logo, have an eye-catching billboard effect on front and back panels. The Oven Ready brand features large-scale, full-color photography of



the various taste-tempting products showcased along with the red-and-green Hormel logo against a white-and-gray-bordered background.

Back panels illustrate preparation directions in a numbered, four-step format. With a cutting-board, woodgrain border element, the Sutton & Dodge line utilizes warm mahogany tones as well as tan and cream colors to present a delectable serving of prime Angus rib roast centered in a photo vignette beneath a black-and-white photo of the two gentleman in butcher uniforms—the brand's namesakes.

The sturdy, glossy standup bags have a distinctive, handsome look that sets the products apart from other fresh meats in the butcher case, which are mostly tray-packed or shrink-wrapped.

While it won't reveal other packaging specifics or equipment information, Printpack does indicate that it sends the open-topped bags to a Hormel facility, which nitrogen-flushes the secondary package during the filling process and seals the bags. Hormel says it needed no new packaging equipment to accommodate the new product lines and packaging.

Sendzik points out that the package was in development for six months. "We're very pleased with the package," he adds. "We will also be using it with a full line of fresh-meat products."

According to Pritchett, Printpack is working on multiple Showpack applications

**We have seen excellent sales on this product; they have exceeded our expectations. No new packaging equipment was needed to accommodate the products.**

for future commercialization, and the bags are also gaining popularity in the popcorn market. They're being used in a matte-film format by Dale and Thomas (see [www.packagingdigest.com/info/FPAsilver07](http://www.packagingdigest.com/info/FPAsilver07)). "We have a large-format bagmaking capability, so we view Showpack as a fit for bulk and granular products like petfood, lawn and garden products, charcoal and cat litter," Pritchett points out. "On the food side, we have seen interest for the flexible package in frozen foods, confections and snacks and as a multipack for any number of products in the mass-merchant and clubstore environments."

**More information is available:**

**Printpack, Inc., 404/691-5830. [www.printpack.com](http://www.printpack.com).**

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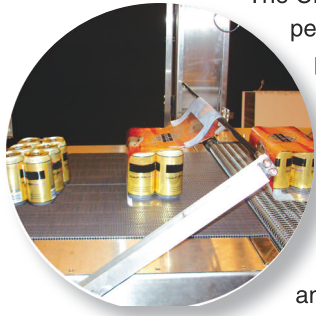
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# new products equipment

**Shrink wrappers** The new, simpler, smaller and cheaper CLEAR-PRINT 24-in. to 32-in. shrink-wrapper series no longer cuts the film in advance.



The CLEAR PRINT perforates (patent-pending) the film precisely on the print-registration mark, or to the needed length on random-print and clear film. The web is continuous

throughout and is being perforated in the immediate vicinity of the conveyor and on the product. As a consequence, lack of rigidity (with films under 2 mil) and static electricity are no longer a concern, the co. says. The new system eliminates the need for a knife to cut the film and a vacuum belt to pull forward the individual pieces of film. Available infeed modules include flood feed for round products, a divider for square products and side infeed for smaller products. Single-lane machines can perform up to 60 wraps/min, while dual-lane machines can operate at double that speed.

**Polypack, Inc.**, 727/578-5000.  
[www.polypack.com](http://www.polypack.com)



**Controller** EZ-Zone™ PM panel-mount controllers offer options to reduce system complexity and the cost of thermal-loop ownership. The EZ-ZONE PM can be ordered as a PID controller, an over/under limit controller, or these functions can be combined into an integrated controller. The option is now available to integrate a high-amperage power controller output with a high-performance PID controller and an over/under limit controller in one space-saving, panel-mounted package, the co. says. A number of serial communication options are available to support a range of connectivity needs. The EZ-ZONE PM controller is highly scalable, offers TRU-TUNE™+ adaptive control to provide tighter control for demanding applications and provides auto-tune for fast, efficient startup.

**Watlow**, 507/454-5300.  
[www.watlow.com](http://www.watlow.com)

**RFID-ready printer** The new GL4e Series RFID-ready printer is field-upgradable, offering flexibility and scalability to meet end users' RFID printing requirements, the co. says. Only the GL4e series offers a field-upgradeable UHF RFID option; an industry-leading printer-management utility; SATOnet CONNECT™; standard tri-port communication protocols of RS232C serial, IEEE1284 high-speed parallel and USB 2.0 plus LAN and 802.11g Wireless LAN as options; an "automatic detection system" to switch between a 203-dpi (GL408e) and a 305-dpi (GL412e) print resolution; competitive emulations; and more.

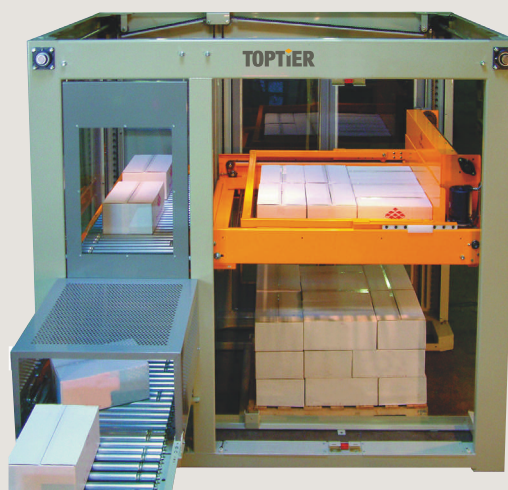
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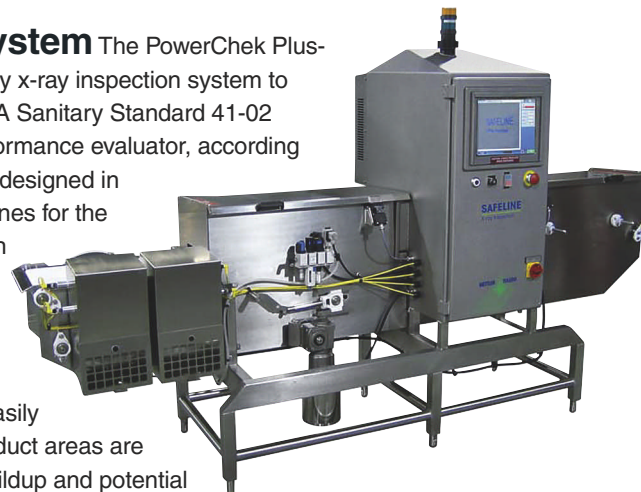
## new products

### X-ray inspection system

The PowerChek Plus-3A is said to be the first and only x-ray inspection system to be approved as compliant to 3-A Sanitary Standard 41-02 by a certified independent conformance evaluator, according to the manufacturer. The unit is designed in compliance with "USDA Guidelines for the Sanitary Design and Fabrication of Dairy Processing Equipment," dated June 2001, to ensure cleanability to a microbiological level. Thorough sanitation is assured through easily cleaned product areas. Nonproduct areas are designed to eliminate debris buildup and potential bacterial reservoirs. Product-contact areas are corrosion-resistant, nontoxic and nonabsorbent. The inspection unit is said to use low-energy, electronically generated x-ray technology for optimal sensitivity in detecting and automatically rejecting many contaminants, including metal, stone, bone, glass and high-density plastics. It can also measure product mass, monitor overfill and underfill and find a damaged or incorrectly packaged product, even in metal foil. The unit can also check the integrity of package seals and identify any seals that have been compromised by trapped product.

**Mettler-Toledo Safeline, Inc.**, 800/447-4439.

[www.mt.com/safelineus](http://www.mt.com/safelineus)



### Cold-glue labelers

The enhanced Langguth 200 Series of in-line cold-glue labelers is said to feature fewer changeovers and more automation. The fastest model in the 200 Series, the E224, achieves speeds of up to 400 containers/min and container- and label-size changeovers take only 5 min, with no tools required, the co says. The high-speed models that handle 200 containers/min or more feature a unique stationary label magazine that can be refilled while the labeler is operating at full speed. Langguth 200 Series labelers can handle cylindrical and slightly conical containers from 1.5 to 5.5 in. dia and can apply wraparound, patch and shaped labels made of paper or plastic.

**Priority One Packaging Ltd.**, 800/387-9102.

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



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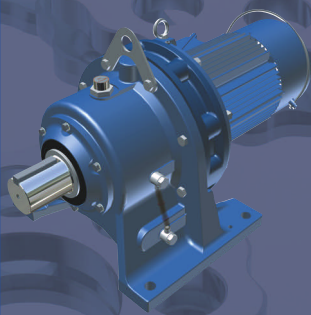
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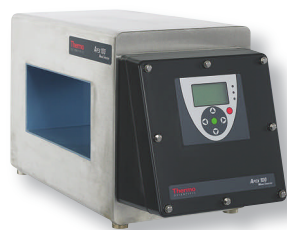
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### Metal detector

The new APEX™ 100 metal detector

offers basic metal-detection capabilities in an easy-to-use system, to address increasing concerns about food safety in factories around the world, the co. says. The system ensures that all types of metals, including the most common stainless steel, are detected in food products before they are shipped. It also helps customers fulfill quality goals and protect expensive downstream production equipment, claims the co. The unit features quick installation, including integrated electronics, with no external boxes to mount or wire. It has a built-in Quality Assurance Test (QAT) that enables customers to easily validate performance, dual frequency and gain capability to provide application flexibility.

**Thermo Fisher Scientific, Inc.,**  
800/227-8891.

[www.thermo.com/apex](http://www.thermo.com/apex).



### Oxygen-transmission analyzer

The new Systech 8700 oxygen-transmission-rate (OTR) analyzer cuts oxygen measurement time in half for barrier PET bottles, the co. says. Measuring oxygen transmission through bottle walls remains the benchmark test for barrier equipment qualification. The Systech 8700 measures OTR in 12 hr instead of the conventional 24-hr cycle. The system measures up to 11 samples with a single instrument, yet requires only half the space of other instruments on the market. Measurement capacity can be increased by operating several devices simultaneously. Another special feature of the analyzer is its use of nitrogen, an inexpensive carrier gas, as opposed to a nitrogen/hydrogen mix. The co. also claims that maintenance costs are lower because the instrument sensor is automatically protected from exposure to high oxygen levels.

**Sidel Group,** 678/221-3000.

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

**Systech Corp.,** 800/800-8970.

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



### Capping headsets

New magnetic capping headsets that drop into new or existing rotary capping machines demonstrate improved performance over the traditional, synchronous OEM headsets, the co. says. These headsets feature smooth-torque magnetic technology, eliminating pulsing, vibration and related product and maintenance problems. The headsets are also said to provide fast, precise torque adjustment and long-lasting, dependable performance. Smooth torque technology reduces shock on the system, enabling longer life of machine components, retention knives and capping headsets.

**Warner Electric, a div. of Altra Industrial Motion,** 888/350-1891.

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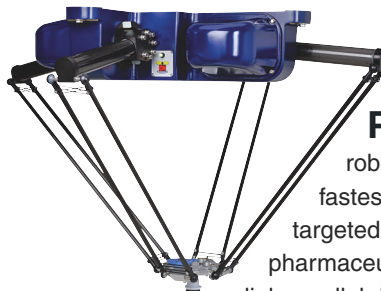


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## new products



### Packaging robot

The Quattro™ s650 robot is said by its manufacturer to be the world's fastest, light-payload packaging and handling robot targeted at the food, consumer goods, cosmetics and pharmaceutical industries. The robot uses a patented, four-link parallel drive and a carbon-fiber construction to provide

cycle times up to 240 pick-and-place cycles/min and is also said to be the first to integrate the controls inside the robot, virtually eliminating external control cabinets to save factory floor space and simplify installation. The robot features the co.'s SmartController platform, which provides fully integrated vision and conveyor tracking for up to six conveyors, as well as over-the-belt mounting, a 1,300-mm work envelope and a 250-mm Z-stroke.

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

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

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**Vi-Cas Mfg.**, 513/791-7741.

[www.vi-cas.com](http://www.vi-cas.com)



### Injection molder

In conjunction with Nano Scale Surface Systems, Inc., the co. has introduced injection-molding systems for the production of plastic medical disposables with an internal barrier coating of silicon dioxide. According to the co., the process produces parts with glass-like properties, providing a barrier against gas transfer and preventing chemical reactions between fluids and the plastic parts. The parts produced on the systems can replace many medical disposables currently manufactured with glass, the co. says.

**Husky Injection Molding Systems**, 905/951-5000.

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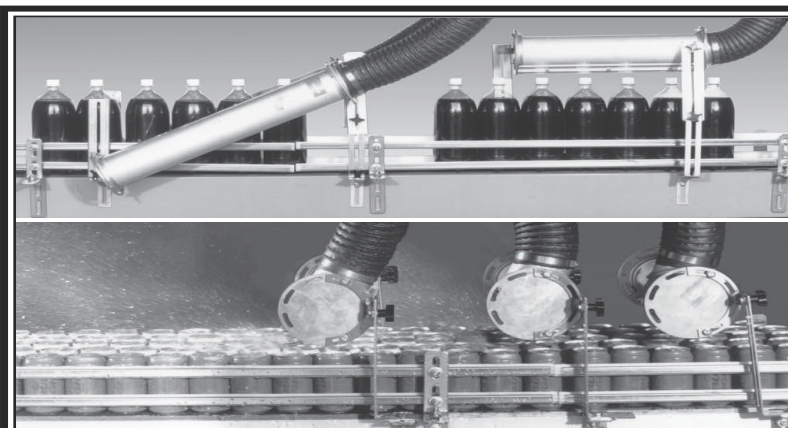
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# new products materials



## New colored-aluminum cans

The co. says its line of colored-aluminum cans is being offered for packers looking for a new way to grab consumer attention. The two-pc, aluminum draw redraw (DRD) cans are available in a wide variety of translucent color choices for maximum shelf appeal and differentiation. The capability can also be extended to can ends and tabs, providing a platform for a multicolored marketing statement, the co. adds. The pigment is added to the coating, which is applied with a coil coater. The aluminum is delivered to the canmaker's plant in the form of coils, ready to be drawn and redrawn into cans (a coil of rolled aluminum is fed into a cupping press that cuts a disc, then draws it into a cup. The cup is drawn a second time to acquire its final shape and bottom). The new can-color options are expected to create a wide palette from which to choose. Packers may also benefit from the added capability of being able to color-match or contrast both can ends and tabs, the co. reports. This extends marketing/differentiation color combinations to a new level. The color capability complements the co.'s Quick Top® easy-opening (EZO), full-panel ends.

**Silgan Containers**, 818/348-3700.  
[www.silgancontainers.com](http://www.silgancontainers.com)

**Sorbent service** The co.'s new SimulSorb™ service allows technical experts to determine the ideal amount of sorbent required to combat the chemical and physical degradation of sensitive drug formulations in a packaged environment. SimulSorb simulates



the packaged environment, identifying Moisture Vapor Transmission (MVTR) and Oxygen Transfer (OTR) rates to calculate moisture and

oxygen ingress values. From there, the co.'s technical experts "pseudo-empirically" predict the relative humidity of a pharma package's headspace and drug-product hydration levels over time.

**Multisorb Technologies**,  
888/767-2368.  
[www.multisorb.com](http://www.multisorb.com)

**Forming films** New recycled-content forming films in the Pentaform® and Pentaclear® lines have been extended with new recycled-content APET films for general-purpose thermoforming and all-plastic box-packaging applications. Available with either a minimum of 25- or 50-percent recycled content, the films are compliant with California and Oregon rigid plastic packaging container program requirements, and can assist in meeting state packaging regulations, the co. says. Pentaform comes in clear, transparent-green, black and white in both 25- and 50-percent recycled content. It has brilliant optical clarity, excellent toughness and gloss and comes in thicknesses from 10 to 40 mils, the co. says. The Pentaclear versions are provided in 25-percent recycled content. Designed for plastic folding cartons, sleeves and rounds, they are available in clear with a gloss/gloss surface in a thickness range from 10 to 30 mils. Both lines were developed to meet RPPC state regulations and customer sustainability initiatives.

**Klöckner Pentaplast Group**, 540/832-3600. [www.kpfilms.com](http://www.kpfilms.com).



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# new products materials



**Thermal-transfer ribbon** Three new lines of thermal-transfer ribbon are available. Premium AutoLabel™ Ultra-V is designed for extreme durability in printing high-resolution bar codes, text and graphics and can be used especially with the co.'s Autobag® system in many applications. Ultra-V is formulated as a resin-enhanced wax ribbon designed for durability and resistance to scratching, smearing, flaking and UV rays. Ultra Wax full-wax, general-purpose ribbon was developed for high-volume applications. High-density, black images can be achieved at speeds up to 12 in./sec. Ultra Wax is designed for both coated and uncoated paper, has excellent print quality for superior scan rates and resists abrasion and smearing, the co. says. UltraPrint super-premium has a multilayer construction with quick release and advanced binding properties suited for extreme environments and overprinting on AutoGrafix™ inks. The ribbons are also designed for specialty applications, and all feature the SPECTR™ static-elimination system.

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**SIEMENS**

**Clamshell packaging** The newest addition in the expansion of the VisiPak line of clear plastic packaging, clear clamshell options provide a visual advantage to packages and can be produced in many shapes and forms, the co. says. Thermoformed to protect products, they can be designed



to display highly precise details. Each package can be customized to provide design flexibility. Help is also provided through the selection process, from a prototype to finished designs. The styles can easily nest to reduce shipping and storage costs, the co. notes. Most commonly used materials include PVC, PET and PP. A range of material thickness is available.

**VisiPak**, 800/797-7886.  
[www.visipak.com](http://www.visipak.com)

**Label paper** EcoSet label paper for the North American PET water-bottle market is a new wet-strength label paper tested throughout all facets of water-



bottle label production, according to the co. The paper offers label performance with the sustainable packaging characteristics of paper, the co. explains. Produced in Stevens Point,

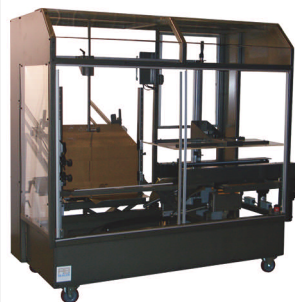
WI, EcoSet comes in basis weights from 43-, 46- and 49# (70, 75 and 80 gsm) and features a high-fidelity print surface to enhance artwork production. Its wet-strength label properties promote dependable printing, die-cutting and label application, the co. says.

**StoraEnso Specialty Papers**, 715/345-8060.  
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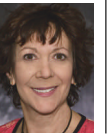
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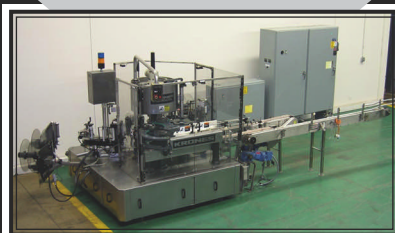
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# new products

**Lean-manufacturing kit** The co.'s Linear Motion and Assembly Technologies group is offering a free Packaging Machinery OEM productivity kit that presents a number of solutions to help packaging OEMs implement lean-manufacturing techniques. The kit includes a video presentation of manual production systems, along with pointers on material flow, people flow and information flow. Included on the CD is the guidebook, "Lean Manufacturing: Principles, Tools, and Methods," which highlights nine principles of lean manufacturing that are said to help increase productivity and improve profits.

**Bosch Rexroth AG**, 800/739-7684.

[www.boschrexroth-us.com](http://www.boschrexroth-us.com)



**Trim presses** Recently added to the co.'s T-Series line of horizontal trim presses, the LP and LDP Models are designed with additional stroke length to prepunch and trim deep-draw containers in a progressive trim application. The LP Model is capable of prepunching and trimming up to an 8-in.-deep container; the LDP Model, up to 12 in. deep. Available with sheet widths of 33, 53, 58 and 68 in., the presses are based on the standard horizontal-flywheel design trim press that uses flywheel inertia for trim tonnage requirements. According to the co., a powerful variable-frequency motor and drive with a gearbox is connected to the flywheels by multiple "B" belts for efficient transfer of power and control.

**Brown Machine LLC**, 989/435-7741.

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



**Shrink packer** The new ShrinkPak thermoformer and film system has been introduced for applications that include poultry, fresh meat cuts and roasts, cooked ham and cheese, fish and processed-meat consumer packs. According to the co., ShrinkPak thermoformers are hygienic, quick to load and are easy to operate via an interactive, intuitive panel



with a large touchscreen and can be customized to suit specific customer needs. The system's ShrinkPak films are based on the co.'s 3D shrink-bag technology and are said to stand out due to their thermoforming properties and 3D shrinkage of more than 40 percent. Food producers can choose to pack product with a shrink film as the bottom, as well as top film, or the co. offers version with a rigid film, a top web and a shrink film as the bottom web using C-base and eXbase® rigid films.

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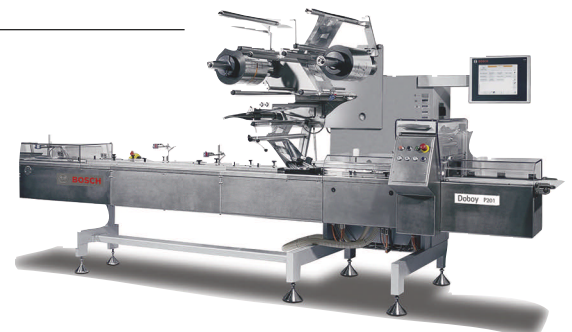
The new Pack 201 horizontal wrapper is recommended for tray-packaged bakery items that require delicate handling, such as biscuit stacks, crackers, chocolate candies and frozen novelties.

According to the co., the mid-range-speed machine is easy

to maintain and has a simple design that incorporates minimal parts to increase reliability, streamline maintenance and allow for greater adaptability. The infeed, fin wheels and cutting head of the Pack 201 are cantilevered, and a stainless-steel execution is available to facilitate applications requiring high levels of sanitation, such as frozen and chilled food. The new wrapper can operate as a standalone machine or can be integrated with other packaging systems. Operates at speeds from 10 to 250 packs/min.

**Doboy, a Bosch Packaging Technology co.**, 715/246-6511.

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# newsmakers

## MOVERS & SHAKERS



Milton Coleman  
Bosch Rexroth Corp.

**MGS Machine Corp.** names Michael R. Verdon as its new director of operations.



Michael R. Verdon  
MGS Machine Corp.

Weigh-Pack also hires Ramin Kermani as engineering and order-processing



Gary Kedgley  
Romaco



Kip Boie  
Thiele Technologies, Inc.

**Cortegra**, the newly renamed pharmaceutical packaging business



Victor L. Dixon  
Cortegra

**Bosch Rexroth Corp.** hires Milton Coleman as manager of product marketing and technical support for Bosch Rexroth-Linear Motion and Assembly Technologies Group.

**WeighPack Systems, Inc.** hires Michael Scioli and Bill Jones as salesmen. Scioli will handle southern CA and the midwestern U.S., while Jones will handle eastern Canada and the northeastern U.S.

manager.  
**Romaco** appoints Gary Kedgley as vp, sales and marketing.  
**USA Strategies** hires Pat Harrington as a senior account manager.  
**Thiele Technologies, Inc.** appoints Kip Boie as vp of sales and marketing.  
**Mark Andy, Inc.** promotes Jeff Feltz to director of product management and Mary Gavach as marketing project coordinator.

comprised of New Jersey Packaging and Creative Press, hires Victor L. Dixon as president, reporting to Arthur W. Huge, president and CEO of **Menasha Corp.**, Cortegra's parent company.

**MOCON, Inc.** opens a technical support office in Shanghai.

**Rexam** opens its new Innovation Center in Sussex, WI, for its global Make Up Division, a part of its growing plastics business.

**Tetra Pak** plans to invest 60 million Euros in a packaging-material manufacturing plant in Hohhot, China, to support the country's growing dairy and beverage industry.

**Xpedx** begins operations at its new 68,000-sq-ft distribution/logistics center and offices in Grove City, OH.

**Herrmann Ultrasonics Technology**, a Herrmann Group company (world headquarters in Karlsbad, Germany), moves into a new building in Hangzhou, China.

**Sumitomo Machinery Corp. of America** expands production operations at its facility in Corona, CA, to include the Hyponic® line.

## BUYING AND ALLYING

**TNA** and **Kiremko** announce a strategic alliance to provide turnkey integrated solutions for complete packaging and processing for the potato snackfood industry.

**Econocorp, Inc.** is now a stocking distributor for **National Starch and Chemical's** COOL-LOK adhesive products.

## STILL IN BUSINESS

**Bell-Mark Corp.** is proceeding with all projects as planned, following a fire that occurred on April 12 at the company's Dover, PA, facilities. The company's main manufacturing building remains undamaged, and all critical business data is co-located off-site. The fire affected a building that is used primarily for assembly and administrative purposes, and fortunately no one was seriously injured.

## CHEERS

**The Inst. of Packaging Professionals** and **the Italian Trade Commission** announce the winners of the Italian Packaging Technology Awards program, which is sponsored by the Italian Trade Commission and UCIMA and is coordinated by IoPP as part of its educational program. The following are the student winners: Edward Boldt, Jr., Univ. of Wisconsin, Stout; Kevin Holland, Virginia Tech; Timothy Interlichia, Rochester Inst. of Technology; Monica Mayorga, Rutgers Univ.; Sarah Pomfrey, Mohawk College; Virginia Porter, Clemson Univ.; Nancy Schueneman, California Polytechnic State Univ.; and Audrey Whaling, Michigan State Univ.

## CLARIFICATION

The web address for **Sumitomo Drive Technologies** is [www.sumitomodrive.com](http://www.sumitomodrive.com).

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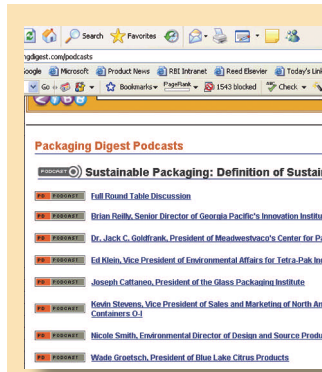
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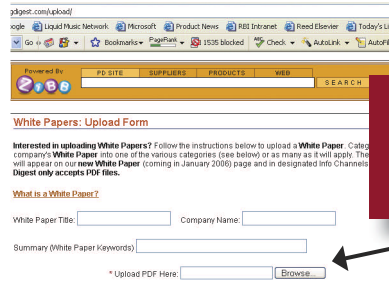
**B&R Industrial Automation Corp.** establishes its 20th subsidiary in Barcelona. The new subsidiary will be headed by Ramon Diaz.

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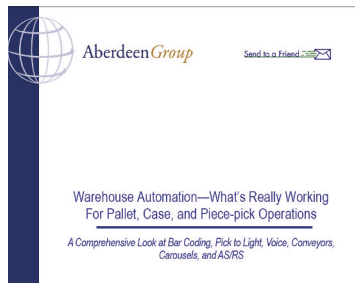
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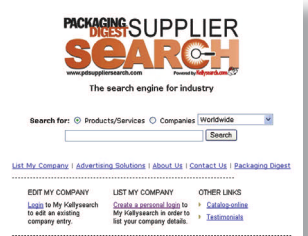
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**Tesco pledge to cut packaging by a quarter**

U.K.'s supermarket giant Tesco pledged to reduce by a quarter the amount of packaging used in both branded and own-label products within the next three years.

**Bottled water chips away at soda's marketshare**

Sales of carbonated beverages and whole milk dropped in 2006, while bottled water, yogurt drinks, ready-to-drink tea and coffee and energy drinks all skyrocketed in sales, reported Information Resources.

**Europe: Demand for aluminum foil reaches record high**

Despite the continuing high price of aluminum foil, demand for the packaging material continues to rise, Europe's industry association says. Aluminum, like plastic, is one of the key materials used in food and beverage packaging.

**EPCglobal ratifies global standard for real-time data sharing**

EPCglobal Inc. announces an industry standard providing the capability for unprecedented visibility into the movement, location and disposition of assets, goods and services throughout the world. EPCIS (Electronic Product Code Information Services) allows for the seamless, secure exchange of data at every point in the lifecycle of goods and services.

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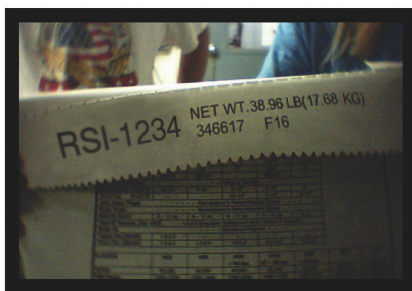
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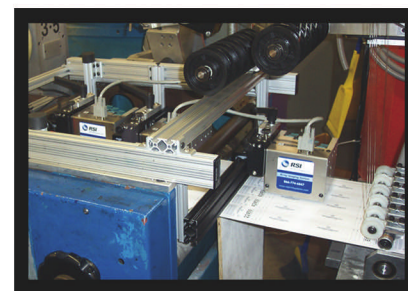
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