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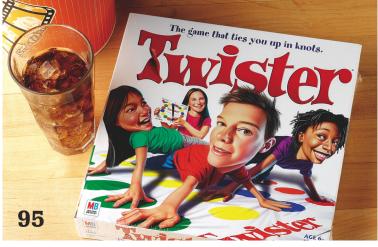


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> Will bio-packs for beverages catch on?

The global market for drinks packed in compostable bottles will reach \$32 million in 2007, says Zenith Intl., but only if the necessary infrastructure is put into place. www.packagingdigest/info/biopack

Does brand packaging fool kids?

Kids find food in McDonald's packaging up to six times more appetizing than meals in plain wrappers, research shows. The study reveals that kids as young as three found food tastier when they thought it was made by a big brand. www.packagingdigest.com/info/mcdonalds

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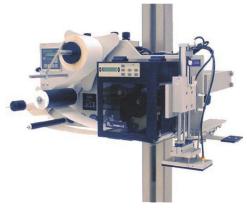
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design trends

Clear glass bottle shows rum infused with fruit

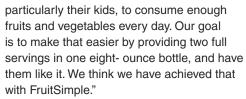
One new way to toast the summer with flair is with a product being dubbed the first rum that's infused and bottled with all-natural fruit, such as mangoes and pineapples. 267 Infusions from Boz Spirits starts with ultra-premium, Barbados plantation virgin rum, which won a gold award at the 2007 World Beverage

Competition, and infuses it with fresh, ripe mangoes or pineapples. Named after the home address number of the owner, 267 Infusions also offers vodka infused with oranges, cranberries, lemons or tangy olives and pearl onions and even tequila spiced with bright red chili peppers or oranges. There are eight varieties in the line, all infused by hand

The rum versions, launched in time for National Rum Day on Aug. 16, are available in 200- and 750-mL sizes of large, distinctive glass bottles that are wide enough to showcase the infused fruit ingredients in clever arrangements. Designed and hand-molded out of clay by the company founder, Stacie Parker Shonfeld, the proprietary bottles were inspired by small gourds used in Latin American to carry fruit juices to keep them fresh and cool. The bottles are topped with distinctive, matte black closures sourced in China. Priced at \$9.99 for the 200-mL size and \$24.99 for the 750-mL size, the new rums, as well as the other 267 Infusions beverages, may baffle consumers as to how the fruit or other ingredients gets inside the bottle. But Boz hopes they have no difficulty discovering many ways to enjoy getting it out.

Sunny Delight introduces FruitSimple, a 100-percent juice smoothie in PET bottles

The Sunny Delight Beverages Co. is test-marketing FruitSimple, a new, 100percent juice smoothie designed to provide two full servings of fruit in every 8-oz glass. FruitSimple is in test market in AZ and is being launched nationally in Spain, SDBC's second-largest market. This new product, which is available in a 40-oz polyethylene terephthalate bottle and a four-pack of eight-oz PET bottles, comes in a variety of contemporary flavors, including Pomegranate Blueberry and Orange Mango, and can be found in the dairy case where other juices are merchandised. "FruitSimple is really simple," says Rick Zimmerman, senior vp of marketing and innovation. "Our consumers are having trouble getting their families,



SDBC also is investing in a new manufacturing system capable of producing high-quality, fresh-tasting beverages without any preservatives. The company has selected equipment from **Krones Inc,** (www.kronesusa.com), a leading supplier of beverage-packing lines, to produce the new packing line. The line will be installed in the company's plant in South Brunswick, NJ, and will be operational in early 2008.

"Our job is to meet the expectations of consumers for fresher tasting and more wholesome products," says Ellen lobst, senior vp of manufacturing and technology. "This investment will allow us to do that by giving us a state-of-the-art packing line that can produce very high quality, fresh-tasting beverages with extended shelf lives and no preservatives. Very few companies in the U.S.

have this capability and we are proud to be among the pioneers in this area."

Designing, installing, starting up and running these sophisticated manufacturing lines requires a high degree of technical skill, lobst adds. The company views its initiatives as significant in its efforts to meet consumer desires and it is working on several other new products.

ABLETOP SPICES



Frozen pancakes provide a quick breakfast

American families are always on the go and there just isn't time for a hot breakfast. So you grab a bowl of cold cereal or go out the door with a snack bar. Not anymore, thanks to Cathead Foods, LLC, Morgantown, NC, and its GoStax™ Heat-and-Eat Pancakes. These frozen pancakes come with pats of a blend of butter and maple syrup in a carton. The pats melt over the pancakes as they heat in

the microwave, and piping hot, great-tasting pancakes are ready in

only one minute. GoStax pancakes, which can be eaten right from the carton, are available in buttermilk, blueberry, mini and, most recently, buttermilk with North Carolina sausage. The cartons, which contain about 4 oz of product and sell for \$1.00 to \$1.50, are supplied by Americraft Carton, Inc. (www. americraft.com). In order to contain the syrup/butter mixture when the pancakes are heated, the cartons are formed without any separations at the corners of the bottom panels. Go Stax™ were introduced in vending machines in southeastern states last October and are now moving into grocery stores in North Carolina.



McCormick launches clever four-in-one pack for Tabletop Spices

Now here's a smart idea: To put consumers' favorite, everyday seasonings on the table in a convenient, four-in-one package. With new McCormick Tabletop Spices, introduced at this year's Food Marketing Institute show, great flavor is just a shake away. Two varieties—traditional and Italian—offer everyone a chance to give mealtime a personal touch. Beef, seafood, chicken, pork, salads, pizza, pasta, eggs—most any dish, can benefit from a little spicing up. Attractively packaged in a compartmented jar, the spices bring flavor,

without clutter, to the table. The traditional variety has the flavor basics in a single package, with individual shaker tops for sea salt, black pepper, garlic salt and an Italian seasoning blend that includes basil, oregano and more. Italian collects everyone's favorite Mediterranean herbs and spices of oregano, sweet basil, garlic powder and crushed red pepper. They retail for \$3.99.

new productsequipment

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design trends

Squeezable jar turns Marmite upside-down

Updating an old product's packaging may not make it taste better, but it can make it easier to use for those who love it. Packaging professionals, however, face the challenge of protecting contents in transparent plastic containers against

light-induced degradation to maintain the quality of the product. Recently, Unilever, owner of the Marmite brand of food spread, wanted to change the spread's package to meet consumer demand for easy-to-use, breakresistant packaging, yet still keep the distinctive jar's look.

Marmite started life in
1902, when the Marmite Food
Extract Co. Ltd. started its life
with an idea to produce a food spread
from a yeast by-product of the brewing
industry. The dark brown-colored

Marmite is a savory spread that has a strong, slightly salty flavor—definitely a love-it-or-hate-it type of food. Because of its health value (e.g. its high content of vitamin B), children in Britain are often fed Marmite and many never

grow out of the habit of eating it.

Since it was first introduced,
Marmite has changed little, and neither
has its packaging. Originally packaged
in a small earthenware pot, similar to a
kind of French casserole dish called a
'Marmite', (pronounced MAR-MEET),
the spread was later packaged in a
57-g, 2.5 in.-high, bulb-shaped glass
jar with a distinctive yellow lid. The jar's
shape and distinctive red and yellow
label has remained pretty much the
same, until now.

To meet consumer demand, Unilever came up with a new concept, commissioning designer Peter **Chapman's Innovation Generation** (www.innovationgeneration. co.uk) to manage all aspects of the packaging extension. They created an upside-down solution by "up-ending" Marmite's traditional amber glass jar to an inverted squeeze bottle of polyethlene terephthalate with a cap with a valve. ALPLA (www.alpla. com), a leader in plastic packaging technology, injection stretch/blowmolds the jar of PET for its glass-like look and squeezability. But PET has only inherent UV light protection, up to 320 nm. The vitamins in Marmite are generally sensitive to light. Riboflavin, one of the spread's key ingredients, is highly sensitive to light up to 500 nm. To protect Marmite from light's damaging effects, ALPLA added Ciba Specialty Chemicals' (www. cibasc.com/shelfplus) customized SHELFPLUS® light-filter solution, a resin additive that blocks light up to 500 nm, much higher than other existing solutions, and thus protect Marmite from the degradation of its B vitamins. But the SHELFPLUS UV filters were further developed to keep the transparency level of the jar high.

A SimpliSqueeze cap in yellow polypropylene with a silicone valve system from Seaquist Closures (www.seaquistclosures.com) makes dispensing the product easy. The valve seals to ensure clean product cutoff without messy buildup around the orifice. The 200-g "Squeeze Me" package was so well received that Unilever has also added a 400-g size.



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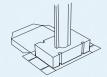
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brands, has paired up with Badalato/Ginsberg (www.



Adds Jeffrey Ginsberg of Badalato/Ginsberg, "We photographed the products in such a way as to make the packages and the products pleasing to the eye. The products only have a few seconds to catch the consumer's attention. The best hope is for consumers to pick up the carton and read. If we accomplish this, we have done our job."

Lotion pump offers 'Symplicity'

British nailcare and tanning solutions company Aspire2Beauty-U.K. has selected the Rexam Symplicity 2-mL lotion pump dispenser from Rexam Dispensing Systems (www.rexam.com) for its U.K. launch of new Aspire2tan bodycare products, which complement its recently launched aspire2tan spraytanning line. This newest Symplicity pump, with a 24/410 neck finish, is designed for personal-care products including suncare, body care, baby and children's products and bath and shower lotions. Topping a round polyethylene terephthalate bottle in a 250-mL size from **M&H Plastics** (www.mhplastics.com), the neutral, all-plastic pump is free of metals and elastomers, so it may be used with most advanced product formulations. Its water-resistant design preserves ingredient integrity when the bodycare products are used in wet conditions.

Ergonomic design and ease of use figure prominently with the dispenser, which distinguishes the product on the retail shelf, reports Lauren Tuxford, owner of aspire2beauty, based in Hampshire, UK. "The soft-touch actuator delivers a high-quality experience for our customers."

The pump comprises an ethylene vinyl acetate nozzle, a polypropylene locking mechanism, a basecap and low-density polyethylene tube and a polyoxymethylene (POM) ball valve. The selection of the pump and the PET bottle were as important to Tuxford as the ingredients in the bottle. "They give our products an innovative and unique look," Tuxford says.



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Barry-Wehmiller



Comment Mary Ann Falkman, Editor-in-chief

Packaging machinery shipments grew 6 percent

Actual shipments of packaging machinery increased by six percent in 2006, reaching \$6.11 billion and digit increases—Wrapping (18 percent) and Capping/Overca Lidding/Sealing (11.2 percent)

still surpassed \$1 billion.

The Shipments and Outlook
Study from the Packaging Machinery
Manufacturers Institute (www.
pmmi.org) shows growth in 16 of
the 17 machinery categories tracked

each year, two of them with double-

marking the fifth straight year of

growth in the U.S. since a downturn

in 2001. Exports, on the other hand,

grew only a half percentage point but

digit increases—Wrapping (18.6 percent) and Capping/Overcapping/Lidding/Sealing (11.2 percent). Only Converting machinery registered a modest decline of 0.6 percent. Pressure to reduce manufacturing labor costs and to improve packaging line productivity, combined with increasing demands for packaging line flexibility and changeovers, compelled many consumer goods companies to invest in new machinery during the past year. According to Charles D. Yuska, president and CEO of PMMI,

"U.S. domestic demand for packaging machinery has been particularly strong for the past three years. While things have slowed in 2007, capacity levels remain high, and we expect consumer goods companies to continue their past buying patterns at slightly moderate terms."

Food was by far the largest enduse market for new equipment, at about 40 percent of total purchases, followed by beverages at about 27 percent and pharmaceutical/medical at about 12 percent. Looking ahead, machinery shipments are forecast to increase 3.1 percent over the next three years, reaching \$6.689 billion by 2009. This prediction is based on several macro-economic assumptions, among them that nondurables manufacturing plants, which account for nearly three quarters of packaging consumption, will continue to operate at a higher capacity than durables manufacturing does now.

durables manufacturing does now.

Mary ann talkman



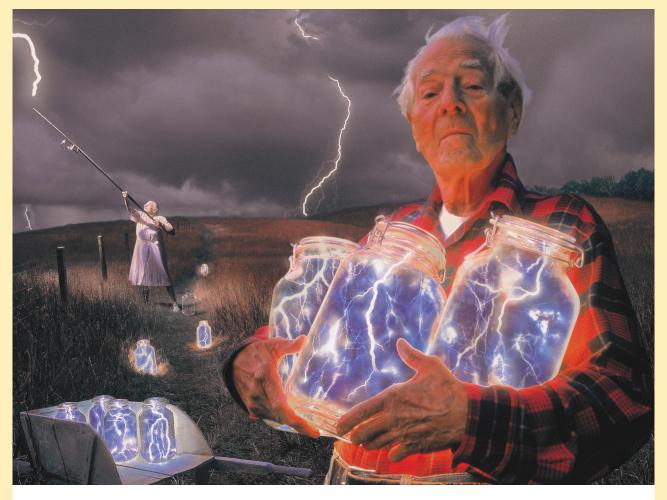


Z Tetra Pak

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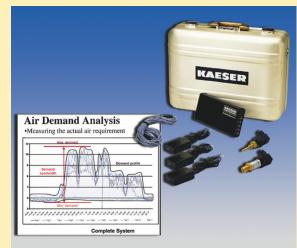
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new products equipment

Motion control MdriveAC Plus is introduced as an all-in-one, integrated motion control combining a brushless motor with a driver, a controller, an encoder and a power supply. The co. makes it available with NEMA 34 or 42 motors, accepting an input range from 95 to 264 VAC, with built-in power supply available in 12-and 240 VAC. The co. adds that the system is reportedly made in microstepping and motion-control versions, both with internal or remotely-mounted encoders.

Intelligent Motion Systems, Inc., 860/295-6107. www.imshome.com

Booth S-6048





Printer The debut of 9040 replaces the co.'s S8 printers in its small-character product line, reportedly retaining their reliability and flexibility while providing easy integration onto any production line and wide range of applications. Is available with single- and bi-jet printheads, one or two printheads, three different printhead resolutions, several umbilical lengths, enhanced connectivity via series, parallel or Ethernet, a wide selection of inks and quick connect/disconnect. The co. says the 9040 prints up to four lines of text, character heights ranging from 0.7-mm to 18.2-mm and all types of codes plus Datamatrix. **Imaje USA**, 770/421-7700.

www.imaje.com

Booth S-5410

Case printer Aiming to free manufacturers from relying on pre-printed cases, co. brings on its OPTIMIZER case printer to enable development of a generic case-printing program. Co. claims buyers gain purchasing power by consolidating multiple skus into common case sizes, eliminating the management, waste and cost premium of short pre-print runs, while retaining two key advantages of preprint: print quality and large print area.

lconotech, 800/521-0194.

www.iconotech.com

Booth S-5125





Capper The NESHC bows in as a continuous-motion, single-head capper for large containers, and is designed to handle various closure finishes and container varieties. The co. cites the freestanding machine's highly accurate indexing turret which provides positive chuck-cap application to ensure straight and secure closures. An adjustable feature handles singles and twin-packs.

New England Machinery, Inc., 941/755-5550.

www.neminc.com

Booth C-409

new products

Shrink-sleeve labeler New R-200 Evolution Series is presented as a heavy-duty, highly flexible shrink labeler that runs both tamper-evident neckbands and shrink-sleeve labels at a 50- to 200/min speed range, providing precise graphic orientation and handling 38- to 175-mm sleeve dias and 67- to 250-mm sleeve heights. In addition, the machine handles round, oval and square packages and PVC, PETG and OPS labels in gauges as

thin as 40 microns, with tool-less changeover requiring less than 20 min, the co. adds. with ready access to reel location. The advanced, space-saving dual servo motor system is also easy to operate, according to the co, and has a footprint of just $40{\times}40$ in.

PDC Intl., 203/853-1516.

www.pdc-corp.com

Booth C-2233



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Motion control RTEX

Realtime Express network motion expansions join the co.'s line of motion-control products, reportedly to offer highly accurate use of multiaxes positioning using high-speed 100-Mbps communication. The co. says RTEX, available in 2-, 4- and 8axes models, with expansions along with the new A4N Minas A4 network servo drives, offers a complete motion solution for the FP Sigma and FP2 PLC. The co. also says that the easyto-use and low-cost wiring employs commercially available Ethernet cables to create a simple connection between the RTEX motion expansions and the servo drives.

Panasonic Electric Works Corp. of America, 908/464-3550. www.pewa.panasonic.com Booth S-5328

Flexible packaging equipment New Ultimax CM10

and CM15 continuous-motion machines; the Novus 350 vertical f/f/s machine; the Integra HS flowrapper and the RT 2000 have arrived on the market, as well as the Ultima SV and the Ultima ST stepper-driven bagger.

HayssenSandiacre, 864/486-4000. www.hayssensandiacre.com Booth C-451

Case labeler Model 400 case labler is offered as a highspeed print-and-apply case labeler that is said to reliably encode, verify and apply RFID tags at speeds to 50/min. The co. says the system reaches this rate by using head-to-toe label rolls rather than the traditional side-to-side orientation. Thus, the label's shorter side—its height—is fed to the tamp pad, with the length applied across the case and with improved ergonomics, since the label roll is lower to the ground, the co. reports.

NJM/CLI Packaging Systems Intl., 603/448-0300. www.njmcli.com

Booth C-532



Case erector/taper A redesign is announced for the co.'s series of Superformer stainless-steel case erectors and bottom tapers. The co. says the compact, in-line machines are standard supplied with a low-level, easy load, powered case magazine with low cases and no case alarms, electronic case squaring system and taping heads with low tape and no tape alarms, plus the capability to to make a three-dimensional size change in about one minute, suitable for short production runs.

O/K Intl. Group, 877/654-2677. www.okcorp.com Booth C-2019

Tablet counter SwiftPharm electronic tablet and capsule counter reportedly reaches a speed of 100 bottles/min on a 100-count fill, effectively doubling the throughput previously available for electronic counters while still maintaining a comparable footprint, the co. says. Using a proprietary infrared-counting system and advances in vibratory linear feeding and precount gating enable the machine to achieve higher speeds than ever thought possible, the co. adds. The removal of pneumatics and operating the precount gates with stepper motors assures quieter operation.

IMA Nova, 978/537-8534.

www.imanova.com

Booth C-1819





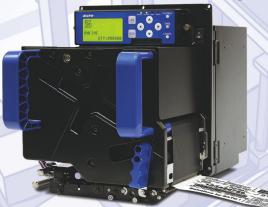
Tube filler The 602 is introduced as the co.'s extremely compact tube-filling machine, one that fills and seals at rates to 60/min. Claimed for the machine are quick changeovers, optimum accessibility, a Mitsubishi PLC with a touchscreen, seven levels of password-protected security, up to 30 pre-programmed format tables and a modem for remote access and the downloading of production statistics.

Norden, Inc., Sirius Machinery Group, 800/526-5074.

www.norden-pac.com

Booth S-5421





SATO's new S84 print engines have everything you need to get the job done right – right away.

SATO's new S84 print engines have raised the bar on the competition again. The industry's best-performing print engines for automated print apply systems are now more productive and easier to use than ever. A host of exclusive benefits make the S84 unbeatable, including:

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See for yourself why the S84 series from SATO is the industry's best – bar none. For more information, call your local reseller today or log on to www.satoamerica.com/S84 to download a S84 datasheet.



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new products



Vacuum grippers VGS™ series of three vacuum gripper system sizes is introduced to allow users to increase productivity and lower operating costs, the co. says. With varying levels of vacuum flow, the units are said to provide a range of flexible material handling solution reducing energy consumption, and are created for applications throughout the production line like pick-and-place, injection molding and palletizing.

PIAB Vacuum Products, 800/321-7422.

www.piab.com

Booth S-5301

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Modules The G12 family of AS-Interface modules is introduced, with the claim that they are the easiest-to-install and the most flexible, user-friendly available today. The co. further notes that six distinct models are available with various input and output configurations, plus short or long housing styles to suit any AS-Interface application need; they also feature SPEEDCON M12 connectors for quick installation of sensors or actuators. A mounting base supports two housing sizes and they feature various I/O mixes for ease in changing the I/O count without remounting the base or

Pepperl+Fuchs Inc., 330/425-3555. www.am.pepperl-fuchs.com Booth C-3835, S-5063



A selection of the co.'s tabletop bagging machines includes T-275 for simple applications with some automation, T-300 and T-375 for speeds to 70/min with the latter providing next-bag-out printing capability and T-1000 Advanced Poly-Bagger™ in standard and medical application models with its associated equipment. Includes a thermal-transfer printer, a light safety curtain, a vibratory parts counter, a check-weigh scale and an incline conveyor.

Advanced Poly-Packaging, Inc, 800/754-4403.

www.advancedpoly.com

Booth C-3027



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new products

Bag sealers MPS series of continuous band sealers is said to be produced in a wide range of configurations to suit all sealing needs. Co. says the series is designed to seal all pre-made, open mouth, heat sealable bags, and is available in stand-alone or conveyorized versions. Plexpack Corp., Emplex Systems, 800/265-1775...

www.emplex.com

Booth C-3432

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Digital printer The

manufacturer expands its family of digital label printers with the new Zeo!, described as a low-priced, lowvolume ink-jet label printer for small and mid-size cos. wanting to print their own custom and personalized labels in-house, in quantities between one and 1,000 labels/day. The co. says Zeo! prints photo-quality labels on-demand, is compact, quick to deploy, is user-friendly and fits on a desk, a countertop or other work surface. The co. is pricing the printer at \$2,995.

QuickLabel Systems, 877/757-7978. www.QuickLabel.com



Box/pillbox is brought into the co.'s Klickbox product line as a protective package made of PP to be strong yet lightweight. The co. says the package is available in contemporary colors and features permanent interior dividers for applications including vitamin and pill storage, office and school supplies, sports gear, craft and hobby materials, promotional items or general storage. Co. also cites package's orderly packing, easy handling and secure locking mechanism: it clicks.

rose plastic USA, L.P., 724/938-8530. www.rose-plastic.com

Booth S-5432

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For even more ways to improve packaging sustainability, speak with a packaging expert at Nordson Booth #C-457, PackExpo Las Vegas 2007.



Labeler The Versaline LC makes its impression by combining, its manufacturer says, robust construction and design efficiency to set a new price/performance threshold for a highperformance labeling system. The labeler can apply front, back, wrap, 3-panel and custom applications at speeds to 300/min with \pm $\frac{1}{2}$ -in. accuracy. Other features include a stainless-steel construction, MP-controlled labeling heads, feedscrews and no-changeparts product alignment.





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Bag printer Bagjet 1300 debuts as a turnkey bag-printing system that enables the printing of lot numbers, date codes and bar codes on the lips of most seed bags, printing in all global Windows® fonts, logos and symbols. The co. also says that the machine is low-maintenance, offers an economical 350-mL bulk ink delivery option and can print in black, red and blue, allowing color changes in seconds.

RSI, Inc., 301/963-7157.

www.rsipro.com

Booth C-4627



Filter tunnel To keep parts clean during conveying, the co. says new HEPA filter tunnel removes at least 99.97 percent of airborne particles that are 0.3 micrometers in dia. Larger and smaller particles are filtered at higher efficiency.

Dynamic Conveyor Corp., 800/640-6850.

www.dynamicconveyor.com Booth C-4119



new productsmaterials



Film & Foil

Barrier coating

A new barrier coating called N-Coat® uses a unique, nanobased technology, the co. reports. An ultra-thin coating is applied on a 48-ga polyester film, resulting in a clear

film with a gas barrier that can compete with most metallized structures, the co. says. Advantages of the product include an oxygen barrier of 0.07 cm³/100 in.²/24 hr and flexibility, which virtually eliminates any issues with flex cracking or stress cracking, the co. adds. The co. adds that the coating is water-based and offers, high gloss and clarity.

Constantia Multifilm, 847/695-7600. www.constantia-multifilm.com

Booth S-5505

Nucleating agents The co. will showcase its pioneering steps forward into new plastic products at K 2007 in Düsseldorf, Germany.

Advances set to benefit a wide range of markets, including packaging, will feature among the "world first" and "next-generation" developments, such as nucleating agents for both PP and PE applications. The launch of Hyperform® HPN-20E will make cost-effective property modification of PE a first-time reality for converters, resin and master-batch producers. Its introduction builds on the productivity, quality, dimensional control, Coefficient of Linear Thermal Expansion (CLTE) optimization and mechanical property solutions already offered to PP by the co.'s Hyperform product range.

Milliken Chemical, 864/503-2200.

www.millikenchemical.com

Foil products Foil products to be on display at Labelexpo Europe come in a range including metallic, holographic and pigmented versions, along with a choice of colors, holographic patterns and authentication features. New Overprintable TD is overprintable using UV-curable inks. **API Group**, 44 (0) 161 789 8131. www.apigroup.com



Hot-stamping foils A new line of hot-stamping foils is introduced without shim lines. Light Line Select® foils offer diffractive, continuous designs without the visual shortcomings of shim lines that can detract from design uniformity, the co. says. The proprietary process used in making the foils marks a technical milestone in the manufacture of holographic, continuous designs; even designs with ultra-fine lines and filigree patterns have no repetitive seams, the co. adds.

KURZ Transfer Products, L.P., 800/950-3645. www.kurzusa.com

Booth C-3716











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Aluminum tape Combining PTFE-coated aluminum foil with an adhesive backing, the co. has created a tape for heat sealing and other applications. The tape, designated DW 351, is used



with high-volume heat-sealing equipment and as wearstrips in light-duty applications. The coated tape is backed with a hightemperature, p-s silicone adhesive, which provides abrasionresistance and high tensile

strength, the co. states. A silicone-adhesive backing allows the tape to release cleanly from metal and ceramic surfaces and even rough or inconsistent surfaces. The product is provided in 18-yd rolls and can be supplied in widths from ½- to 12 in.

DeWAL Industries, 800/366-8356.

www.dewal.com

Biodegradable bags Eco Film™

biodegradable, compostable bags are designed specifically for the unique demands of community compost programs, the co. reports. The nontoxic bags are said to be stronger than conventional trash bags and will turn into carbon dioxide and water within weeks of commercial composting, the co. says. Additionally, the bags will not break apart while waiting for pickup, according to the co. The bags are available in bulk and retail sizes of 65, 39 and 20 gal and are suitable for the collection of organic waste in typical container sizes. The bagstock is made entirely of certified compostable materials and complies with DIN V 54 900 and ASTM D 64 900, says the co.

Cortec Corp., 800/426-7832. www.cortecvci.com



Interleave sheet Stabulon™ anti-skid interleave sheet prevents slippage of cases or bags placed on skids. The product reduces costs of damaged goods in the warehouse and in-transit by increasing the quantity of cases or bags per skid and by reducing or eliminating the need for stretch wrap. The sheet features a 42-deg coefficient of friction, fits 40×48-in. skids or custom skid sizes and can be applied by hand or with an automated pick-and-place system. It's also recyclable.

CGP Caribou, Inc., 866/370-3677.

www.cgp-caribou.com



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new productsmaterials

Adhesive platforms The co.'s brochure describes 14 adhesive-technology platforms that can be tailored to meet the needs of 39 discrete markets. This set of adhesive capabilities and solutions provides a detailed chart that clearly shows what adhesive technologies work best in a particular market and application. Examples are provided for consumer packaging, paper and wood, pressure-sensitive applications, product assembly and nonwoven applications and many others. According to the publication, the co. delivers the exact bonding solution in a wide range of industries and applications, and customers benefit from the company's global presence and leadership in industrial adhesives expertise. National Starch and Chemical Co., 800/797-4992.



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Thermoplastic elastomers The line of

DYNAFLEX® G2700 thermoplastic elastomers (TPEs) has been given clearance by the FDA for use in direct food-contact applications, including both fatty and nonfatty foods. Previously, the co.'s styrene ethylene butylenes styrene (SEBS) products were cleared for use in direct foodcontact applications for nonfatty foods. Further, the clearance carries no restrictions for use in adhesives. food packaging or food-storage applications. The G2700 Series of compounds are easy-processing TPEs designed for injection-molding and extrusion applications that require FDA compliance. Available in a hardness range from 28 to 64 Shore A, they feature a soft touch, a rubbery feel, excellent colorability. good melt stability, high flow for long, thin-walled parts, good adhesion to polypropylene and good ozone and UV-resistance, the co. says. Depending on the grade, they come in either natural or clear pellets. GLS Corp., 800/457-8777. www.qlscorp.com

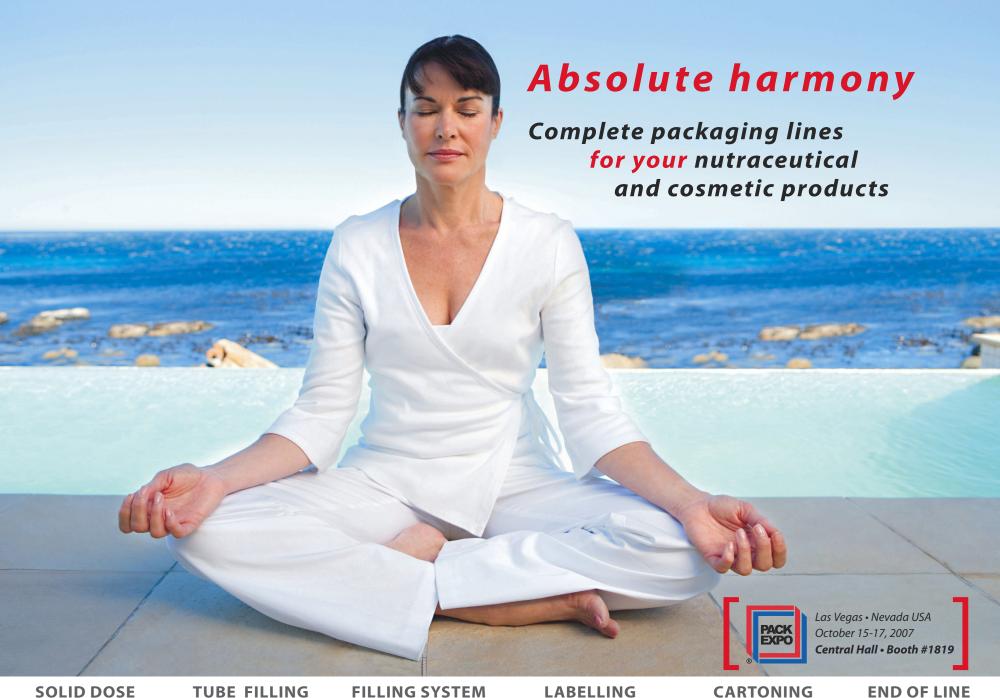


Clamshell packaging

The newest addition to the co.'s line of clear plastic packaging is clamshell packaging in the most commonly used materials including PVC, PET and PP. The clear container options provide a visual advantage to many packages in any shape or form, the co. states. Thermoformed packaging can protect products and be designed to display highly precise details. Each clamshell can be customized. The package supplies also offer shipping and storage ease. Selection services are available, the co. says, from the prototype process through to the finished design.

VisiPak, 800/797-7886. www.visipak.com Booth S-6083













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S-5586 ICS – International Conveyor Storage Inc.



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Keg weigher keeps brewer **hopping**

The country's oldest brewery, D.G. Yuengling & Son, searched for **ROBUST WEIGHING TECHNOLOGY** that could handle heavy beer kegs at line speeds, would fit in tight quarters and stabilize keg transfer. A customized unit delivers.

Lauren R. Hartman, Senior Editor

Thirsty? If you want a cold one and need enough for a crowd, how about a keg of beer? For more than 175 years, D.G. Yuengling & Son, Inc. has produced a wide array of craft-brewed beers, in bottles and in kegs, and today operates two facilities in Pottsville, PA, and one in Tampa. Considered America's oldest brewery, Yuengling produces traditional and light lagers, premium and light beer, porter, ale and Black&Tan, a unique combination of beer and porter. Yuengling distributes its brews in 10 states and generates 1.6 million barrels of beer annually. Evaluating an expansion to distribute to two more states, the brewery experienced doubledigit growth over the past five years. That growth has prompted Yuengling to find ways to improve productivity with respect to its keg operations, so it searched for container-weighing technology that could handle the heavyweight beer kegs at production-line speeds.

o ensure that customers get what they pay for, in February 2007, the brewer installed Mettler-Toledo Hi-Speed's (www.mt.com/ hi-speed) CS3600 Caseweigher with XE control to weigh kegs coming off the filling lines at the brewery's Mill Creek facility in Pottsville.

"In the brewing industry, if your technology isn't continuously reliable, your competition will swallow you up," explains Joe Frinzi, manager of quality and operations at Yuengling. "The Caseweigher is rugged enough to handle the heavy weight of our kegs, and the Hi-Speed engineers were willing to customize it to fit into a small space that was available on our line."

Able to weigh containers in configurations up



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to 30 in. wide that weigh 44 to 250 lb, the system delivers accurate, repeatable weights within +/-0.35 to +/-1.5 oz, depending on the application. In the Mill Creek facility, the in-motion weigher sits on a filling line equipped with a KHS-Till (www.khs. co.th/khstill.htm) filler with five individual lanes that outputs 66 kegs/hr/lane, for a total of 330 kegs/hr. The line is built to handle two keg sizes—a

quarter barrel and a half barrel—with only brief stoppages for changeovers.

As Frinzi emphasizes, however, the filled half-barrel keg is no lightweight, at 160 lb. "When you are transferring three-hundred-thirty of those an hour, the machines that handle them have to be robust," he points out. "Our old checkweigher could accurately weigh the kegs, but it couldn't transfer them onto and off of the scale without stopping to weigh each keg. And it shook horribly. A roller conveyor [operating with it] occasionally would bend because it couldn't withstand the impact on the transfer. The wear and tear created a maintenance nightmare and the product waste began to hurt our bottom line."

he new Caseweigher's continuous-motion scale immediately impressed Frinzi. "It was heavier than we expected, totally accurate and very stable. The keg transfer is so smooth that you hardly notice it."

But the system had to fit into a tight space only 2 ft long and 18 in. wide. So Mettler-Toledo Hi-Speed customized the CS3600 to fit. "Some potential vendors took one look at the space and our environment, and said either that they couldn't

do it, or that they needed to build an entirely new machine, reinforced to handle all of the pounding," says Frinzi. "But Mettler Toledo Hi-Speed had no trouble customizing their standard machine."

Designed to handle tough industrial environments like Yuengling's, the ruggedly built weigher has a stainless-steel frame, a heavy-duty rejector and an Intralox (www.intralox. com) 400-Series plastic belt conveyor that allows the weigher to easily withstand the constant impact of heavy cases, pails, totes, sacks, cartons, bags, boxes and other containers and move from scale to transfer belt without a hitch. Frinzi says the new belt moves at the same speed as the conveyors to ensure a smooth transfer.

The open design features hermetically sealed, stainless-steel loadcells to tackle conditions that commonly occur in food and beverage environments. Convenient side access to major electrical and mechanical components simplifies inspection, cleaning and maintenance. Combined with Mettler-Toledo Hi-Speed's new XE-Series controller, the CS3600 Caseweigher delivers robust performance, ease of use and value when weighing heavy products, confirms Frinzi. He says the XE controller provides operator access to scale functions through an intuitive, multilingual, menu-driven touchscreen display. Training was minimal on the controls, he adds. The 100-product memory facilitates setup and changeovers with the help of a color touchscreen user interface. "We only have two line operators," Frinzi says. "The line is entirely automated. The user interface allows the



Joe Frinzi, manager of quality and operations at D.G. Yuengling & Son, surveys the stacks of heavy-duty beer kegs in storage.

operators to see what the weigher is doing from almost anywhere on the floor. We can easily generate a report and identify and fix a filling problem quickly."

bout 45 percent of the brewery's production is packaged in kegs. On the keg line, Yuengling runs half barrels of beer 80 percent of the time and quarter barrels 20 percent of the time. The stainless-steel kegs are supplied by Spartanburg Stainless Products, Inc. (www. ssprod.com).

There are many steps involved in the brewing process. Basically, the beer ingredients are milled, combined, cooked, softened and liquefied; then more processing steps take place as

the liquid (wort) is separated from the grains and transferred to a kettle, to be boiled for sterilization before hops are added. Then, it's pumped into a tank to be cooled before it's transferred to a fermentation cellar.

ure, cultured Yuengling yeast is added so that fermentation can take place. It is at this point that the yeast converts simple sugars into alcohol and carbon dioxide while imparting its own special flavors to the beer. Once the wort is fermented, it can be called "beer." The yeast is reclaimed and used for the next generation of brews, the CO₂ is reclaimed, purified and is later injected back into the beer. The resulting beer is then pumped through a centrifuge and is cooled to 32 Continued on page 34



The in-motion checkweigher with control panel, above, weighs half-barrel kegs (160 lb) and can also be quickly changed over to run quarter barrels.



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1318 Quaker Circle • Salem, OH 44460 Telephone: 330-332-1800 • Fax: 330-332-2144 deg F before being transferred to an aging cellar and allowed to age for 14 days to increase its clarity and allow its flavor to mature. The mature beer is then cooled again and filtered for sparkling clarity, and the CO₂ is adjusted to ensure superior flavor and foaming qualities before the beer is

moved to finishing tanks. Throughout this process, the beer is carefully monitored. The beer is then pumped to the keg or bottling line for filling and weighing.

After filling, the kegs are uprighted by a keg turner from KHS Till and conveyed to the CS3600 Caseweigher for

weighing, If they pass muster, the Intralox belt transfers the kegs to a discharge conveyor. Next, the weighed kegs receive a dustcover cap placed on their dispensing valves by a KHS Till capper before they're coded with brand information, a production date and the time of production by a Videojet





(www.videojet.com) coder. From there, they're robotically picked up and palletized on systems from Kuka (www.kukarobotics.com) for shipment or conveyed to a cooler.

"Changeovers take about ten seconds, although the entire line takes between fifteen and twenty minutes," says Frinzi. "Everything is preprogrammed so that the line operator selects a specific product to run from the control panel. We

Operators call it the Rolls Royce of checkweighers.

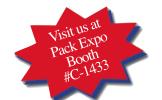
Downtime is expensive. That's why we like the quality and reliability of this unit.

change keg sizes on the average about twice a week."

Yuengling is foaming with enthusiasm about the keg-weighing station. "Operators call it the Rolls Royce of checkweighers," Frinzi notes, adding that he thinks the weigher system will pay for itself in about a year. "Downtime is expensive," he tells PD. "That's why we like the quality and reliability of this unit. We don't have to worry about it. It works perfectly."

More information is available:

Mettler-Toledo Hi-Speed,
607/257-6000. www.mt.com/hi-speed.
Intralox, L.L.C., USA, 800/877-7543
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KHS Till/KHS AG, 49 231 569 0.
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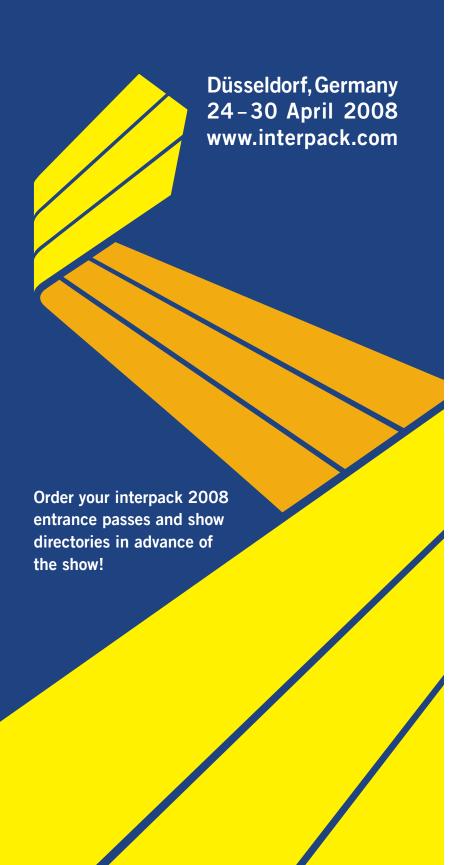












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'Go spoonless' packaging is easier

The patented **CRUSHPAK CONTAINER**, a compressible, accordion-like cup, is especially suited for foods like yogurt that are thick or viscous.

Certain foods, like yogurt, just got a lot more convenient with the introduction of CrushPak® "go spoonless" containers from Inveratek (www.inveratek.com), a New Zealand—based developer of the new technology that is now making it available for licensing in the U.S. and Europe. The patented CrushPak container, a compressible, accordionlike cup, is especially suited for foods like yogurt that are thick or viscous. It can be used as a squeeze-pack with or without a spoon or as a dispenser to pop out the product.

"CrushPak is a revolution in packaging technology," says Paul Adams, CEO of Inveratek. "One pack offers consumers three different ways to eat their favorite foods. It also enables manufacturers to create new consumption opportunities and opens new markets and channels for existing products. It's the ideal platform to launch innovative products for today's on-the-go and health-focused consumer."

In October 2006, Fonterra Brands (NZ), Ltd., a \$9-billion company and the world's largest dairy-products exporter, became the first to use the CrushPak. Fonterra created and branded a new youthoriented yogurt product named SplatzTM around the CrushPak packaging concept. Splatz, which retails for up to three times the price of competitive products, exceeded all sales expectations. It was so successful in growing sales and market share that, in February 2007, Fonterra launched a second CrushPak product called Squeezables under its flagship Calci-YumTM dairy-food brand. Squeezables is a hot-filled, dairy-food product that is targeted at children aged five to 14.

CrushPak can be manufactured on existing machinery lines with minimal tool changes and requires no special equipment. It runs at equivalent cycle times, uses standard polystyrene sheet and is suitable for both hot- and cold-fill applications. The unique CrushPak design requires less plastic than conventional single-serve cups and can result in significant savings for manufacturers in costs and materials, says Inveratek. Environmentally, less plastic enters the wastestream. Additional information on CrushPak can be found at www.crushpak.com.

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PEPSIAMERICAS' Des Moines facility improves efficiency by six percent and saves \$120,000 annually by installing an enterprise data-acquisition system that provides a deeper view into a production line's operational processes.



Today's factories generate incredible amounts of raw data that can offer insight into the production process from start to finish. PepsiAmericas is a company that is no stranger to the power of plant-floor information. The company recently embarked on a quest to gather critical production data from its beverage-making processes and present it in a format that would enable better decision making. The result is that PepsiAmericas has increased information access and gains a clearer picture of the plant floor, which it has used to improve manufacturing and business processes.

The PepsiAmericas facility in Des Moines, IA, is one of 19 U.S. beverage-production and bottling plants operated by PepsiCo, Inc. Nestled in the heart of central Iowa, the facility makes and packages more than 45 brands of Pepsi-Cola products and distributes them throughout the Midwest. In a single day, the plant produces nearly 60,000 cases of soft drinks, totaling more than 20 million cases annually. While the facility has a strong record of operating efficiency, it was experiencing unexplained interruptions on the canning line that were causing a chain reaction of bottlenecks







With just a few mouse clicks, management can view OEE calculations by work-cell, downtime/machine, quality data, changeover times and the causes of stoppages.

in downstream processes. This resulted in large blocks of downtime, which began to drive up labor costs and prevented PepsiAmericas from meeting its high throughput goals. In an environment where an hour of downtime results in \$300 in labor costs and \$10,000 in lost product, several hours of idle production can result in tens of thousands of dollars in total losses. To keep up with the increasing industry pressures, reduce costs and optimize performance, PepsiAmericas realized it needed a clearer picture of what was happening on the plant floor from start to finish.

s is the case with most beverage processes, production begins in the raw-materials receiving area of the facility. A depalletizer breaks down 10-foot-tall pallets, stacked with 8,000 cans, layer by layer, and shuffles them onto an air conveyor. The cans move in a single-file line

packaging. Date and product information is then laser-printed on the bottoms of the cans.

From there, the cans move to the packaging area, where they are put into one of three package options—a six-pack bound by plastic rings, a rectangular 12-pack Fridge-Mate or a 24-pack cube. Finally, the 6-, 12- or 24-packs go to an automatic palletizing station for stacking, wrapping and preparation for distribution. The entire process, from unloading the cans to wrapping the pallets,

This automation solution has helped strengthen our competitiveness in the industry, and it has enabled us to take a more proactive approach to optimizing our operations.

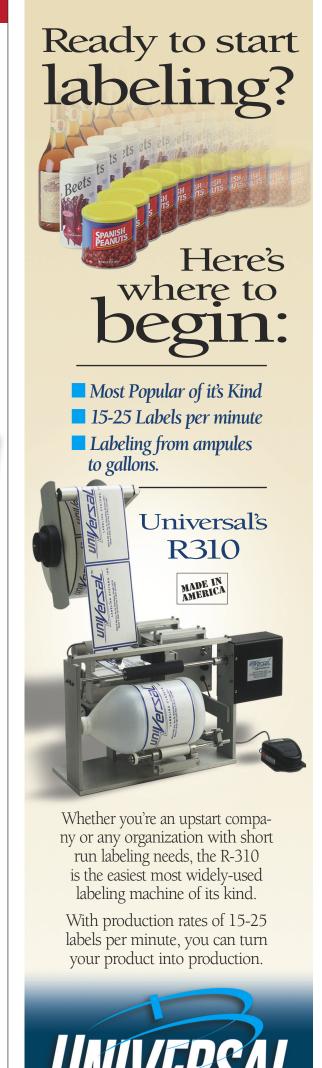
overhead, snaking their way toward the other end of the facility. Each can is sanitized as it passes through an ionizer and tumbles in roller-coaster fashion into the filler room.

In another part of the facility, the large batching tanks of the mass-mix system combine flavored syrup and carbonated water to make the soft drink. The sanitized cans reach the filler room and make their way through a 72-valve filler station, which operates at speeds of up to 1,200 cans/min. Here, each can is filled and charged with a shot of nitrogen, after which a series of rollers seal it with an aluminum lid. The cans leave the filler room upside-down and make their way back out into the warehouse, where they are warmed to prevent sweating that would destroy the paperboard

takes less than 20 min.

PepsiAmericas was using manual paper- and pencil-based systems to collect performance data from the can line. Operators monitored the line's production and recorded throughput and downtime events during each shift. This information was then manually plugged into the company's enterprise-financial system, which logged how many flavors, cases and package sizes were made each day. Management also reviewed the data to identify shutdown incidents and attempts to troubleshoot the problems.

In addition to being unreliable and cumbersome, the process gave management little insight into what was really happening. While operators were Continued on page 42



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meticulous in recording downtime incidents, they were only capturing the obvious issues—10- or 15-min-long events—that were easily recognized as problems. What they were not seeing were the short blocks of downtime, such as a few seconds here and a minute or two there that, over the course of a day, could add up to significant loss. In addition, merely noting the downtime

episodes could not help management understand why they occurred, which left PepsiAmericas playing a neverending guessing game of how to improve can-line operations. "With the old system, we were relying on people to collect and record the data, and then log it into our business system without flaw each day," says Dave Bramow, production manager, PepsiAmericas.





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Production begins in the raw-materials receiving area of the facility, where a depalletizer breaks down 10-foot-tall pallets of empty cans and bottles, layer by layer, and shuttles them onto an air conveyor to be sent to the filler room.

"This was a tedious, error-prone process that, in the end, couldn't give us the information we needed to correct the problems causing the downtime."

epsiAmericas knew that in order to eliminate the bottlenecks and stoppages, it needed an accurate picture of the canning process. This meant up-to-the-minute access to real-time information to help management capture the short intervals of downtime that were not accounted for. To do so, it needed a sophisticated data-acquisition system that could gather information from the entire line and present it to management in a usable format for better decision-making.

In the summer of 2004, PepsiAmericas enlisted a team of engineers to identify and implement the solution. The team, led by Bramow, sought an automation supplier with the industry expertise and technical capabilities to provide a solution that could turn plantfloor information into business knowledge. The solution needed to deliver accurate, real-time information to help management identify the root cause of problems and drive continuous-improvement initiatives. In addition, PepsiAmericas wanted a solution that could integrate its disparate systems together to improve supplychain visibility and streamline Continued on page 44

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production from start to finish.

After reviewing several proposals, PepsiAmericas chose Rockwell Automation (www. rockwellautomation.com) as its automation partner. "We've had a long relationship with Rockwell Automation and the majority of our applications are built on their control systems," says Bramow. "Rockwell

Automation listened to our problems and offered a solution that could be tailored to help us overcome our unique challenges. We also had peace of mind knowing that we had local support during and after the installation. We didn't get that assurance from the other vendors."

Selected as the backbone for the beverage producer's enterprise data

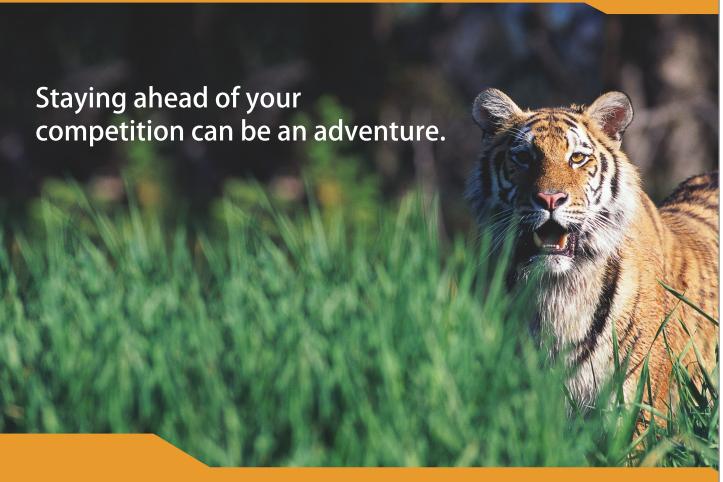
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acquisition was the Rockwell Automation® Line Performance Solution, a suite of pre-integrated software and services based on the Rockwell Software® FactoryTalk® production and performance software suite. The solution provides a deeper view into a production line's operational processes by aggregating and contextualizing key performance data to help correlate the variables that impact overall equipment-effectiveness (OEE). The system provides operators and managers with on-demand access to downtime monitoring and alerts, production performance analytics and equipment operating metrics. Numerous reports display production metrics associated with time, shift, operator, work order and product.

"The Line Performance Solution offered everything we were looking for, in terms of functionality, robust data-gathering capabilities and ease of use," says Bramow. "It was essential for improving our overall visibility, tracking and control of the line's performance, so that we could maximize its capacity and ensure product quality. It also had the best format for communicating the information to those who use it, both at operator and supervisory levels."

PepsiAmericas wanted to identify all interruptions of 10 different workcells to give management a clear picture of production without overwhelming them with information. More specifically, the team wanted data on the number of downtime incidences, the duration of each episode, and what caused the events in an easyto-read format. The new system also needed to be able to generate throughput, waste and efficiency figures and have flexible reportingoptions so management could break performance outputs down by the shift, operator, hour, minute or

Finally, PepsiAmericas wanted to maximize its technology investments. With an installed base of nearly 95 percent Rockwell Automation control-Continued on page 46



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system hardware and software, PepsiAmericas wanted to leverage its existing automation infrastructure for maximum impact and returnon-investment. "All of our systems were loosely tied together because our network was incomplete," says Bramow. "We wanted to upgrade to a central data-highway to improve integration and information exchange throughout the facility."

In addition to tying the facility's disparate applications together, the team hoped this would help them leverage the information housed in the Rockwell Automation control systems, which was a mix of Allen-Bradley PLC-5 and SLC-500 controllers, to monitor efficiency and identify downtime. Nearing PepsiAmericas'



Sanitized cans reach the filler room and make their way through a 72-valve filler station, which operates at speeds of up to 1,200 cans/min.

peak season, all of this, including installation, needed to be achieved in a short timeframe and with minimal impact on production.

The PepsiAmericas team also faced the challenge of making sure it could transport all of the data coming off of the Rockwell Automation controllers to the server. To do so, PepsiAmericas installed an EtherNet/IP network, which enables the Line Performance Solution to gather information housed in the controllers of each workcell and quickly send it back to the system's central server. Once the network was installed, the solution integrated seamlessly into the facility's existing architecture. In addition, the EtherNet/IP network enabled the team to connect each part of the process, from unloading the cans to palletizing, creating a more integrated production-system.

The team then configured FactoryTalk Metrics, which is a Microsoft® Windows®based software application for evaluating the performance of critical production assets, on its production server. In addition, FactoryTalk Historian was installed to help collect, analyze and report production data through web-based reporting. FactoryTalk Integrator SE transaction-manager software acts as a transport mechanism, providing efficient data transfer between the controllers and the server. By working seamlessly with one another and the Rockwell Automation control systems, these software tools help extract manufacturing data, allowing PepsiAmericas to review current and historical performanceinformation.

nce PepsiAmericas determined a baseline for production and the solution was up and running, it began collecting, storing and analyzing production information. Continued on page 48

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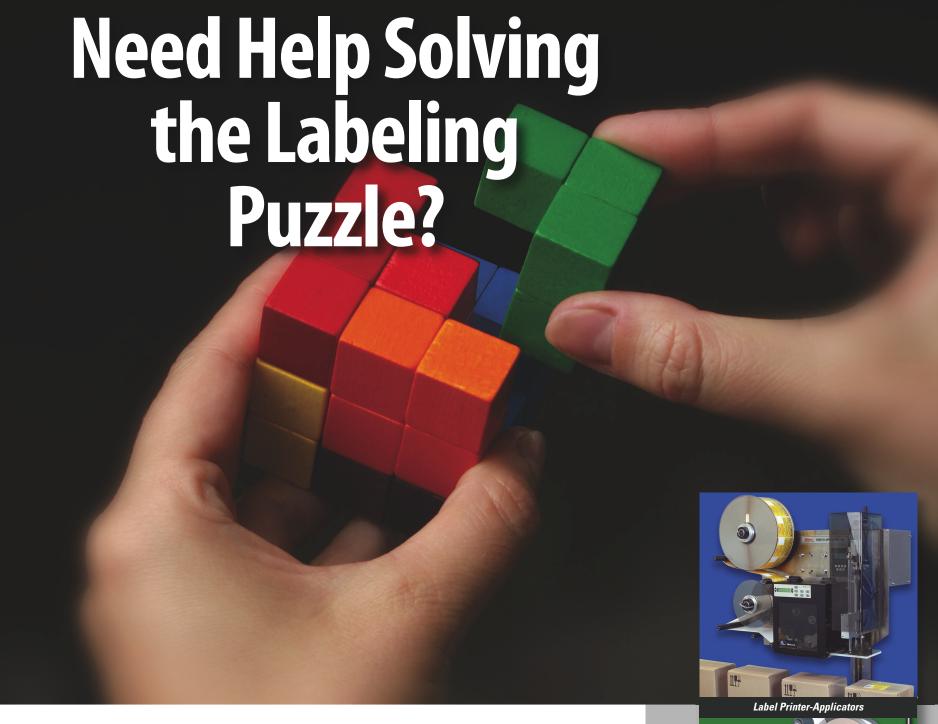
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The Line Performance Solution started delivering a treasure trove of manufacturing data. This information is displayed in easy-to-read graphics and customized reports on a standard personal computer off the production floor. With a few mouse clicks, management is able to view general OEE calculations by work cell, downtime for each machine,

quality data and changeover times, as well as specific events that cause line stoppages, such as a jammed can or spilled product. The obsolete paper-based system has been eliminated. "Access to this information has helped us understand production inefficiencies and work to remedy them," says Bramow. "It's really eliminated the guesswork and finger-

pointing that used to be a part of improvement initiatives."

PepsiAmericas also was experiencing mysterious blocks of downtime at the filler station and operators could not keep it running properly. By reviewing data from the Line Performance Solution, management realized that the layout of the filler's control panel had many

of the process switches close to one another. The sanitation-mode switch was right next to the one that shut the filler off. "Before the Line Performance Solution, we ran into instances where we couldn't get the filler to run and we didn't know why," says Bramow. "After reviewing the data, we realized that operators were mistakenly turning the filler into sanitation mode, which resulted in several hours of downtime for each incidence."

ince the installation of the Line Performance Solution, the team at PepsiAmericas has worked to turn plant-floor information into business intelligence to build a competitive advantage. By using information to identify line interruptions and improving operations through corrective actions, best practices and training, Bramow and his team have achieved a six-percent increase in efficiency, which equates to more than \$120,000 in savings each year.

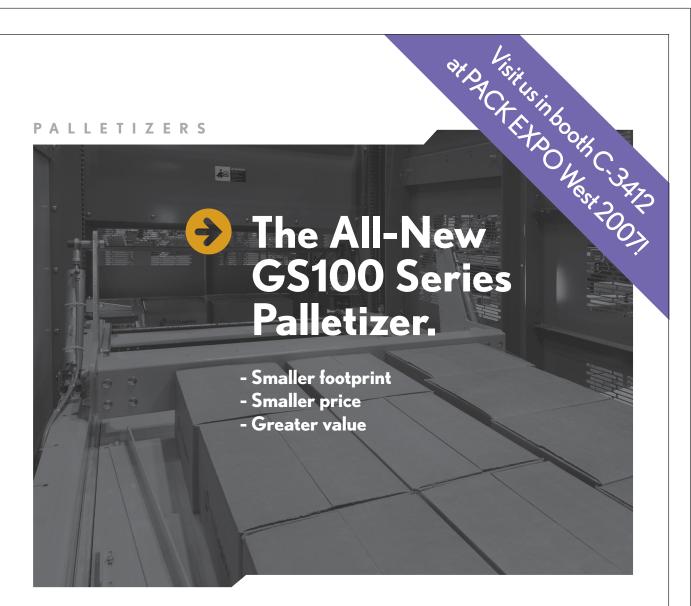
With the success of the Des Moines facility, other U.S. PepsiAmericas plants will soon be deploying Line Performance Solutions. This will help PepsiAmericas compare apples to apples, when analyzing production at all of its facilities. "We selected Rockwell Automation not to just be a short-term, one-project supplier, but to be a long-term partner," says Bramow. "This solution has helped strengthen our competitiveness in the industry, and it has enabled us to take a more proactive approach to optimizing our operations."

The warehouse entrance at the Des Moines facility proudly bears a 10-ft-long banner for the 2005 PepsiAmericas Plant of the Year. The plant received the award for demonstrating efficiency and optimizing productivity in 2005, outshining its 18 sister facilities. "When all is said and done, our priority is to make quality beverages for our customers, and Rockwell Automation works to provide systems like the Line Performance Solution that help companies improve operations," says Bramow. "By partnering and focusing on these objectives, we both succeeded."

More information is available:

Rockwell Automation, 414/382-2000.

www.rockwellautomation.com.





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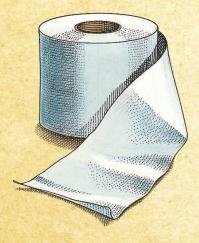
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system integration

According to the Packaging Machinery Manufacturers Institute's purchasing plans study for last year, larger numbers of end users are turning to system integrators to design and install their packaging lines. As that study notes, this is consistent with manufacturers downsizing in-house engineering departments. More than one-third of the study's respondents (37 percent) currently outsource at least some portion of their integration

Though virtually all described themselves as "system integrators," they also called themselves "automation consultants (70 percent)," "control panel builders (55 percent)," "software houses (31 percent)," and "machine builders (27 percent)."

Much of this identity crisis in the integration industry is due to the wide variety of sources from which system integration services can be obtained (see this column in December, 2006). There's also

com/packaging). Besides serving the packaging industry, all companies listed must be a contract engineering firm or a

company's engineering division that can design and implement computerized control systems for automated facilities producing commodities or a finished product.

So depending on how "system integrator" is defined, the overall industry might be worth tens of millions or tens of billions of dollars annually. The CSIA estimates its members alone provide more than \$1 billion annually in industrial automation systems, incorporating \$400 million of hardware and software automation products. However, no matter how it is defined, the integration industry is growing and gaining recognition in the broader industrial automation community.

Consulting Editor Vance J. VanDoren, Ph.D., P.E., contributes articles on process control, advanced control and systems integration and edits Control Engineering's and Packaging Digest's annual Automation Integrator Guide.

System integrators gain market share

requirements to system integrators, up from 34.6 percent in 2005.

This trend reflects the overall growth of the automation system integration industry. A survey conducted by Control Engineering in 1970 turned up just 103 system integration firms or "systems houses" as they were commonly known. In the early days, system commissioning usually was the responsibility of the plant engineering staff working closely with the principal vendor.

A recent survey for Control Engineering's 2007 Automation Integrator Guide included more than 1,400 contract engineering firms developing industrial automation and control projects.

no universally accepted definition of "automation system integrator" or "control-system integrator."

The Control System Integrator Association (CSIA), for example, defines a control system integrator as "an independent firm, a profit/loss business unit or division of a corporation whose unit provides value-added integration services for complex integrated solutions."

The percentage of revenue derived from laboronly integration vs hardware and other services is greater than 61 percent.

Packaging Digest takes a broader view when considering companies for our annual Packaging Integrator Guide (www.IntegratorGuide.





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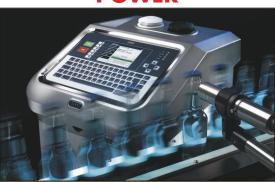




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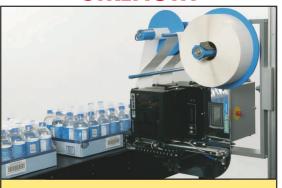
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Package built with an eye toward precise specs

A new package gives surgeons a clear view and easy access to the WORLD'S SMALLEST CATHETER used for opthalmic procedures.

The final version of the package design consists of a base tray with five cavities and a cover with a positive snap.

When designing the packaging for the smallest catheter in the world, Flexpak Corp. (www.flexpack.com) faced a big challenge. The packaging was for the micron-scale iTrackTM 250A microcatheter, manufactured by iScience Interventional of Menlo Park, CA.

The iTrack is used to add fluid to certain locations in the eye in the application of minor, invasive ophthalmic procedures. What makes iTrack unique is its illuminated ophthalmic microcatheter design used specifically for anterior segment access technologies in the front third of the eye, which includes structures such as the cornea, iris and lens. What similar products lack is the illuminated beacon at the distal tip of the iTrack, which allows exceptional visual tracking of the microcatheter location. The atraumatic tip design and distal shaft flexibility, unique to iTrack, minimizes potential tissue damage. The number "250" in iTrack 250A indicates the 250-micron diameter at the tip. A fiberoptic filament runs through the distal shaft and is attached to a light source sold separately by iScience.

The iTrack provides site-specific delivery of saline viscoelastics (used to stabilize and protect ocular structures during surgery), and other sterile ophthalmic solutions.

Flexpak had to incorporate six parts into the iTrack packaging, including a fluid injector and a microcatheter composed of a fiberoptic cable 6 ft. long, a tubing infusion line 18-in.-long attached to a smaller midshaft 4-in.-long, a distal shaft 1.5-in.-long





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iScience asked its packaging supplier to produce a smaller, easy-to-open container that could handle and protect the six pieces of its microcatheter.

The overall packaging design elated iScience for all the right reasons: clarity, puncture resistance, high impact and cost savings due to the reduced size and overall layout.

and two integrated connectors.

Original packaging for the iTrack was designed by a different thermoforming company. For the redesign, iScience awarded Flexpak the project due to its excellent presentation and to the understanding that they were being challenged to reduce the footprint of the original tray from 12 x 10.5 in. Mike Sorensen, Flexpak design engineer, says, "I managed to reduce it to 9.5 in.² The original cover was difficult to remove, so I redesigned it to be easier to take off." The final Flexpak design consists of a base tray with five cavities and a cover.

he new cover design is a better fit with a more positive snap," according to Jerry Wroblewski, iScience's senior vp of operations. "And it's smaller at 8.25 x 8.25 in.². This allows more ease of handling in the operating theater when the package is placed into the sterile field. The medical staff can more readily open the cover and get to the iTrack."

Flexpak uses Pentamed® PETG film from Klöckner Pentaplast (www.kpfilms.com), a leading global manufacturer of rigid films. Explains Ed Berger, Flexpak's vp for business development, "Klöckner Pentaplast is our approved vendor for Pentamed PETG films. We wouldn't use anything

else. For one, its Pentamed films have the highest clarity available. Secondly, it die-cuts cleanly. You don't want to find cutting debris in the package, which is of critical importance, especially when operating on someone's eye. Thirdly, its service and technical support is unparalleled in the industry."

For iScience, the package's appearance was of paramount consideration. Because of the superior clarity of Pentamed films, there is no shift of color during gamma sterilization used in medical device packaging. This made it an attractive choice.

Wroblewski at iScience outlines another necessary function that the packaging needed to perform, saying, "The distal section is fragile, as it allows isolation of the distal shaft and tip from the fiberoptic. filamnet. So the packaging had to really protect the distal section." Again, the strong puncture-resistant quality of the film fits the need.

Sorenson explains that "the real challenge was to design a package to retain all the components that would pass a drop test. Keeping the components separate in their respective cavities for ease of handling in the operating theater was also key."

Justin Glass, business manager for medical device films at Klöckner Pentaplast, adds: "Our films exhibit strong integrity, assuring that contents are secure. The high-impact strength of the Pentamed films is unassailable with respect to medical packages."

And, as with most challenges, the new design also had to realize a cost savings.

n the end, the overall packaging as designed by Sorensen and his peers at Flexpak elated the team at iScience for all the right reasons: clarity, puncture resistance, high impact and cost savings due to the reduced size and overall layout. Dave Kupiecki, iScience's project manager at the time, said: "I really put in very little effort as a customer in terms of computer-aided design, revisions, fit, etc. I basically handed over the product with the applicable constraints (pouch, size limits and material), and Flexpak did the rest. They were very responsive and truly did a huge amount of design, leaving me free to execute the critical deliverables on product development."

Flexpak uses a Sencorp 2500 (www.sencorp-inc. com) thermoforming machine for both the tray and the cover. First, the Pentamed film is unwound from the roll, and is carried through the oven and formed into the designed shape at the molding station. From there, it is indexed to the die station where it is cut from the web. It is then moved to the picking station where it is manually picked free from the web. It's then inspected and packed in a Continued on page 54



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corrugated carton.

Once the thermoformed pieces are shipped to iScience's manufacturing facility in Menlo Park, the iTrack components are assembled, placed in the tray and covered, and then put into a standard pouch that is clear on one side with a Tyvek® label on the other. Boxes of 10 catheters are then sent to a sterilization facility and

irradiated, ready for delivery.

"We are in the process of building inventory to forecast," says Wroblewski. "We are marketing iTrack nationwide and have the CE Mark, allowing usage in Europe. There are 'thought leaders,' who are doctors going after new procedures. They are starting to adapt iTrack to other surgical procedures, thinking outside of the box.

ight now, Wroblewski says, iTrack is being adopted for treating glaucoma. However, doctors are doing other things with iTrack, he adds That's because flexibility is a key benefit, permitting 360-deg access to Schlemm's Canal, a little-known structure in the eye. (the

iTrack injector is manually operated and screw-driven, allowing solution to be slowly metered).

iScience maintains its own sales force and distribution arrangements. According to its website, "iScience is a science, technology, and patient outcome-driven medical device company that specializes in the development of leading-edge interventional therapies and procedures for ophthalmic diseases."

It's clear that iScience's place on the leading edge carries over to its packaging. The final result is packaging as unique as the product.

Sums up Wroblewski: "One, the packaging is convenient for our

The real challenge was to design a package to retain all the components that would pass a drop test. . . and

that would pass a drop test. . .and keep components separate in their cavities.

operators to load the product by hand. Two, it presents well. And three, we can use the packaging for multiple products."

lexpack's Berger expresses his pleasure, saying: "We stand by our corporate belief in doing right by our customers. And in this case, I know the project manager was very complimentary about the package's appearance and our response time."

Response time, indeed.
Originally, iScience's timeline for the packaging project was eight weeks.
Flexpak completed the design and had the tooling manufactured within five weeks.

Overall, it was a project where iScience, Flexpak and Klöckner Pentaplast all saw eye-to-eye to arrive at the best solution in the shortest time possible.

More information is available:

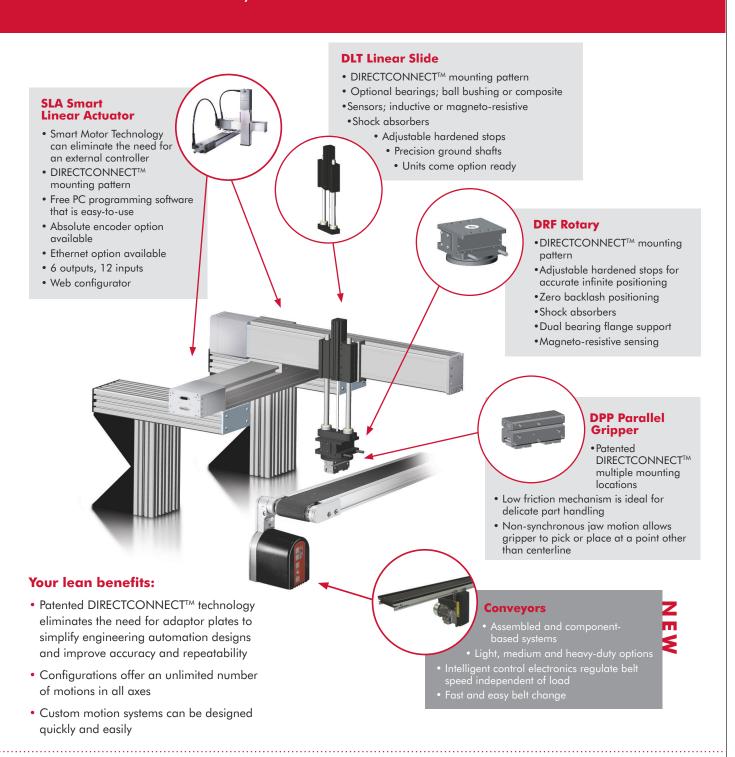
Flexpak Corp., 602/353-4102. www.flexpak.com.

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Energizer's revised blister-packs for e²® Lithium® batteries sold at Wal-Mart stores gain processing efficiencies, are highly printable, are TEAR-RESISTANT AND DETER THEFT. The packs also offer easy access and maximum billboard space for graphics.

Battery packs are re-'energized'

Lauren R. Hartman, Senior Editor

The push is on to design pilfer- and theftresistant packaging for high-value products for offices, schools, hospitals and retail stores such as Wal-Mart, the world's largest retailer, especially if those products are small in size or quantity

and thus could be highly vulnerable to tampering or removal from their packaging in-store.

The growing corporate interest in packaging security is critical, but packaging must also stick to the bottom line and keep retailers and packagers ahead of the competition.

Today, retailer metrics require packagers to provide packaging with substantial product protection, tear-resistance, pilfer-resistance, tamper-evidence and, in more cases than ever, an ability to meet environmental criteria, such as Wal-Mart's Packaging Sustainability Scorecard, which became available to its product suppliers on Feb. 1.

In March 2007, when it came time to make a packaging change for its high-value e2® Lithium® battery packaging for Wal-Mart stores, Energizer, St. Louis, switched patented package was developed by Colbert Packaging Corp. [www.colbertpkg.com]), to thwart tampering and pilferage. The shiny new package provides an eye-catching look that's consistent with the rest of Energizer's packaging and has the high visual appeal the products demand while simultaneously satisfying the need for substantial pilfer- and theft-resistance.

Through its 10,000 colleagues, Energizer manufactures and sells batteries and flashlights in 150 countries. Tube-shaped and small in size, the lithium batteries are such that they can be taken from their package and tucked into a pocket in the store. And with a number of large retailers specifically requesting more

We can run this new package on one of our faster packaging lines.

from an all-vinyl, radio-frequency-sealed clamshell with an inner insert card to the BlisterGuard® security package produced by Rohrer Corp. (www. rohrer.com), a licensed provider (the

theft prevention and pilfer-resistant packaging to prevent losses, BlisterGuard's design is nearly tearproof—as tough as all-PVC or polyethylene terephthalate (PET) clamshells, Continued on page 58







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according to Rohrer, which says they are more theft-resistant than packs with surface-mounted blisters.

Energizer's lithium batteries are high performers, delivering long-lasting power for high-tech devices including digital and photo-flash cameras, MP3 and portable CD players and hand-held games and are priced accordingly. The company uses the



MERIX PHARMACEUTICAL also uses the BlisterGuard package for its

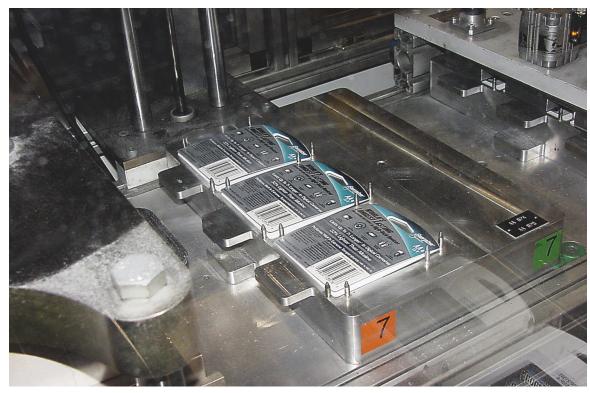
uses the BlisterGuard package for its cold-sore treatment to prevent theft.

Read about it at
www.packagingdigest.com/info/releev

BlisterGuard package with 11 stockkeeping units (SKUs) in the lithium line. The former transparent blister met retailer theft-protection requirements and provided a high degree of product visibility, but was often difficult to open and required a graphic card insert printed with product details, brand information, usage instructions and other pertinent information.

"A few years ago, I saw the BlisterGuard technology at a design conference, and the package was presented by the inventors as a good way to pack high-value trading cards [see PD, February '05, p. 16]. I approached our brand marketing group to see if they had an interest in the package as a possible replacement for our clamshell package for the lithium and photo lithium products," explains Rebecca Oesterle, manager of Energizer's global packaging development group. "We didn't evaluate any package structures other than this one. We are pleased with our decision to use it.

"The [former] clamshell was a requirement from one retailer because it was a great way to guard the batteries from pilferage, so we used it to comply, but when we saw the BlisterGuard, we thought that maybe it was something we could explore, especially in light of sustainability issues. The old-style clamshell ran on a slower-speed line



Shiny backing cards, loaded into a blister-sealer system, are ready for the heat-sealing process to begin.

that was temperamental, so we wanted to look at this package. We can run this new package on one of our faster packaging lines."

onverted by Rohrer at its plant in Wadsworth, OH, the reclosable, two-piece BlisterGuard design traps a small plastic blister holding the batteries inside. The basestock is .016 Everest® Safe-Pak SBS, a heat-sealable, tear-resistant recyclable paperboard from International Paper (www.internationalpaper.com), which is laminated on the inside with a multilayer, 3-mil cross-laminated high-density polyethylene film from Valéron Strength Films (www.valéron.com).

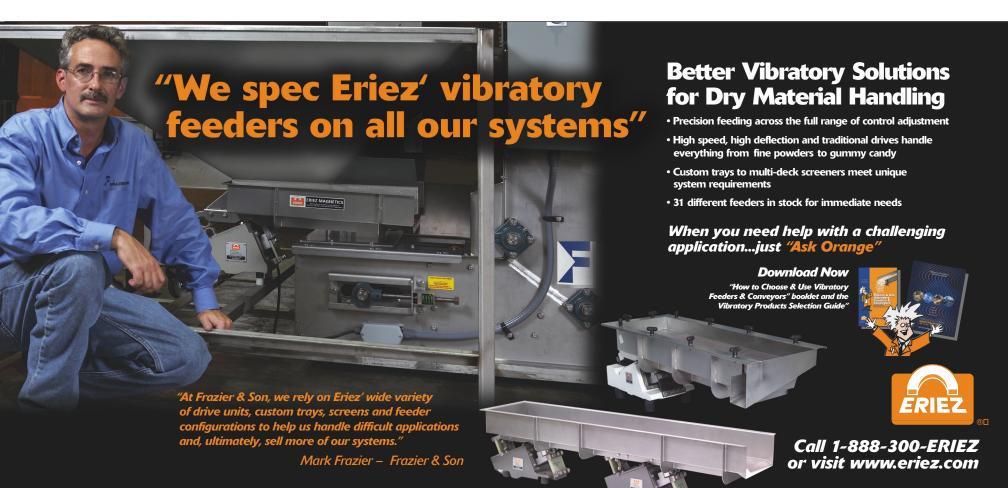
The HDPE film helps make the BlisterGuard package nearly tearproof. It's also die-cut at the top with a hanger hole for rack merchandising at point-

of-purchase counters. The new structure has ample room for graphics, which, depending on the order volume of the SKU, Rohrer prints by either offset or flexography in seven colors using its proprietary graphic treatments in Energizer's metallic blue, silver, black and white color scheme.

A proprietary blend of heat-resistant coatings is added, as well as a shiny, metallic finish that comes from a printing technique that Rohrer developed specifically for Energizer.

An electronic security tag is applied to the package prior to filling. As the package is filled, the back of the card is heat-sealed to the inside of the front card, which bonds the package to itself.

Energizer developed and produces the mini, hinged, reclosable PVC clamshell blister in-house. Continued on page 60





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The batteries are available in two-, four- and eight-packs in AA, AAA and photographic varieties. The thermoform provides product visibility for the batteries and traps them between the face and back panels, which are then heat-sealed. Rohrer indicates that the paperboard used in the production of Everest Safe-Pak is certified to meet the Sustainable Forestry Initiative (SFI), ensuring that the fiber utilized is harvested and replanted in a sustainable manner.

A cutting utensil such as scissors is required to open the package, but the Valéron film-reinforced paperboard has no sharp edges before or after the package has been opened, Oesterle says, which can reduce the chance of cutting oneself. The bottom front panel is printed with a scissors graphic that indicates a cutting point and the words, "cut here to open." Adds Oesterle, "It requires scissors to cut across the bottom at a prompt, but once the card is cut, it's easy to get into. The former RF-sealed package really required a knife."

BlisterGuard's attributes, including durability, substantial pilfer-resistance and impressive graphic qualities, are winning with retailers. Most of the lithium battery packages are automatically filled and sealed at Energizer's plant in Asheboro, NC,



Loaded manually into packer boxes, the theft-resistant card-packs are produced in configurations for AA, AAA and photographic lithium batteries.

on existing, proprietary equipment from Germany on a different, higher-speed line than in the past. Packages for small-volume SKUs are loaded manually. The use of existing equipment is another benefit, Oesterle tells PD. "We didn't have to add any new equipment and only had to invest in some new tooling because of the shape of the package is a little different. And we were able to reduce some packaging labor. When we brought samples of the package to Wal-Mart, showing the new, tearproof package, they liked it and accepted it. Not only is it esthetically pleasing, but it is also nicely printed

and looks similar to packaging consumers see elsewhere, but has great theft protection."

Dave Cooper, Energizer's senior staff packaging engineer, served as project manager from the global packaging development value stream that lead the project. He says the "new package looks runs on standard heat-sealing equipment, which eliminates the need for an RF sealer.

Cooper says the new package reduces the amount of PVC by 50 to 70 percent over the original clamshell. "It's still new to the marketplace, but our BlisterGuard package looks so much like our other paperboardbased blister-packs, that we have received few comments out in the field, which was

one of our goals," he says. "Our new packages look virtually the same as our existing packages.

More information is available:

Rohrer Corp., 800/342-6640. www.rohrer.com. Colbert Packaging Corp., 847/367-5990. www.colbertpkg.com International Paper, 901/419-9000. www.internationalpaper.com.

Valéron Strength Films, 800/825-3766. www.valéron.com.

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RUBY TUESDAY enhances the image of its catering business with a new, branded bag-in-box container that uses a gusseted, form-fit multi-ply bag to provide complete beverage dispensing and sustainability benefits.



Anne Marie Mohan, Senior Editor

Ruby Tuesday, Inc., Maryville, TN, a restaurant coporation that boasts "Simple Fresh American Dining," was launched more than 30 years ago with a single location. Since then, the company has grown to include 900-plus company-owned and franchised restaurants in 43 states and in 15 countries around the world.

Six years ago, the company launched its Curbside To Go takeout and catering program, which now accounts for approximately 6- to 7 percent of its sales. "Making food available for guests to enjoy outside our dining rooms is part of our ongoing initiatives to better serve our guests and to make their lives a little easier," says Rick Johnson, senior vp of Ruby Tuesday. "It's a continually evolving process of offering our fresh, great-tasting food in more ways, in more locations."

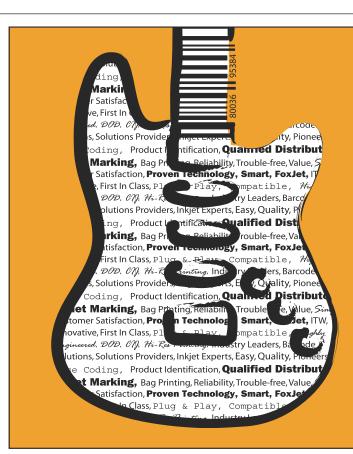
Last fall, in an effort to bring more branding to the catered table, Ruby Tuesday sought a new solution for transporting and dispensing its iced



Beverage-flavor house **WILD FLAVORS** moves from 55-gal drums to 300-gal returnable, plastic IBCs with liners from CDF Corp. to transport bulk flavors easily. Read about the project at: www.packagingdigest.com/info/wild

tea and lemonade beverages off-premise. Switching from rigid, white polyethylene terephthalate jugs, the company selected the Cheertainer® flexible, gusseted film bag from CDF Corp. (www.cdfl. com), housed in a custom-printed, corrugated box from Accurate Box (www.accuratebox.com).

hen looking for new beverage packaging for its catering business, Ruby Tuesday notes that beyond finding a better branding opportunity, other considerations for the solution included finding "a suitable container that was high-quality and reasonable from a price-point objective," relates Continued on page 64



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Terina Stewart, product manager at Ruby Tuesday. The container also needed to accommodate both hot and cold beverages, be easy to fill at the restaurant level, be simple to dispense by diners and exhibit eco-friendliness.

Working with Accurate Box, Ruby Tuesday settled on a bag-in-box format. A 1-gal custom box was created using a sturdy, SBS single-face E-flute corrugated material. The box is offset-printed with a ruby-red background against which is boldly positioned the restaurant's logo in white type. Initially, the company chose a pillow-style film pouch to hold the beverage, but according to Iris Kennedy, CDF's Cheertainer product manager, "they found that they could not get the proper fill volume with the pillow-style bag."

Enter CDF with its Cheertainer flexible pouch alternative. The Cheertainer is a gusseted, form-fit, multi-ply pouch with a fitment that is designed for bag-in-box use. Because of its gusseted design and the location of the fitment, the pouch is said to dispense 99.9 percent of its contents. Explains Cheryl Paul, CDF Cheertainer assistant product manager, "Because of where the fitment is placed in relation to the bag [at the bottom edge when positioned in the box], the product dispenses fully, leaving no residue. Whereas, on a pillow pouch, the fitment is higher on the bag, so liquid gets trapped

Because of its gusseted design and the location of the fitment, the pouch is said to dispense 99.9 percent of its contents.

in the corners below the fitment."

The bag's square-cornered construction, fitting comfortably in the outer box, is also said to eliminate product foaming and splashing. And, since the bag does not shift in the box after it is filled, there is no chance of film scuffing or stress on the bag during transit, Paul adds.

The pouch used by Ruby Tuesday is constructed of an oriented nylon layer on the outside and a linear low-density polyethylene layer on the inside. According to Kennedy, the nylon layer provides the bag with "superior strength." CDF also offers other film choices for the Cheertainer, such as a coextruded nylon/ethylene vinyl alcohol construction, for products requiring a higher barrier, and a metallized construction.

Ruby Tuesday selected a 5-L pouch from among CDF's standard pouch sizes of 5, 10 and 20 L. A 38-mm, opaque-white screw cap seals the bag

after it is filled by Ruby Tuesday operators at the restaurants' drink station. The Cheertainer can also accept a range of other fitments and taps for ease of filling and dispensing.

uby Tuesday also realized environmental advantages by switching from a rigid PET bottle to the bag-in-box format. According to CDF, the Cheertainer uses less plastic than a rigid container, and because of the bag's flexible cube shape, it minimizes deadspace, allowing more product to fit on a pallet, and it eliminates the need for excessive layers of plastic.

Additionally, relates Kennedy, because the bags and boxes are shipped flat to Ruby Tuesday's distribution center and then on to the individual restaurants, "more containers can fit on a pallet, and less fuel is needed to transport them." Lastly, because less plastic is used to create the bag and since the packaging is recyclable, less landfill space is required for disposal.

More information is available:

CDF Corp., 800/443-1920. www.cdf1.com. Accurate Box Co., Inc., 973/345-2000. www.accuratebox.com.

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brand security

In a number of busts this year, federal agents of the Customs and Border Protection (CBP) seized over 950 shipments of counterfeit goods, worth approximately \$700 million if the goods were authentic.

These bogus goods included copies of well-known brands of clothing, watches and accessories that are much in demand among U.S. consumers. The Department of Homeland Security estimates that counterfeit goods are costing the U.S. economy nearly \$200 billion a year. Many counterfeit cases also involve high-value packaged goods, such as pharmaceuticals, cosmetics, liquors and tobacco. Clever criminals

selling or sourcing. He explained that trademark laws are territorial, so merely filing in the U.S. or the European Union d

European Union does not safeguard a brand in other countries.

He also suggested that companies register their trademarks and trade names with CBP. "I continue to see many companies fail to take this easy and inexpensive step that can lead to government interdiction at the border," he said. "If counterfeit

Brand owners can act to prevent increasingly costly offshore counterfeit activities

often are able to reproduce packaging to make it virtually indistinguishable from the real product. The results can heavily damage the product's brand equity and be downright dangerous.

Attorney Rick van Amam of Barnes, Richardson & Colburn, an international law firm specializing in global trade issues, said: "What I find disturbing about this plot is the number of different links along the supply chain that were compromised, as the individuals indicted include not just the importers of the bogus goods but freight forwarders, customs brokers, owners of a customs-bonded warehouse and a manager of a customs exam site.

"And counterfeiting will continue to be a global problem as long as consumers place a greater value on owning a brand name acquired at a bargain price regardless of that product's authenticity" according to van Amam. While the uptick in global counterfeiting is being fueled in large part through the involvement of organized crime, "at the end of the day the market does not exist without a purchaser" says van Amam.

Because the huge impact counterfeiting has on a number of companies throughout the supply chain, van Amam suggests that businesses take steps to safeguard their intellectual property. First, he said, companies should register all trademarks and patents in all the countries in which they do business or could conceivably do business – either

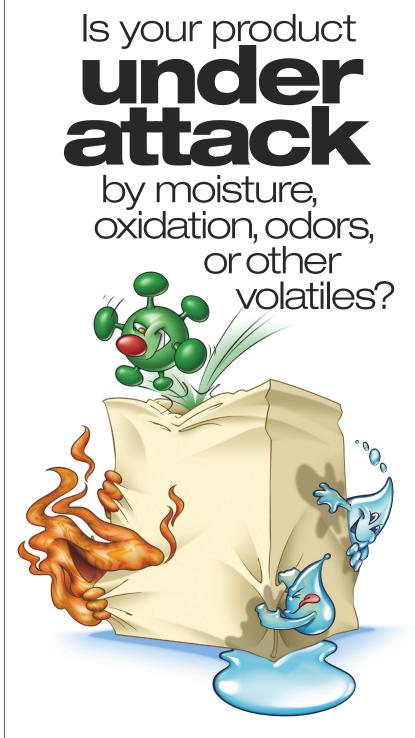
merchandise is seized, CBP will advise you of the names and addresses of the exporter and importer, allowing you the possibility of taking additional steps directly against the offending party."

Many counterfeit or diverted items can come from the vendors and manufacturers on whom brand owners rely. Van Amam urges consumer products companies to know their vendors and manufacturers. "They are making your product, and you need to be sure that they are not making additional units of your merchandise on the side."

The attorney said companies also should be aggressive with the law. Many remedies exist, both in civil and criminal law, and at both the federal and state court levels. "No violation is too small to warrant, at a minimum, a cease-and-desist letter, he added.

He also urges business to identify websites, especially auction sites that sell counterfeit merchandise. Become familiar with the auction house policies allowing legitimate rights holders to identify themselves and to have the auction house remove offending auctions. For example, on EBay® this is called the Verified Rights Owner Program.

Finally, van Amam suggests, companies must educate their employees and vendors on these issues so they understand the importance of protecting the valuable rights of the business.



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Rick van Amam is an attorney with Barnes, Richardson & Colburn, an international law firm that specializes in global trade issues.

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Troubleshooting triumph at Dannon

There's no second-guessing equipment problems at Dannon's Minster, OH, plant. Its twin-camera video system can record events at up to ½28,000-sec shutter speed and up to 60 frames/sec, boosting PACKAGING-LINE EFFICIENCIES.

Lauren R. Hartman, Senior Editor

In a split second, or the blink of an eye, a packaging line can jam. But in that tiny amount of time, a company can lose precious production time. And, as anyone in packaging knows, time is money—often the difference between a stocked shelf and an empty one.

Just in time for a new product launch, the Dannon Co., White Plains, NY, was able to improve its packaging operation and pinpoint problems immediately after they happened with the addition of a two-camera 20/20 Hindsight system (www.2020Hindsight.com) from Monitoring Technology (www.monitoringtech.com). Able to record hours of video at 60 images/sec at a shutter speed of up to ½28,000 sec, the high-speed, digital-video system helps Dannon's plants solve complicated production and quality issues, which require the ability to actually see problems as they occur at high speeds.

Dannon's move to 20/20 Hindsight at its Minster, OH, facility, not only increased production efficiencies by more than 20 percent but has also allowed the company to nationally launch its new DanActive probiotic dairy drink—on schedule and on time. DanActive is one of the company's key new dairy product introductions and contains *L. caseiImmunitase*, a probiotic aimed

at strengthening the body's defenses.

One of Dannon's primary goals was to ensure that the 3.3-oz bottles of DanActive, in four- and eight-packs, would be on store shelves in full glory when its advertising campaign began.

Jerry Shoemaker, plant technical manager of Dannon's Minster facility, found that the digitalvideo system could keep the packaging lines video footage can resolve issues such as off-product quality, temperature and humidity variations, equipment jams and stoppages, timing issues, slow changeover and startup times, improper setups and tolerances and equipment wear and vibration.

Says Shoemaker, "Before, we had to guess what was wrong. Guessing was the previous tool. The 20/20 Hindsight cuts hours of troubleshooting

This eliminates the need to have someone stand and watch a machine, only to miss a problem occurrence...

running smoothly and detect potential equipment maladies that the human eye cannot see, at high speeds, on-the-fly.

And therein lies the beauty of the system, notes Monitoring Technology product manager Russell Leonard. "In order to fix the root cause of a problem, you have to be able to see the problem occurring," he says. "That' not always simple, especially with increasingly complex packaging equipment moving at ever-faster speeds. When breakdowns happen once a shift or at an unknown time, the odds are slim-to-none that the issue will be seen—unless you have a system capturing activity at the appropriate frame rate for long periods of time."

If a picture is worth a thousands words, then the

time. And it helped increase output on our packaging lines."

oday, the dual-camera system is helping the Minster plant quickly resolve equipment issues that come up. And Shoemaker says, the system is well on its way to paying for itself.

It was the DanActive product launch that was most crucial, he points out. "The big push for us was when we were launching DanActive, which is a new product, and we made major investments in advertising it. The worst thing would be failing to deliver the product to stores on time, so this is why we made the investment, brought productivity up and ensured that we could deliver to the customer. That's our main goal: to ensure that we meet

customer demand on time," he says.

Dannon's 20/20 Hindsight system also uses patented technology that records digital video, documenting and storing up to nine continuous hours of events, and can simultaneously review previously recorded events (Monitoring

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Technology also offers systems that can record up to 48 hr at a time).

"This eliminates the need to have someone stand and watch a machine, only to miss a problem occurrence, due to the effect of watching a repeating cycle for several minutes, which can lull the viewer into the expectance of repetition," Shoemaker says. "Then they guess at what action is required to correct the issue."

Even if operators could spot a jam while it occurs, they may not be able to determine the cause of the problem.

With the 20/20 Hindsight, Dannon operators simply point the camera at a potential trouble area, and then they can walk away, freeing the operators' time.

After a line jam or product defect, the plant's operators can scroll back through the video and replay the footage in slow motion, view what occurred, analyze the mechanics and take corrective measures to fix the problem.

Recording even when the user is reviewing previously recorded video, the unit will update to find the point in time for slow-motion replay.

Capturing and replaying these events in detail, the system displays the contents of what are called buffers while recording is in progress. The full-duplex, continuous buffers allow the user to record and review the video stream at the same time. The cameras can be focused at whatever the packaging team takes issue with, wherever desired.

When users review the video footage, they can see two videos synchronized in time or they can see two angles of the same operation from two different parts Continued on page 70



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Jerry Shoemaker, plant technical manager, operates the camera-based video-inspection system in Minster, OH.

of the line. This allows them to find the root cause of a problem, to spot a jam from two angles or to see a problem that began upstream and view the results downstream.

he system can also read trigger input from PLCs, video systems and other equipment, to create video events that can be marked either manually or automatically by a PLC or other sensor input to the exact millisecond they occur. There's no need to guess, no need to speculate and no need to assume. "You can set a length of time to record, press a remote button and the event is captured as a clip that can be downloaded to a memory stick and be e-mailed to anyone," Shoemaker notes.

corrective action to solve the problem."

Dannon's 300,000-sq-ft production facility in Minster, where Shoemaker is located, has more than 10 packaging lines. It's a challenge to keep a watchful eye on so many lines and on every machine. The plant uses the dual-camera system to check such things as sleeve-label application, lidding placement and casing of the DanActive bottles (the bottles are molded by **Graham Packaging [www.grahampackaging.com]**) and on equipment in its product-processing areas.

"It can monitor discharges from tanks to ensure and validate that product isn't wasted," Shoemaker explains. "It also spotted trouble on a machine that has caused a package to jam. We placed the

The right tool is important for any operation, new or old. This is one resource I would highly recommend.

Says Monitoring Technology president/CEO Jim Dechman, the wireless PLC-trigger interface unit is similar to a remote-control key fob for car doors. "You can carry it in your pocket or hang it in a convenient location on the line, hit the button and a wireless trigger is sent to the 20/20 Hindsight system, which marks the video stream and saves a short video clip in permanent storage," he says.

Echoes Leonard, "The 20/20 Hindsight's wireless-trigger interface can be activated by any detection device that can send a signal, and it can also be tied to any type of PLC alarm, such as a yogurt cup reject. For example, if the staff is in a one-hour maintenance meeting, the system is still out on the line, recording continuously, with both cameras tied to a rejection PLC alarm.

"If, say, five cups of yogurt were rejected during the meeting, when personnel got back, there would be five distinct, colored markers on the timeline one for each, separate cup rejection. Personnel could then just click on the colored markers to view the video in slow motion or at any speed and then take camera system on the machine, and it identified the problem, and we had it repaired in no time. So it eliminates a great deal of time and labor. The speed of some of our equipment is too fast for the human eye to observe malfunctions. The camera makes this activity crawl at a snail's pace, or it can freeze a frame when desired."

Dannon purchased its first camera system for the Minster location in February 2007 and then added one in each of its other facilities in the U.S., Shoemaker says, adding that he is familiar with these systems. "I also purchased one where I worked previously, so I am familiar with it, and that's how it starts: you buy one of these, it shows improvement, another of your plants sees what you're doing, and they go and buy one, and then it snowballs. I knew that if our folks saw what it could do, they'd be sold."

ackaging-line speeds at Minster, the specifics of which Shoemaker can't discuss, vary from line to line, but are fast-paced, he says. The Continued on page 72



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systems are also used on lines in the other Dannon plants that run multipack cups of ActiviaTM lowfat yogurt, another recently introduced product that contains *Bifidus Regularis* TM, a natural probiotic culture the company says can help regulate the digestive system by helping to reduce

long intestinal transit time.

"We use the 20/20 Hindsight system anywhere where a condition occurs that is too fast for the human eye to perceive or that occurs infrequently," says Shoemaker. "We run our products at fast speeds, and the video system can keep up. It can stop a golf

ball in-flight, so-to-speak.

"This is one of the tools we use to assist us in accomplishing that goal. With the startup of DanActive, we were evaluating a particular problem on some of the packing equipment for quite some time and couldn't figure out the cause. We brought the 20/20 Hindsight unit in and



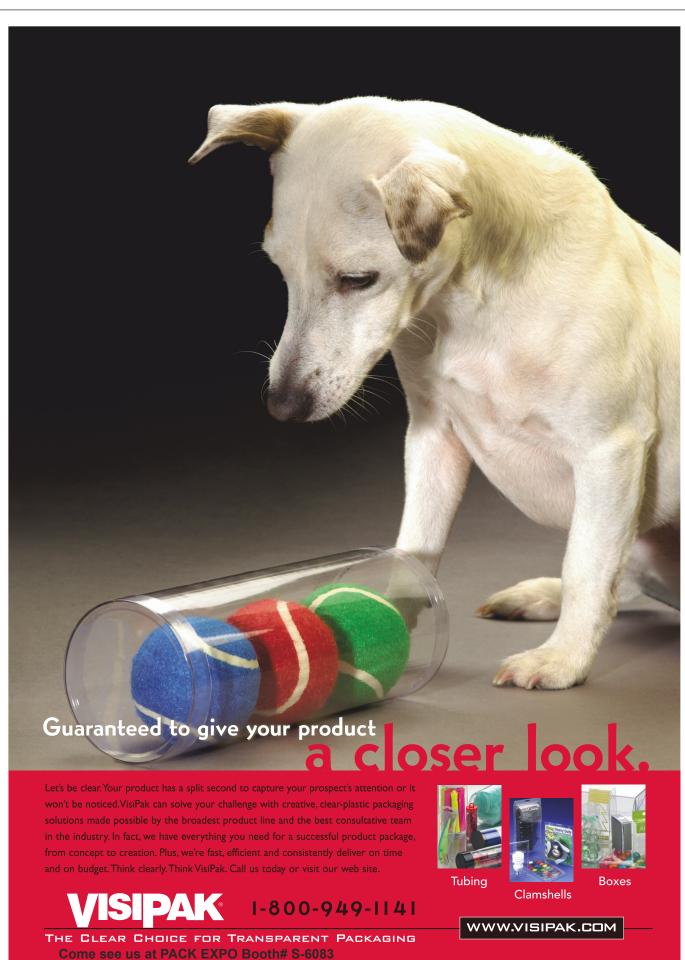
Dannon's Jerry Shoemaker observes the dairy-drink packaging progress using the digital camera system's monitor.

had an operator using the camera system to check on a machine and fixed the machine in thirty minutes flat," he continues. "These are the things a person can't catch by watching a machine in operation. So I have started it and it will catch on throughout our system. Once everyone sees the operation's dramatic progress on the performance charts, they will know that something special is being done."

ounted on a stainless-steel cart that Dannon operators can move anywhere in the plant, from line to line, the two software-controlled (zoom, focus, shutter) cameras each have a 25-ft cable that connects them to the cart. The cart also houses a PC—the core of the system—as well as 20/20 Hindsight patentpending software that operates on a Windows XP platform, an integral flat-screen monitor, a keyboard and 1TB (terabyte, or 1,000 gigabytes) of hard-drive storage. Dannon has the Hindsight Food & Beverage package, which provides an enclosure to keep the cameras safe in a wet environment, and a moisture-resistant light with a plastic cover to ensure that glass is not exposed to the food product being packaged.

"We can examine ingredient transfers, detect product losses and see if we're running more of something than we should," Shoemaker points out. "We can make adjustments and evaluations so quickly and easily now. I can also find problems that no one knew existed and can determine the root cause. If the camera gives you an image of the problem material or the jam, then you have something to go back to your vendors and show."

It doesn't take many hours of packaging-line downtime to pay for the 20/20 Hindsight, he says. The Continued on page 74





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camera recording can be viewed again and again, backwards and forwards, in any frame or speed or at a frame at

One feature Dannon especially likes is that 20/20 Hindsight allows technicians to solve problems faster, which was precisely the issue Dannon faced prior to launching the DanActive products.

"Once a technician sees what's occurring on the video, then they can fix it right away," Shoemaker adds. "It's all about capturing that image. When the wrong thing happens, you may not recognize it. But with this, we have not had an instance where it didn't take a few machine adjustments to correct a problem after viewing what occurs in the video. A machine

can be fixed in maybe fifteen minutes versus half a day before."

Monitoring Technology trained Dannon's technicians on how to use the machine on-site, but it also offers hands-on training at its center in Fairfax, VA. Trainers utilize half-day classroom sessions and a half-day in a lab to teach skills for maintaining and optimizing the system. Second-level

Once a technician sees what's occurring on the video, then they can fix it right away.

training focuses on equipment and software maintenance while a third training session uses case-study lessons on system optimization.

"The training is so simple," adds Shoemaker. "You just press a button and shoot. It's a self-supporting system-much more than a camera—and you can download the event and use it on a laptop computer, so the system has lots of features that we like."

Notes Dechman, a former production manager at a major consumer packaged goods company, "At the plant level, these launches are stressful. You either have to build up a tremendous amount of product inventory, and hope the product actually sells at the store, or you must meet or beat your efficiency/production plan."

hoemaker says that video events can also be offloaded onto USB-based memory sticks and jump drives. It saves video either as AVI (audio video interleaved) files that play on a PC or can be embedded with Hindsight Lite freeware, which provides playback control and editing.

Concludes Shoemaker, "It's a great tool and a true asset. If I were going to another plant location where there was no 20/20 Hindsight system, I'd call Monitoring Technology again and get one. I have researched numerous systems from various sources. The flexibility, power and ease of use on the 20/20 Hindsight is unmatched.

The right tool is important for any operation—new or old. If an organization wants an effective workforce that's well-trained and has the proper resources to effect improvement, this is one of the resources that I would highly recommend."

More information is available:

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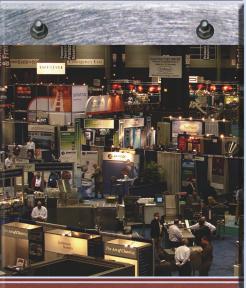
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Le Père Bafien distributes its goat-cheese units individually, in multipacks of six or more units.

cheesemaker LE PÈRE shelf life is shelf life, resulting in new market opportunities and lengthened

The addition of oxygen **BAFIEN'S** products extends expanded distribution network and the ability to stock increased inventory.

Poitiers, France is well known for its local gastronomy, including delicacies such as lamb, wine and goat cheese. And in France, where many local producers and artisanal cheesemakers depend on all-natural methods for maintaining cheese shelf life, producers have been increasingly turning to the use of oxygen absorbers to extend the shelf life and freshness of their products.

Le Père Bafien is one such producer. Originally a family business, Le Père Bafien currently exports its products to countries as far away as Vietnam, in addition to the U.S. and to neighboring European countries. As the cheesemaker has found, in a global economy, the ability to extend shelf life is important because it increases the time available for shipping and extends the chain of distribution into new and far-reaching markets.

In order to maintain the freshness of its goat cheese for extended periods, Le Père Bafien uses oxygen absorbers from Multisorb Technologies LLC (www.multisorb.com). The removal of oxygen from cheese packaging protects the product from bacteria and other contaminants. The French producer packages its cheeses in a variety of packaging materials and then ships them to both wholesalers and retailers.

Le Père Bafien therefore needed a versatile, multipurpose and cost-effective solution that would suit the packaging needs of its numerous cheese

varieties. Multisorb provided the answer with its FreshPax® oxygen absorbers and assisted the cheesemaker with technical assistance, logistical support and packaging machinery to help defray excess costs.

Says Fabien Plisson, director and founder of Le Père Bafien, "We turned to Multisorb and its sorbents because we were able to experiment with numerous packaging-line alternatives, ensuring a greater degree of flexibility for our products. We have been using oxygen absorbers to naturally

A new packaging line equipped with a Multisorb desiccant dispenser designed for the needs of nutraceutical packers improves flexibility and speed at ARIZONA NUTRITIONAL **SUPPLEMENTS.** Read more at www.packagingdigest.com/info/arizona

extend the freshness of our products for several years now. Multisorb sorbents provide us with multiple options when packaging our cheeses."

urrently, Le Père Bafien distributes its goatcheese units individually, in quantities of six or more units, and also creates custommade packaging solutions for their end users upon request. This is easily accomplished with the use of Continued on page 78





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FreshPax B oxygen absorbers, a 4×3cm scavenger packet that is attached via an adhesive to the clear, peelable lidding material that encompasses the entire cheese product and can be adjusted accordingly—both in terms of thickness and form—to suit desired packaging materials and sizes.

FreshPax B is designed to work with moist products such as cheese,

bread and processed meats. The sorbent is activated by moisture from the food product itself. This is in contrast to Multisorb's FreshPax D blends, which carry moisture and are used with drier food products such as dried legumes, grains and dried meats. FreshPax B scavengers allow for longer handling times in the packaging process, but also begin to work within

a few hours after the package is sealed. Both formulas effectively reduce the oxygen inside a package to zero within 24 to 36 hr, according to Multisorb. The lack of oxygen stops aerobic bacterial growth and other



A 4×3-cm scavenger packet is attached via adhesive to the peelable lidding film covering the cheese.

oxygen-induced chemical reactions.

Packaging flexibility, coupled with a lower cost per unit and the technical service that Multisorb and its distributor provided, were among the key reasons for the switch to FreshPax, says Plisson. "When we first worked with Multisorb, we found that the FreshPax oxygen absorber was easier to incorporate into our existing packaging than those we had used previously," he says, "and we were able to experiment with different thicknesses to get the exact amounts of absorption necessary."

For smaller producers, Plisson adds, a cost-effective packaging solution is key to remaining competitive both locally and internationally. With FreshPax oxygen absorbers, the packaging machinery that is used can be small and relatively low-cost compared to those of larger, industrial producers, allowing cheesemakers like Le Père Bafien to keep packaging costs down, while maintaining equivalent freshness and versatility in their packaging components.

The FreshPax B format lends itself easily to hand insertion, which can be a matter of course for smaller producers. After attaching the sorbent, the products are then sealed hermetically via a heat sealer.

In this instance, Multisorb provided the cheesemaker with the heat sealer that encloses the scavengers in an impermeable pocket. This technology, in comparison to alternative technologies such as modified atmosphere packaging (MAP), which is used by large-scale producers, was less expensive and is a more affordable alternative for the cheesemaker.

'We feel it's important to provide our customer with advice and support; whether it's in regard to cost minimization, technical issues or delivery assistance," says

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The sorbent is activated by moisture from the food product itself.

John Solomon, market leader, Specialty Foods, of Multisorb. "Our role is to facilitate the incorporation of the oxygen scavenger with the existing product packaging and in so doing, enhance the appearance and taste as well."

or Le Père Bafien, a further significant difference with the use of FreshPax sorbents has been the extension of a previously short time period in which cheese products would become outdated and susceptible to bacterial contamination. Plisson says that by using oxygen absorbers in its goat-cheese packaging, the company has been able to sell its products for longer periods of time at equivalent levels of quality. This has allowed them to reap a greater financial return and sell their products farther away. "With the use of the FreshPax oxygen absorbers, we have been able to increase the shelf life from eight days to forty-five days, dramatically increasing our ability to provide consumers with a fresher product over a longer time period," states Plisson.

Did you know?

Le Pere Bafien's cheese is the result of an extensive production process that is controlled under strict environmental conditions. In fact, the

company is a cheese "refiner." This means that all of its products arrive directly from dairy farmers in the form of curds, which they then shape and stamp with the letters A.O.C. (Appellation d'Origine Contrôlée), a strict measure in France that enables the end user to directly trace the origin of products at the time of purchase. Because the goat cheese is "fresh" when the curds are received, the cheese must be protected immediately from bacteria and kept in a safe location. The steps in the manufacture of goat cheese include draining and drying out the cheese, followed by a maturation period, then cooling and finally, packaging.

he extension in freshness has also allowed Le Père Bafien to sell its products overseas, expand its distribution network and stock increased quantities of inventory. While originally doing business at a retail level, selling to local green-grocer markets, the cheesemaker now sells more than half of its products at the wholesale level. The wholesalers then

sell to supermarkets and grocery stores across France, and finally to the end user. This increase in distribution has allowed the cheesemaker to diversify and improve its sales. Says Plisson, "Overall, by extending the freshness of our products, we have also been able to enhance our logistical flexibility."

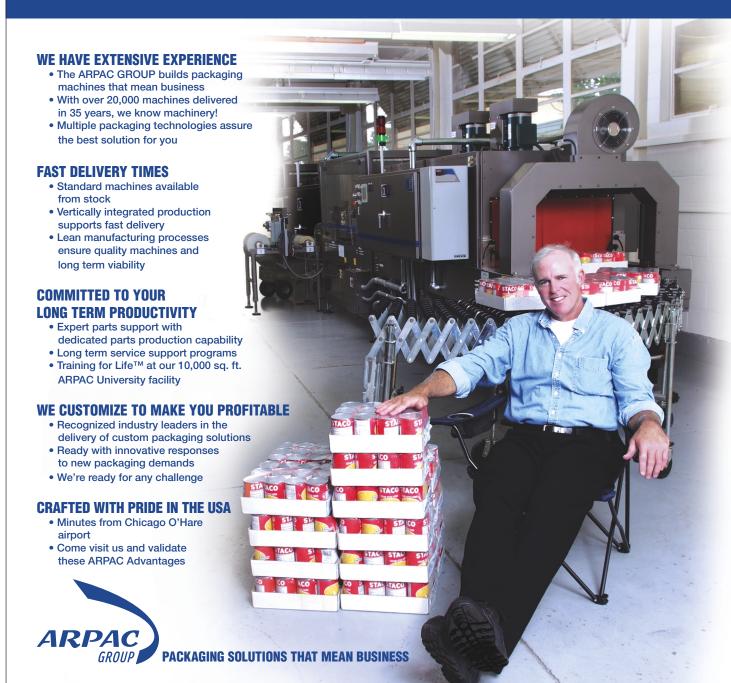
Says Plisson, "Multisorb's technical assistance and service were additional

factors in our decision to use FreshPax. By being able to adapt to our needs as producers and find solutions through innovative products, Multisorb has allowed us to remain innovative as well."

More information is available:

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Fee: In advance of Sept. 24, \$25. After Sept. 24 or onsite, \$55. Go to www.packexpo.com or call the PMMI show office at 703/243-8555.

SHOW HOURS

Monday, Oct. 15: 9 a.m. to 4 p.m. Tuesday, Oct. 16: 9 a.m. to 4 p.m. Wednesday, Oct. 17: 9 a.m. to 4 p.m.

The latest developments in packaging technology and exhibitors' state-of-the-art advances in packaging machinery, converting machinery, materials, packages, containers and components comprise PACK EXPO Las Vegas 2007. The show will feature more than 1,200 companies utilizing 500,000+ net sq ft of contiguous exhibit space.

An audience of more than 25,000 purchasing decision-makers is expected. Attendees will represent a targeted range of the industries' end users: food & beverage/wine; bakery & snack; cosmetics & toiletries; dairy; drugs & pharmaceutical/medical; chemical; candy & confection; raw materials; paper & textiles; electronics/parts; computer hardware/software;

entertainment; soaps & detergents; and many more.

Central to the show are several special-theme pavilions. The Containers & Materials Pavilion features leading materials, containers and components companies exhibiting their latest innovations in paperboard, glass, metal, plastic, flexible packaging and package-producing equipment.

The Brand Protection Center brings together a select group of packaging-security professionals and service providers. The need to protect packaging operations against the threats of bio-terrorism, counterfeiting and product adulteration continues to be an issue in today's marketplace. In the pharmaceutical arena, for example, this is partly due to heightened awareness from the

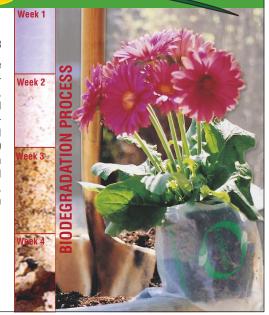


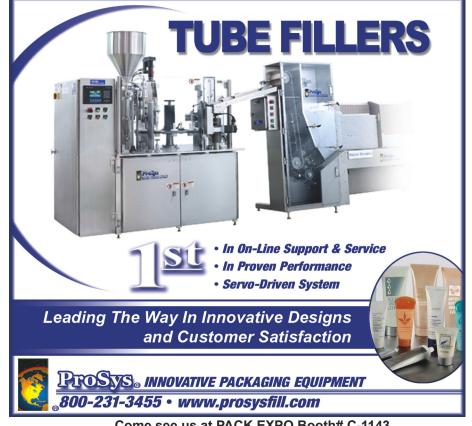
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FDA's anti-counterfeiting taskforce for ensuring the safety of the drug supply. Many available safety solutions can work with existing packaging. Others may not.

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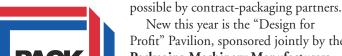
Every contributor in the packaging supply chain will find the Contract Packaging Pavilion an invaluable tool for weighing the many options made

Last year's PACK EXPO sets a new mark

PACK EXPO International 2006, the most comprehensive packaging tradeshow in the world's largest packaging market, has been recognized as the second largest tradeshow in the U.S. or Canada in 2006. Co-located with Process Expo and CPP Expo, the show's more than 1.25 million sq ft of exhibitor space was behind only the Consumer Electronic Association's CES Expo in *Tradeshow Week's* list of the 200 biggest tradeshows in the U.S. or Canada.

"This showing confirms that PACK EXPO is not only the premier event within the packaging industry, but is among the most considerable events in any industry," says Charles D. Yuska, president and CEO of the Packaging Machinery Manufacturers Institute (PMMI). "PACK EXPO remains an integral tool for any business seeking to succeed in the global packaging market."

In addition to the standings given to PACK EXPO, PMMI's contracting branch, PACK EXPO Services, was recognized as the sixth ranked tradeshow contractor in the U.S. or Canada with a 1.8-percent share of the market and more than 1 million sq ft sold.



Profit" Pavilion, sponsored jointly by the Packaging Machinery Manufacturers Institute [(PMMI)www.packexpo. com] and xpedx (www.xpedx.com). The pavilion will focus on the methods used to propel package design from idea through implementation. The

pavilion will demonstrate how successful packaging designs incorporate a variety of materials and support a cross section of industry sectors and consumer needs. "PMMI and xpedx are working together to unmask the mystery of packaging design by showing the before, during and after transformations that occur," notes Charles D. Yuska, president and CEO of PMMI. "Attendees will see first-hand package designs that support current market trends, including sustainability, convenience packaging and single-source formats."

As a leading packaging supplier to the consumer and industrial goods industries, xpedx provides a full array of packaging solutions and is a strong collaborator with its packaging supply-chain alliances. Many xpedx suppliers are also PACK EXPO exhibitors and will showcase the machinery, materials and services necessary to make effective package design a reality. "In today's manufacturing environment, packaging design is successful when it meets the evolving requirements of consumers and retailers while protecting and showcasing the product it contains," says Mark Matthews, vp of marketing, packaging, for xpedx. "Together with organizations like PMMI and other market leaders who are exhibiting at this year's show, xpedx is redefining the future of packaging through our focus on innovative design." The "Design for Profit Pavilion will be located close to The Showcase of Packaging InnovationsTM display, which are both found inside the show's Containers Continued on page 119

PACK EXPO Selects

This year marks the second annual PACK EXPO Selects awards program: A featured display and electronic voting program that will allow attending packaging professionals to recognize innovative packaging designs, structures and processes by voting for their favorite PACK EXPO Selects packaging project. All packages in the Selects program were developed, produced or executed by exhibitors at PACK EXPO Las Vegas. Results of the packaging professionals' preferences will be released each day in PACKAGING DIGEST's Show Daily, with a final tally announced shortly after the conclusion of the show. The PACK EXPO Selects awards program is the newest addition to The Showcase of Packaging Innovations™, a popular PACK EXPO show pavilion, sponsored by The Dow Chemical Co. In 2006, PACK EXPO attendees cast thousands of votes in the premier PACK EXPO Selects attendee preference tally. with Nestlé Purina's Beneful® food for dogs retort plastic bowl taking top honors.

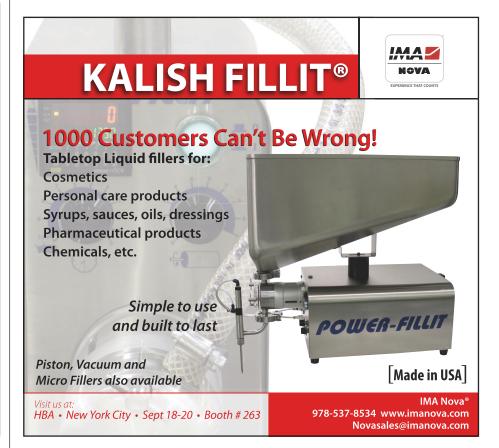




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Visionary keynote program planned

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Top executives from the Grocery Manufacturers Association/Food Products Association (GMA/FPA), MeadWestvaco Corp. and the U.S. Food and Drug Administration (FDA) will deliver keynote addresses at the Conference at PACK EXPO. Produced by Photo the Packaging Machinery courtesy of Las Vegas Manufacturers Institute (www. News packexpo.com), the conference complements Bureau/ the show at the Las Vegas Convention Center. LVCVA

Cal Dooley, president and CEO of the GMA/FPA, will deliver the opening keynote address on Monday, Oct. 15. The keynote session on Tuesday, Oct. 16 will be presented by John A. Luke, Jr., chairman and CEO of MeadWestvaco Corp. Dr. David Acheson, assistant commissioner of Food Protection at the FDA, will present the conference's closing keynote address on Wednesday, Oct. 17. Each day's keynote session will begin at 10:10 am.

"We are honored to have these speakers address the packaging community during PACK EXPO Las Vegas," says Ben Miyares, vp, Industry Relations for PMMI. "Food safety and sustainability are two key issues driving today's packaging industry. These three visionaries will present their views of where the industry is heading from their unique positions in some of the world's most influential organizations."

In a presentation entitled "Consumer Confidence: A Shared Objective of the Consumer Packaged Goods Industry and Policymakers," Dooley points out that in order for the food, beverage and consumer package goods (CPG) industry to thrive, consumers in the U.S. and around the globe must be able to trust the brands they buy and the foods they eat. The U.S. has a tremendous track record when it comes to food safety. However, recent events have shaken consumer confidence in the safety, security and sustainability of the food supply. Working closely with policy makers and consumer products companies, the GMA has developed a comprehensive program to help modernize the nation's food safety net and bolster consumer confidence in consumer products and brands.

"The safety and security of our food supply is constantly evolving, presenting the food







Cal Dooley



John A. Luke, Jr.



Dr. David Acheson

and beverage industry and policy makers with new challenges," says Dooley. "Recent events have shown that food companies must remain vigilant, and also must work closely with their suppliers, as well as federal, state and local governments to prevent—and respond quickly to—food-related outbreaks and contaminations. I look forward to discussing the most recent developments in the food safety arena with the packaging community at PACK EXPO."

n his presentation titled "Brand Sustainability: The New Relationship between Sustainable Packaging and Winning Brands," Luke will discuss the important relationship between sustainability and brand building, as well as the strategic partnership between packagers and product managers that can help ensure generations of commercial, social and environmental brand performance. Today, discerning consumers are making more purchasing decisions based on evidence that a product or a brand has been created with a sustainability ethic in mind. Luke will tell the audience why it is in its best interest for sustainability to flourish, rather than fade. He also will describe how sustainable packaging must go beyond

compliance to enable winning brands to deliver on the stewardship promise.

"Sustainable packaging is not about fitting products into sizes and shapes that ultimately do not add value," says Luke. "With the correct approach to sustainability, packaging protects the product and captures the attention of consumers to help brands grow, while also communicating the stewardship ethic incorporated into the product brand and the packaging design. In the end, sustainable packaging will add a new, critical dimension to consumer confidence and brand loyalty."

Dr. David Acheson of the FDA will present the conference's closing keynote address on Wednesday, Oct. 17. In his presentation titled "Assuring Safety in the Global Food Market: Our Shared Responsibilities," Dr. Acheson will highlight the challenges the FDA faces in ensuring that the U.S. food supply continues to be

among the safest in the world. These include increases in the volume and complexity of imported goods, growing international threats such as terrorism and emerging foodborne diseases and the significant increase during the past decade in consumption of produce, particularly ready-to-eat products.

e will describe how the FDA is focusing and renewing its food safety efforts in three key areas: emphasizing the importance of prevention, intervening through inspections and testing to ensure prevention is working and to intercept problems before they cause illness and developing faster responses. Success in all three areas will rely on progress in developing a strong scientific basis for the FDA's food safety program, enhancing effective partnerships, and improving risk-based targeting of inspection resources.

Conference listings on page 120

Registration for the keynote presentations and the entire Conference at PACK EXPO program is currently available at www.packexpo.com. The fee for registrations received on or before September 24 is \$55 per session. After September 24 and on-site, the cost will be \$75 per session.

Registration for the exhibits at PACK EXPO Las Vegas is required in order to register for any keynote presentation or conference session. To register for PACK EXPO Las Vegas 2007 or obtain more information, visit www.packexpo.com or contact PMMI's Show Department at 703/243-8555; or e-mail expo@pmmi.org.

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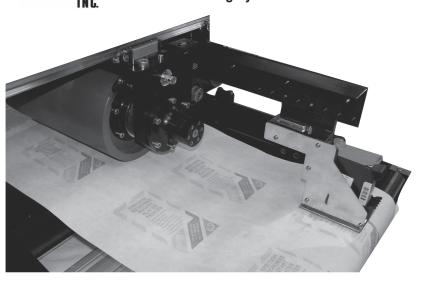
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Environmental, financial and labor-saving advantages result both for companies that sell their CORRUGATED CASES for reuse, as well as for those that purchase them for a second run.

Anne Marie Mohan, Senior Editor

As entrepreneurial ice-cream company turned national guilty pleasure Ben & Jerry's says regarding its stance on sustainability, "from cow to cone," business decisions are based on a consideration of their environmental, social and economic impact. "We started years ago—before sustainability really even had a name—to establish a baseline for environmental programs," relates Rob Michalak, director of social mission and "public elations" for Waterbury, VT-based Ben & Jerry's. "Using this baseline, we looked at waste reduction and energy efficiencies, and we evaluated our company in terms of the supply chain and the materials we purchased—especially how those materials were handled and how we recycled, reused or otherwise disposed of them."

It was not a hard sell, then, in the early 1990s, for startup business Rebox Corp. (www.rebox. **com**) to convince the environmentally conscious ice-cream company to sell its used corrugated cases to Rebox—a buyer and seller of used corrugated packaging materials located in Saint Laurent, QC.

Recalls Michalak, "With the

could build a business."

After establishing a steady source of corrugated from companies such as Ben & Jerry's, Rebox built a client base of companies eager to buy secondhand cases due to the financial savings they allowed. One such customer, bedding manufacturer Beco Industries of Anjou, QC, estimates that it currently

It's a niche market. You have to find the right customer, the right situation and the right size case.

advent of Rebox, it was really and truly one of those win-winwin situations. For us, we were able to

take a resource that, at that time we were recycling, and reuse it, and it also had a fiscal upside for us. For Rebox, it created a resource from which they

saves from 15 to 40 percent in cost per case, depending upon the container size, by purchasing used corrugated from Rebox. "First of all," says Karim Khoury, Beco's domestic purchase manager, "it's a cost savings. Second, Rebox is known for its reliability and for the quality of its cases."

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ebox operates in Canada from a 100,000-sq-ft facility (90 percent of which is warehouse space), where it receives anywhere from five to 10 trailer loads per day of recycled and joblot corrugated in hundreds of sizes for sorting and palletizing. Space, explains Jeffrey Zemel, vp of Rebox, is a big component of the business. "We keep a very large inventory of recycled corrugated cases so that we always have what the client wants," he says.

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Still a major supplier to Rebox, Ben & Jerry's sells recycled corrugated to the company from its Waterbury facility, as well as from a newer manufacturing site in St. Albans, VT, which opened in 1995. According to Michalak, in 2006, the former plant provided Rebox with 225 tons of recycled corrugated, while the latter sold 468 tons. The cases are originally used to ship ice-cream ingredients, such as brownies, chocolate and walnuts, and Ben & Jerry's trademark pint packages and lids to its facilities.

hile cases bearing ingredients arrive at Ben & Jerry's with some graphics and/or printing on them, the company negotiated a system some years back with its proprietary packaging supplier, whereby the cases that hold the pints and lids arrive blank. "That was actually another one of these scenarios that ended up benefiting all parties," relates Michalak, "because the packaging supplier is able to save ink and labor on their cases, and Rebox is able to get clean cases at their end, which makes them easier to sell."

Before it sold its corrugated cases to Rebox, Ben & Jerry's used to bale the used material, which was then purchased for a nominal price by a recycler. Rebox' Zemel relates that this is typical of the way in which many manufacturing companies dispose of their corrugated, but that it is a tedious and time-consuming process that is not free, either. Baling requires an operator to load

the machine with corrugated and to remove the bales when finished. "We figure that the cost to bale is about thirty dollars per ton, if it is being done by a union operator," he says. For plants that bale, selling their used cases to Rebox is a lucrative option: Rebox pays up to two times what recyclers do for the used material.

The process of preparing the

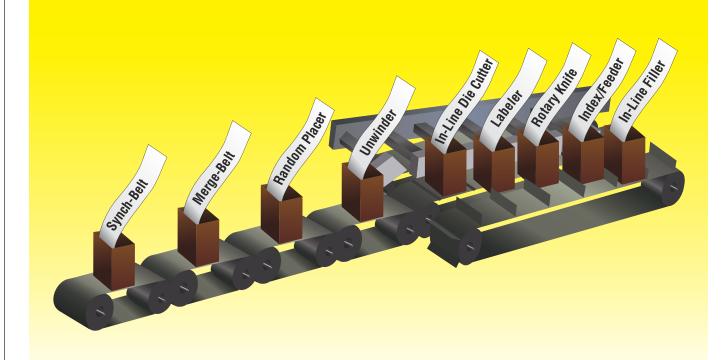
corrugated for Rebox is simple, too, notes Michalak. After being unloaded, the cases are broken down, and any tape that had been used to seal them is removed. The flattened cases are then stacked on pallets until the stack reaches 3 to 5 ft high, at which time the pallet is stretchwrapped and moved into a trailer supplied by Rebox. When the trailer

is full Rebox removes the trailer, replacing it with an empty one.

t the Rebox plant, pallets are unloaded, and the contents are sorted according to size and weight. Zemel says that Rebox receives used cases from more than 100 suppliers in around 300 different Continued on page 86

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sizes, ranging from $18\times12\times12$ in. to $36\times24\times24$ in. Rebox also purchases new cases that are obsolete or job lots from corrugate suppliers, in up to 1,000 different sizes, from $6\times6\times6$ in. to $48\times40\times40$ in.

All of the cases are made from corrugated materials, in a range of strengths. And many times, notes Zemel, because the cases are originally specified to hold expensive packaging materials, they are stronger cases than his customers would usually buy if they purchased new.

While some corrugated arrives at Rebox blank, much of the material is printed with manufacturers' names and other information, but Zemel says that this is not usually an issue for customers buying used. "It's a niche market," he says. "You have to find the right customer, the right situation

and the right size case. It's really a bit of a juggling act. But, once we match the case to the client, it becomes easy. ordered a new case."

eco has been buying a majority of its corrugated containers from Rebox for the past 15 years. According to Khoury, Beco switched to recycled boxes when the U.S. and Canadian retailers it was

News

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Rebox keeps a large inventory of hundreds of case sizes so that they are available when needed by the customer.

supplying began demanding that they pack their range of bedding products in higher-quality and more expensive shipping cases. "Wal-Mart, for example, has very specific demands, and we couldn't afford to buy the cases they specified new," he explains. "So we switched to used cases, and now we are saving a ton of money." He adds that Beco's retail customers are satisfied with the bedding company's use of recycled cases, as long as they meet their size and strength requirements within a ±1-percent to 5-percent tolerance range.

Rebox' reliability has also been a key benefit for Beco. Khoury says that before promising a retailer that he can supply them with a certain size and strength of case, he researches the availability of the case with Rebox to ensure there is a steady supply. "Rebox knows the case sizes that we need, and these are the sizes they look for," he says. "They don't sell them to anyone else but us, and that is perfect. We can deal with small variants in case size, but we have to have a company that is steady and can guarantee us the supply of cases that we need."

Khoury estimates that Beco spends between \$2 million to \$2.5 million per year on used corrugated from Rebox at a savings of 15 percent to 40 percent per case over new containers. And, he adds, the larger the case, the greater the savings, since more goods can be shipped per case.

hile Zemel observes that many of the companies with which Rebox does business may be more attracted to the financial benefits of selling or buying recycled cases, he notes that there are significant environmental advantages to the program, as well. "Each ton of reusable corrugated containers eliminates the need to cut down and process seventeen trees," he says. "Last year alone, Rebox was responsible for saving more than 500,000 trees."

More information is available:

Rebox Corp., 866/677-2691. www.reboxcorp.com.

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sustainability

When the Sustainable Packaging Coalition released its definition of sustainable packaging in the fall of 2005, we included in the criteria the use of renewable energy throughout the life cycle of packaging. At the time, this was criticized as being too aspirational. Yet, at the same meeting, when the definition was released, the memory of Hurricane Katrina was fresh in everyone's

renewable energy sources? Geothermal, tidal, solar and wind are renewable-energy sources that are also emission-free; they do not emit carbon dioxide (CO₂) or other greenhouse gases and common air pollutants. In the U.S., there are promising possibilities, depending on the region. The Western U.S. has significant geothermal potential, the Southern states are well suited for

solar and the upper Midwest and many offshore

areas are ideal for wind production. Energy

production from tidal energy is a relatively

new area, but it is obviously limited to marine

locations. Unlike geothermal and tidal energy,

solar and wind energy sources are subject to

variability in weather.

to long-term climate variability in the form of droughts.

Biomass, or the use of biologically derived materials for energy generation, is also considered a renewable-energy source and is carbon-neutral. Agricultural wastes are currently being explored as potential biomass feedstock. However, biomass is not an emission-free source of energy, and it is associated with other emissions. Biomass is used extensively in the fiber industry, as wood and bark waste are significant byproducts of its production process.

s of 2004, only about six percent of the energy consumed in the U.S. was from renewable-energy sources, and most of this was from hydroelectric sources. goals. Diversifying one's energy portfolio not only but it is also an astute hedge against the increasing volatility of petroleum-based energy markets.

at The Energy Information Administration renewable.html. Information on states that offer financial incentives for renewables can also be

Despite a lack of aggressive federal leadership on renewable energy, states and industry are moving quickly toward renewable energy. Currently, 23 states have renewable-energy portfolio standards, and four states have voluntary renewable-energy supports the development of renewable energy,

Further resources on this topic can be found website, www.eia.doe.gov/neic/brochure/renew05/ found at www.dsireusa.org/.

Renewable energy is an important business consideration

minds, and oil had just exceeded \$70 a barrel. While renewable energy may seem like a distant vision, the business and environmental case for alternative energy is building quickly as it becomes clear that renewable energy sources are essential for the long-term sustainability of our economic system and the planet.

any companies appear to agree and are moving toward a more renewable energy future. Company activities ranges from direct investment in renewable energy technologies (e.g., installation of wind, solar) to direct purchase of renewable energy (e.g., direct purchase of wind energy) and indirect purchase of renewable energy through certified Renewable Energy Credits (RECs) or other offset mechanisms. These activities send a signal that renewable energy is an important business consideration and one that is growing in significance.

Given that renewable energy sources are not all equal, what are the more promising

ydroelectric is a renewable-energy source that is widely recognized and utilized. However, as the damming of the world's rivers great and small has shown, there are significant ecosystem impacts associated with the installation of hydroelectric systems. Some of these impacts are irreparable and include the loss of critical habitat, the destruction of highvalue ecosystems and species loss. While it is emission-free, hydroelectric energy can result in significant biodiversity impacts and is also subject

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









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A temperature-controlled label helps CHURCH & DWIGHT CO., INC. encourage turnover of its Arm & Hammer baking soda refrigerator deodorizer by indicating when the product has expired.

Smart **label** signals expiration

Anne Marie Mohan, Senior Editor

Arm & Hammer® baking soda is probably one of the most recognized brands for household deodorizing and cleaning, baking and body care, and for years, its manufacturer, Church & Dwight, Co., Inc., Princeton, NJ, has worked to ensure that every household carries several boxes of the branded sodium bicarbonate to meet these varied household and personal-care needs. However, when it came to its refrigerator and freezer deodorizer product, the company needed a way to remind consumers to regularly replace the air freshener for maximum odor absorption.

The solution came in the form of a new product called the FridgeFreshTM Refrigerator Air Filter, a circular, plastic, flow-through air filter that can be attached to the inside wall of the refrigerator/freezer and includes a temperature-controlled label that clearly indicates when it's time to replace the product.

The technology was presented to Church & Dwight by a proprietary, independent patent holder and was developed into a functioning label construction by converter **WS Packaging Group (www.wspackaging.com).** Explains Todd Ostendorf, corporate marketing manager for WS Packaging, "Using the ink technology created by this individual, we built a label construction that allows the ink to function in a way that the label becomes an indicator."

He adds that the greatest challenge in creating the label was to control the migration of the ink and to produce the solution in an affordable and cost-effective manner. "There are some other timer technologies out there, and we looked at some of those," he says, "but none of them were economically feasible for a packet of baking soda."

Key objectives of the project were to make the label highly functional and easy to use. It also had to physically be part of the product casing, but not interfere with the functionality of the air-filter device. The FridgeFresh label consists of a white bar that is enabled by the consumer when they remove an activator strip. As time passes, a chemical reaction between two, microencapsulated inks in a cold temperature causes a pink color to migrate across the label. When the bar is completely pink, it is time for the product to be replaced—after three months when in the refrigerator and after six months in the freezer.

he pressure-sensitive labels are produced in a single pass on a flexo press at the WS Packaging facility in Neenah, WI. The construction consists of the label material, the proprietary inks, a separation strip and a top ply.

"We took the label to market in less than two months," says Ron Hagen, research and development manager with WS Packaging.
"Church & Dwight had an established time frame for launching its new FridgeFresh Refrigerator Air Filter. We had to meet that deadline with a fully functioning label, despite the technological hurdles of engineering a multi-ply construction that had never been done before."

More information is available:

WS Packaging Group, Inc., 800/236-3424. www.wspackaging.com.



WELLS' DAIRY'S move to an in-mold-labeled polypropylene container has helped make Blue Bunny® the U.S.'s fastest growing packaged ice cream in the past year.

Lauren R. Hartman, Senior Editor

A move by Wells' Dairy, Inc., Le Mars, IA, to an elliptical, in-mold-labeled (IML), injection-molded, polypropylene container made of a specialized, freezer-grade PP resin for its Blue Bunny® ice cream brand, has helped make the brand the country's fastest-growing packaged ice cream, according to the company. "While the ice cream category as a whole has remained flat, consumers are more willing to try our product because of the innovative packaging," says Lesley Bartholomew, manager, public relations and corporate communications for Wells' Dairy. "The ice cream is so much easier to scoop out of this package."

Considered the largest family-owned and managed dairy processor in the U.S., Wells' Dairy offers ice cream throughout the U.S., Mexico and Puerto Rico so that aficionados can indulge and choose from nearly 500 tasty Blue Bunny flavors, frozen dairy desserts and novelties.

Earlier, Wells had been using a conventional round paperboard container with an overcap for the ice cream. But it wanted to take its brand in a new direction. Its revised 56-oz container represents the first U.S. commercial application of Basell's (www.basell.com) Pro-fax EP390S high-impact PP copolymer (opaque) resin, which can withstand drop impacts at freezer temperatures to -40 deg F without cracking or breaking. Basell says Profax EP390S offers melt flows of 35 deg/min, can withstand microwaving and is dishwasher safe. The resin is designed for IML containers requiring exceptional print quality.

Injection-molded in a proprietary process by Airlite Plastics (www.airliteplastics.com), the dairy's new ice cream container demonstrates significant performance characteristics and impact-

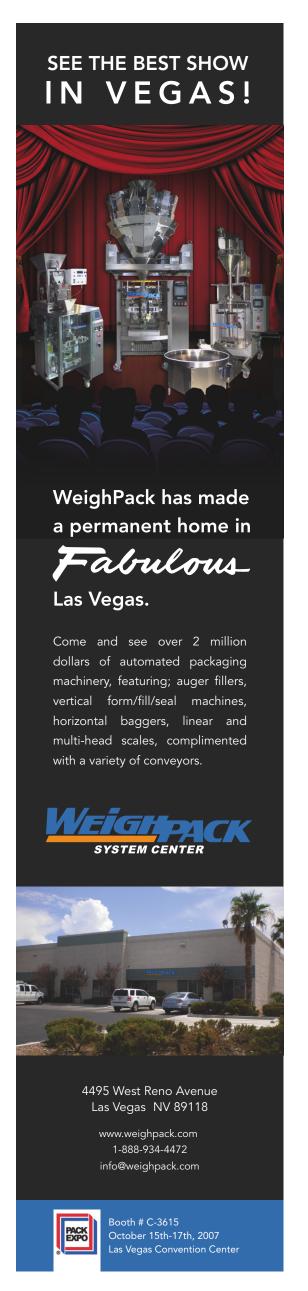
resistance at freezing temperatures, the company says. Airlite's IML process introduces a printed label into the container mold via robotics before the resin is injected into the mold. The resin then bonds the label to the container before it cools so that the label becomes an integral part of the container. The results afford superb graphic quality and a "nolabel" look, according to Wells'.

An in-mold label made of PP film was chosen because of the extreme wet environment in which the ice cream is packaged and stored. The label won't separate from the container, and the product is delivered to customers in pristine condition, Bartholomew says. The label is offset-printed in five-colors by Belgium-based Verstraete (www. verstraete.be). Color-coded graphics on the label and lid rim coordinate with the different ice cream varieties: premium (royal blue); premium light (light blue); no-sugar-added/reduced fat (red); no sugar added/fat-free (green); and frozen yogurt/fat free (purple).

After filling, the lid, also made of Pro-fax EP390S, is snapped into place with a breakaway, tamper-evident tab in the container lip. Research with consumers verified their acceptance of the tub, Bartholomew adds. "Consumers said they were looking for a package that could provide fresher and safer ice cream and a cleaner, easier-to-use and more premium ice cream experience." The new container has helped Blue Bunny hop into a fast sales surge.

More information is available:

Basell North America, Inc., 410/996-1600 www.basell.com. Airlite Plastics Co., 800/228-9545. www.airliteplastics.com. Verstraete, N.V., 32 50 301 301. www.verstraete.be.



Learning **practical** design

STUDENTS' DEVELOPMENT of commercial packages produces real-world experience with a variety of materials and advanced technologies.



For aspiring packaging designers, practical experience can be the best teacher. In a program to enhance the professional development of designers, Strate Collège Designers, a French university specializing in industrial and packaging design, recently forged a partnership with United Biscuits (www.unitedbiscuits.com), a multinational manufacturer of specialty food products, Arcelor

Mittal Packaging (www.arcelormittal.com), a leading provider of steel for packaging, and Crown Speciality Packaging, (www.crowncork.com) to provide a group of students with real-world design experience and expose them to the possibilities presented by metal packaging.

With the multitude of new product introductions each year, it is increasingly important

for package designers to provide a steady flow of fresh ideas to differentiate brands on crowded store shelves. In addition to creativity, a successful designer also must possess experience with a variety of materials and advanced packaging technologies to ensure that concepts are compatible with existing production processes and feasible to develop.

To create a new speciality package for Delacre,



Students at France's Strate Collège Designers worked

with United Biscuits, Crown Specialty Packaging and Arcelor to devise a premium tin that showcases the cookies and attracts attention on the retail shelf.

a leading Belgian chocolate biscuit brand within the United Biscuits portfolio, a group of 20 students developed a variety of packaging concepts. After five months of work and counsel from the three industry partners, one of these concepts, a distinctive butterfly-shaped tin, was commercialized under the Kirkland confectionery brand in Costco stores. In just three months, the butterfly tin sold out in stores across the U.S. Canada and the U.K.

Founded in 1948, United Biscuits is the third-largest biscuit maker in the world. Since acquiring the more than century-old Delacre brand in 1999, the company has aimed to refresh the biscuit's

Steel packaging is forming part of our daily life, and students often forget the value of such a material.

image and extend its appeal beyond its traditional target demographic of older adults. This marketing goal was central to the design brief that United Biscuits developed for the design students' program.

Participants were charged with developing concepts for a 1.2 Kg metal package that would contain 14 varieties of Delacre chocolate biscuits. Aesthetic appeal was integral to concept development, since Delacre assorted biscuit tins are often presented at social gatherings or as gifts. For this reason, packaging concepts needed to convey the premium value of Delacre products and appeal to both older and younger audiences. In addition, designers were encouraged to consider shape and functionality, while incorporating the colors of brown and gold to highlight the rich Belgian chocolate essential to the Delacre product line.

o guide the students in the development of their designs, Arcelor Packaging and Crown provided insight into the world of metal packaging. Arcelor Packaging presented students with an overview of the types of steel that can be used for packaging and their key characteristics and benefits. "Steel packaging is forming part of our daily life, and students often forget the value of such a material. This project offered good opportunities to provide these future designers and consumers with relevant information," says Catherine Jung, product manager at Arcelor Packaging.

Crown took this educational experience a step further, providing seminars on designing with metal packaging, focused on creating feasible packaging structures which use shaping and decoration technologies that make metal a powerful tool for differentiating products.

Crown demonstrated how their proprietary blow-forming method of forming hollow articles out of thermoplastic materials and traditional mechanical shaping technologies can produce a wide variety of packaging shapes, giving designers flexibility to create simple or elaborate designs. In addition, Crown also provided students with Continued on page 94



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an overview of specialty decorative finishes, such as pearlescence, embossing, crackle, mirror, color-change, matte, mesh, sparkling, soft-touch, lenticular and holographic effects.

"It was important that the students receive exposure to the advanced technologies that make metals like steel an ideal choice for unique product packaging," explained François-Xavier Vannini, marketing executive, Crown Speciality Packaging. The students also visited each company's plants for a close-up look at how the entire packaging process works.

Utilizing the information provided by Crown and Arcelor, the students worked with faculty advisors to design packaging concepts. These were presented to United Biscuit at the end of the semester-long program, and three designs were identified for potential commercialization.

he first design to be developed is a distinctive tin developed by students Didier Parsoire and Edouard Gomez-Vaez. Featuring concave-curved sides, the 1.3-Kg package narrows in the middle to create a butterfly-like effect. The commercialized tin has pinkish bronze and brown stripes to accentuate its modern shape, along with a removable lid.

The butterfly-shaped tin serves as a testament to the power of combining a unique design idea with the technical know-how to make it work.

Offered during the 2006 holiday season in the U.S., Canada and U.K.under Costco's Kirkland confectionery brand, the butterfly-shaped tin was a huge commercial success. About 1.2 million of the promotional packages were produced, and they sold out at Costco club stores in less than three months.

"The butterfly-shaped tin serves as a testament to the power of combining a unique design idea with the technical know-how to make it work," explains François-Xavier Demathieu, packaging innovation manager, United Biscuits Northern Europe. "The collaboration between Crown, Arcelor and United Biscuits provided students with a complete picture of how truly innovative package

designs can be developed that not only stand out but also meet the marketing goals of consumer product goods brands."

The success of the United Biscuits, Crown and Arcelor partnership has led Strate Collège Designers to consider implementing similar programs.

"This package design program was a wonderful educational experience for our students, adding vigor and realism to our curriculum. The industry partnerships also helped expose our students to how the package development process works, which was extremely interesting for them to learn," said Maurille Larivière, educational director, Strate Collège Designers. "We look forward to working with such great partners in the future and are exploring similar opportunities for high-end syrup and beverage packaging programs."

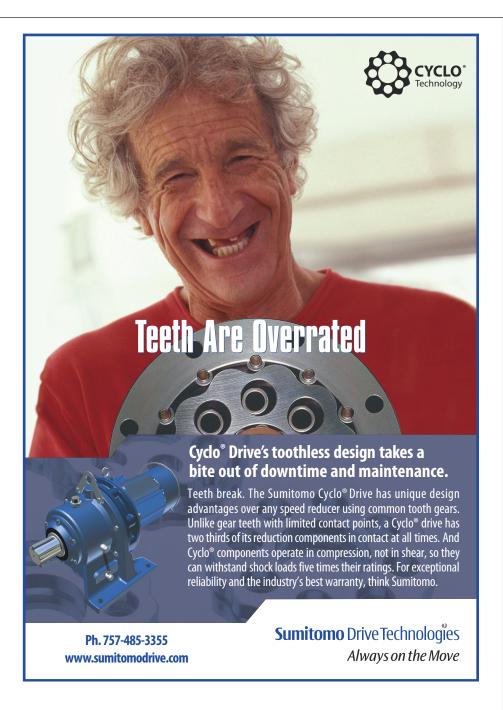
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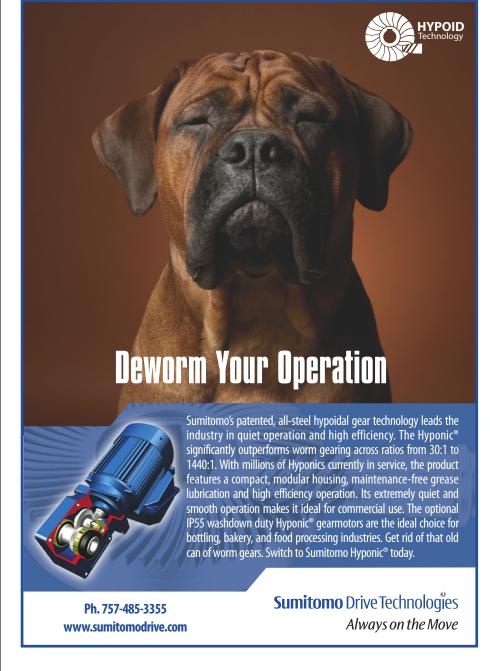
www.unitedbiscuits.com.

Crown Specialty Packaging, 33 (1) 49 1844 71. www.crowncork.com.

Arcelor Mittal Packaging, 33 (0)1 71 92 03 07. www.arcelor.com.

United Biscuits, 44 (0)20 8234 5000.







In 2005, Hasbro installed hot-knife side sealers (arrow) on its case packers. The sealers produce a narrow seam (below) that does not block the graphics on the sides of the boxes.

Sealing up benefits

New SIDE SEALERS on existing shrink wrappers at gamemaker Hasbro, Inc. increase the uptime of the equipment, reduce maintenance and repair costs, reduce cleaning requirements and maintain the excellent quality of the products.

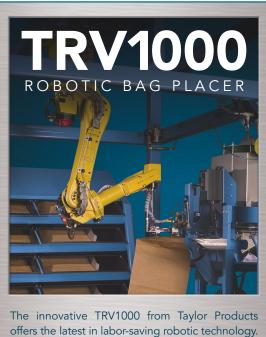
Jack Mans, Plant Operations Editor

Hasbro, Inc., Pawtucket, RI, was founded in 1923. In 1984 Hasbro acquired the Milton Bradley Co. and in 1991, it acquired Parker Brothers. Hasbro brought them both together in 1999 at the Milton Bradley facility in East Longmeadow, MA, where games were being produced. Today, Hasbro Games is the largest game and puzzle manufacture in the U.S. It produces and markets popular titles such as MONOPOLY®, TWISTER®, THE GAME OF LIFE® and SCRABBLE®, to name a few.

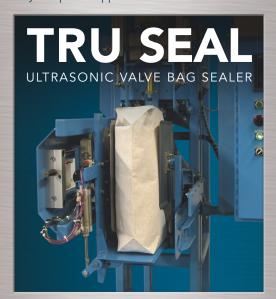
The East Longmeadow plant has 10 lines packaging Hasbro's broad array of games and most are equipped with Shanklin shrink wrappers and tunnels from Sealed Air Corp. (www.sealedair.com). "We bought Shanklin's first Hy-Speed series machine in 1977, which is still in operation today, and they've supplied the majority of the shrink wrappers in the plant. The latest was purchased in 2005," says Paul Garwacki, general supervisor, manufacturing.

Hasbro uses Shanklin equipment to shrink wrap its toys and games using Sealed Air's Cryovac® D-955, a polyolefin shrink-film that seals easily and provides tight, wrinkle-free packages. "We have Continued on page 96





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graphics on the sides of our boxes that customers need to see when the boxes are on the store shelf. The Shanklin wrappers make a very narrow seal that doesn't interfere with the graphics," says Garwacki. While very pleased with

the Shanklin wrappers, in general, Garwacki was less happy with the side sealers on the machines, which consisted of a dual-wire system. "These side sealers had a lot of parts, and they would require unscheduled maintenance and rebuilds that would take up to four hours each time," he says.

n early 2005, Hasbro began looking for a replacement for the dual-wire side sealers.



Hasbro has installed horizontal case packers to run the wide range of box sizes required for the many games it runs in its plant.

"We had four goals: Increase the uptime of the equipment; reduce maintenance and repair costs; reduce cleaning time and requirements; and maintain the excellent quality of our products," says Garwacki. "We made it clear to Shanklin that we were looking at other options for shrink-packaging equipment. They told us that they had their new side-sealer design in the final stages of development, and we agreed to pilot it when it was ready for field trials."

On October 21, 2005, the first Sabre TM hot-knife side sealer was installed on a Model HS7 shrink

The new sideseal systems have served us well since they were installed a year and a half ago.

wrapper at Hasbro, and it proved to be an immediate success. By the end of 2005, Hasbro upgraded their remaining wrappers with the Sabre technology. "The new side-seal systems have served us well since they were installed a year and a half ago," says Garwacki. "For example, the new side sealers on two of our higher-production lines have run approximately 1,500 hours each, since the first of the year, without any hot-knife blade changes. We clean the blades weekly by rubbing them with a Scotch BriteTM pad, and no other cleaning or maintenance is taking place. We expect to get about a year per blade before the knife needs to be replaced. In summary, the old dual-wire side sealers would require unscheduled maintenance and



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The new side-sealing units on the shrink wrappers have an oval cylinder with four parallel length-wise knives that is mounted parallel to and over the edge of the film.

The new side sealers on two of our lines have run about 1,500 hours each without any hot-knife blade changes.

rebuilds that could take up to four hours. The Sabre only takes a few minutes of maintenance per week for routine cleaning."

fter listening to customer concerns, Shanklin established a project team and invested in new technology to develop the improved hot-knife side-sealing unit. The new Shanklin Sabre TM side-sealing unit is equipped with an oval-shaped, hot knife that features four independent cutting and sealing surfaces. The hot knife is mounted parallel to and over the edge of the film. The first section of each cutting surface is a sharp blade that cuts the entering film. The blade then transitions to a thicker edge that ensures that the film is sealed. When one corner of the knife becomes worn, it is possible to simply rotate the blade until a new cutting and sealing edge is in position, thus providing four times the running time that would be possible with a single blade.

n this procedure, small miser wheels direct the film into the side sealer, where gripper belts mounted on both sides of the knife pull and control the film as it passes through the unit. A key feature of this unit is its simplicity. It has far fewer parts than the previous dual-wire sealers and requires virtually

no calibration or setup procedures.

Other equipment on this line include a Model Endpacker II-3 horizontal case packer from Compacker, Inc. (www.compacker. com) that is equipped with a ProBlueTM hot-melt system from Nordson Corp. (www.nordson.com) and a Label-Aire, Inc. (www.label-aire.com) labeler.

More information is available:

Sealed Air Corp., 866/773-4567. www.sealedair.com.
Compacker, Inc., 563/391-2751. www.compacker.com.
Label-Aire, Inc., 714/441-0700. www.label-aire.com.
Nordson Corp., 770/497-3700. www.nordson.com.



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Top loader handles multiple products

A **ROBOTIC TOP LOADER** at Associated Brands Industries, Ltd. in Trinidad, West Indies, features tool-less changeovers to run 14 snack-food formats in seven tray sizes.

Jack Mans,

Plant Operations Editor

Associated Brands Industries, Ltd. (ABIL) is the leading manufacturer and distributor of snack foods, chocolate confections, biscuits and breakfast cereals in the Caribbean.

ABIL was founded in 1974 and, over the years, has built up an extensive portfolio of brands. The company's headquarters and manufacturing facilities are located in Trinidad, West Indies, with distribution outlets in Jamaica, Barbados and St. Lucia. In total, the company currently

Talk, talk.





The new top loader packages 14 different product formats in seven different tray sizes. All supply lines for vacuum, pneumatic and electrical sensors are integrated in a connecting plate, which holds the product gripper. This makes it very easy to change the gripper for a new product format, as the operator does not have to worry about the reconnection of additional cables and plugs.

distributes its products to more than 20 countries worldwide, reaching as far as Taiwan and Ireland. ABIL has been expanding progressively over the years, constantly adding new products to its lines. As part of this expansion and development, ABIL called on **Sigpack Systems (pa.bosch. com/sigpacksystems/eng/index. asp)** to improve efficiency at its San Juan plant in Trinidad by installing a robotic top-loader system to package a wide variety of products.

to disassemble the machine for a format change, and it can all be done without tools. Sigpack Systems provided customer training, which enables the line operators to handle format changeovers without supervision. This saves both time and money and eliminates the need for highly skilled maintenance staff every time a format change is needed.

In moving away from manual secondary packaging, ABIL will also benefit on the logistics side by



A high-speed robotic packaging line at Swiss chocolate manufacturer **CHOCOLAT FREY** copes with 40 different packaging formats every day. Read about it at www.packagingdigest.com/info/chocolat

The new Sigpack Systems TTLi top loader at ABIL packages 14 different product formats in seven different tray sizes. With such format variety, ABIL's main prerogative was to introduce a secondary packaging solution that simplifies and speeds up changeovers. With a compact footprint, he TTL-i combines three functions: tray forming, tray top-loading and tray closing. The intelligent robotic system on the TTL-i makes it possible to handle and top-load the trays in a compact footprint. All supply lines for vacuum, pneumatic and electrical sensors are integrated in a connecting plate, which holds the product gripper. This makes it very easy to change the gripper for a new product format, as the operator does not have to worry about the reconnection of additional cables and plugs.

or optimum ease of use and simplicity, changeparts are kept to a minimum. The tray-forming and closing tools are adjustable for the entire format range, so operators do not have

applying the new TTL-i. Initially, more than 14 different tray and blank sizes are necessary for the manual forming and loading of its wafer products. Sigpack Systems engineers studied all the product and packaging formats and then optimized the tray dimensions. As the TTL-i has the ability to top load products into very tight trays, a reduction in the number of tray sizes, from 14 to seven, will be possible. The printing of each tray format remains different, but the handling of fewer tray types will help to reduce the purchasing cost of the blanks.

With more than 100 years of experience and technical development in the field, Sigpack Systems was able to offer ABIL a solution specifically tailored for its application from system design, development and installation to training and after-sale support.

More information is available:

Sigpack Systems, 41526747777. pa.bosch.com/sigpacksystems/eng/index.asp

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The mid-web press, above, can tackle multiple substrates, including unsupported film, paper and carton board. The press's overhead web path, left, allows operators safe access to the printing and laminating modules.

Converter helps shape the 'Revolution'

PRAIRIE STATE GROUP grows its flexible-packaging business with a mid-web press—the Revolution—which it helps bring to market.

Jorina Fontelera, Associate Editor, Converting Magazine

For a company that continues to develop and change, it's fitting to have bought a press called the Evolution, and now to own another press called the Revolution.

Prairie State Group (www.psglabels.com) began as a company producing pressure-sensitive labels, then grew into two companies as it entered the flexible-packaging market. Today, it continues to explore various sectors in the converting industry. In1989, Rick Heinzen, PSG president, started Prairie State Graphics, a p-s label business. After



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successfully growing that venture, he noticed the growth in the flexible-packaging market and teamed up with Graham Redding, PSC executive vp, to pursue that sector.

In 1999, they created Prairie State Impressions to handle the flex-pack market, purchasing a 20-in., eight-color **OMET** (www.matik.com) press for short- to medium-run flexible-packaging and p-s products. It complemented the four Mark Andy (www.markandy.com) presses they already had for p-s labeling. As the label and packaging business prospered, Heinzen and Redding found themselves in need of a new press, more room and someone to handle the plant operations while they continued to grow their client base.



The press is also equipped with a corona treater, left, and a turret rewinder. PSG says that it plans to grow its snackbar business and double its business overall with the new

long came Dan Doherty, then president of Fort Dearborn Flexible Packaging, who had previously worked with Heinzen. Doherty took on the role of PSG vp of operations, so that Heinzen and Redding could focus on expanding the business.

To ease the crowding issue, PSG moved to Franklin Park, IL, and installed the first 26-in., 9-color Evolution press from Paper Converting Machine Co. (www.pcmc.com) to handle the continuously growing flex-pack business. PSG was impressed by the Evolution's combined narrow-web and wide-web technologies, which opened door to the snackfood, meat, cheese and confectionery markets with its cold-seal capabilities. When it came time to order another press, PSG looked again to PCMC. "We discussed what worked and what didn't with the Evolution and helped shape the Revolution," Doherty explains. PSG ended

up with a servo-driven, 10-color (nine-color when using the UV-coating deck or laminator), 26-in. press with an in-line lamination module and an eXtremeTM drying system that uses compressed-air technology. It also features a corona-treater system from Pillar Technologies (www.pillartech.com), a turret rewinder from KTI (www.keenetech.com) and a quick-change sleeve design for short-run projects. The Revolution runs at up to 1,000 fpm and can handle unsupported film, paper and carton substrates. Installed in early February, it began running half a dozen jobs while PCMC trained PSG's operators. "It's already outperforming the other two [Evolution and OMET] presses," Heinzen says. "It can do the work of the other two presses combined. It can potentially double our business."

More information is available:

KTI-Keene Technology, Inc., 815/624-8989 www.keenetech.com.

Mark Andy, 800/700-6275. www.markandy.com.

OMET, 860/233-0162. www.matik.com.

Paper Converting Machine Co., 920/494-8865. www.pcmc.com.

Pillar Technologies, an ITW co., 888/745-5276. www.pillartech.com.

Prairie State Group, 847/801-3100. www.psglabels.com.



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Package design drives car-care line

A new line of car-cleaning and organizing products from HONEYWELL CONSUMER PRODUCTS GROUP, developed for 'soccer moms,' is built around convenient, innovative packaging designed for flexibility and ease of use.

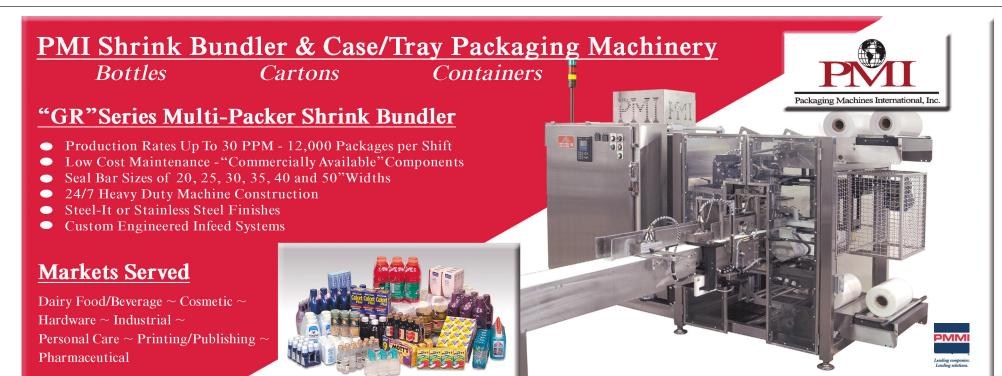
Anne Marie Mohan, Senior Editor

BlinkTM, a new line of five car-care products for busy moms introduced by Honeywell Consumer Products Group (CPG), is an interesting study in how package design is becoming more important than ever in shaping product development. Says Stuart Lesl1ie, president of 4sight, Inc. (www.4sightinc.com), the firm that helped invent and design the line, "I think what we are seeing is a trend where people are realizing that the package

is so instrumental to the product concept, that to position a product without a realistic packaging solution is not as effective."

Honeywell CPG manufactures and markets a host of consumer-automotive brands, including FRAM® oil, air and fuel filters; Prestone® vehicle antifreeze, coolant and care products; Autolite® spark plugs; and Holts® vehicle care products. Because most of its products are traditionally purchased by men, the company not long ago engaged structural design firm 4sight to help it

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create products that would appeal to the other 50 percent of the population—a segment that also represents 80 percent of the mass-market shoppers: women.

To help clarify the needs of this market, 4sight used its Cultivate Brand HarvestingTM research approach with women regarding their car-cleaning needs, habits, wants and purchase behavior. As a result, 4sight helped to redefine Honeywell CPG's demographic category of "women" to 24/7 "soccer moms." This revealed exciting new insights, Leslie relates, that 4sight translated into key product platforms that became the basis for design and development.

ombining function with a fun look, the line of disposable Blink products includes Smudge Cleaners for removing fingerprints from windows, Trash Tossers litter bags, Tidy Totes clutter-collector bags, Mess Lifters stain-remover wet wipes and Spill Grabbers super-absorbent, dry wipes.

While Leslie does not reveal the names of the packaging component suppliers chosen, he notes that final packaging includes polyvinyl chloride (PVC) thermoforms—soon to be changed to a polyvinyl acetate (PVA) material—to hold the 20 Spill Grabbers dry wipes, 20 Mess Lifters wet, stain-removing wipes and 20 Trash Tossers trash bags. The packaging for these three products also includes a sturdy acrylonitrile butadiene styrene (ABS) clip that allows the products to be stored anywhere from the visor to the seat-back pocket. An ABS shell is used for the Smudge Cleaners product, which includes a 1-oz bottle of window cleaner and 20 wipes, and a film bag is used to hold the Tidy Totes product, which includes four polyethylene mesh bags sourced in China.

When the project began, ethnographic and other research by 4sight and a team from



A structural packaging makeover of specialty pharmaceutical company SKINMEDICA, INC.'S line of cosmeceutical skincare products conveys the sciencebased benefits of the products while providing a uniform and upscale brand identity. Read about it at www. packagingdigest.com/info/skinmedica

Honeywell CPG regarding women and their carcare needs yielded "fascinating" results, says Leslie. These insights revealed that moms represented the greatest, untapped opportunity for new products geared to women. "We realized that there's a huge piece that's been overlooked, and rather than target women with ways to buff their dash, clean dust from the nooks and crannies of their car seats and address other, little, appearance issues, we had to get back to basic survivability," Leslie recalls.

'In driving around with these women, we realized that they have a tremendous number of needs," he continues. "When three kids get into the back seat of a car, and they have their activities

cars. But because these products did not include flexible storage options for the car and thus required trips between the home and automobile, they were seldom used. Says Leslie, "As we really started digging deep, we realized that it's all about this one-minute-or-less solution. Everything has to be on hand, it has to be visible and it has to be ready to use."

herefore, the goal became to develop conventional cleaning products with unconventional packaging that is readily accessible and designed to "live" in the car, by fitting in various side-pocket areas or exposed compartments and not in the trunk or glove compartment. To find suppliers willing to go beyond traditional packaging, 4sight had to screen numerous suppliers, which were then recommended to a single, contract packager.

According to Jim Brown, Honeywell CPG director, New Product Marketing, "Another unique and major aspect of this program and process entailed 4sight's integration of a

We designed the packaging with a sense of style and feminine forms, such as arches, curves and soft lines to communicate friendly products with personality...

and their school supplies, and they have some food because they have to go directly from school to their soccer practice, a tremendous amount of debris follows behind them. And until now, there just has not been an acceptable way to clean up after them."

Initial insights by the Honeywell CPG design team recognized that there were plenty of conventional products on the market, such as trash bags, window cleaner, etc., that could be employed by moms to clean and organize their

virtual factory approach. 4sight researched and interviewed fifty manufacturers before identifying the right vendor, Rand Display Intl. [www.randdisplay.com]. This company showed its flexibility and willingness to take a risk and work with multiple sub-vendors selected by 4sight to produce twenty different components in several different materials without compromising the design of the five new products," he says. Continued on page 104

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Whether it's our industry leading range of solid state relays or our fast growing offering of contactors, power supplies, PID controllers, panel products or sensors, Carlo Gavazzi has the solution for your many demanding application requirements! he final element to the Blink brand design was to create a "personality," which was achieved through the Blink brandname, created by advertising and public relations firm Lindsay, Stone & Briggs (www.lsb.com), and the bright, fun package graphics and colors chosen by HMSDesign (www.hmsdesign.com). The intent, Leslie relates, was to convey a sense of playfulness that would provide some pleasure to moms, while



As we started digging deep, we realized that it's all about this one-minute-or-less solution. Everything has to be on hand, it has to be visible and it has to be ready to use.

communicating the functionality of the products.

"We designed the products and packaging with a sense of style and feminine forms, such as arches, curves and soft lines to communicate friendly products with personality that are easy to use," says Leslie. "Blink matches the busy lifestyle of moms; the products are not aimed at performing arduous cleaning tasks." By integrating the brightly colored graphics created by HMS with the structural aspects, 4sight maintained Blink's playful image.

ach product has its own vibrant signature color: blue for Spill Grabbers, purple for Trash Tossers, yellow for Mess Lifters, red for Smudge Cleaners and Green for Tidy Totes. An example of Blinks' more feminine side, the ABS clips have an almost "bow" shape, says Leslie, but they have real functionality behind them.

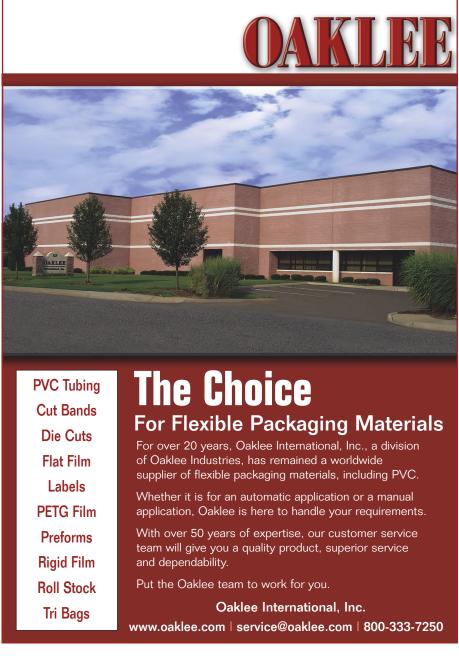
he five, fun, stylish and functional car-care products in the Blink line were launched last spring naitonally in Wal-Mart stores, meeting their requirements, and are being accompanied by a substantial advertising campaign. Working together with the packaging as a "seamless system," the products are moderately priced, from \$3.99 to \$5.99, and have met with approval by consumers, says Honeywell CPG.

More information is available:

4sight, Inc., 212/253-0525. www.4sightinc.com. HMSDesign, 203/831-8600. www.hmsdesign.com. Lindsay, Stone & Briggs, 608/251-7070. www.lsb.com.

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Renold Jeffrey, 800/251-9012. www.renoldjeffrey.com

Solvent-recycling system The ECOSOLVE solvent-recycling system for its ink-jet printers reduces solvent consumption of the co.'s JET 2 SE machines. The system condenses the evaporated solvent in the printer's outgoing air and carries it back to the reservoir tank. ECOSOLVE has been especially developed for use in high-temperature environments, because at high ambient temperatures, the evaporation increases significantly and therefore also the solvent consumption. With these higher temperatures, the saving with ECOLSOLV is more than 50 percent of the normal consumption.

Leibinger, 203/853-0022. www.leibingerusa.com

Booth C-5222



Conveyors A new generation of the co.'s spiral conveyors is said to move loads up

or down in a continuous flow. Of the chain-slat type supported by precision steel roller bearings riding on a PU guide surface, the spirals are made of overlapping slats in standard 8-, 12-, 15-, 20- and 26-in. widths, with ODs varying from 4 ft 9 in. to 8 ft 6 in., depending on load size. The co. says



load capacity is 75 lb/linear ft for speeds to 200 ft/ min, with angle of incline between 9 and 11 deg to safeguard against loads sliding or tumbling. Friction inserts are available for slick products/packages.

Ryson Intl., Inc., 757/898-1530.

www.ryson.com

Booth S-5436

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and freight centers. Arpac Group, 847/678-9034. www.arpacgroup.com

Booth C-800

Ink-jet controller The

Marksman Duo HR ink-jet controller is a full-featured, economically priced printer that utilizes proven Trident®-based high-resolution printing technology, the co. states. Features include a graphical user interface with a color touchscreen

display, around-the-clock diagnostics and system status, print speeds of more than 200 ft/min, Ethernet, USB, serial communications and more.

FoxJet, an ITW co., 636/300-2029. www.foxjet.com

Booth C1317

Cartoner The Econoseal Pegasus cartoner is introduced as handling a large size range with speeds to 120.min, all in a 115×30in. footprint. The co. says that the cartoner offers a modular build-on concept, which allows users to start in a manual product-loading mode and add further automation as required.

Econocorp., Inc., 781/986-7500.

www.econocorp.com

Booth C-1000



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ESS Technologies, Inc., 540/961-5716.

www.esstech.com

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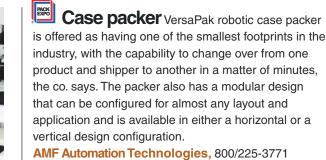


Netting Inert PE netting is available in flat sheets for layering or as sleeves to slip over cylindrical products and packages for in-shipment cushioning. The netting is available in three different strengths for a greater level of stretch and web thickness to meet specific product needs. The full line is offered in a variety of colors for quick and easy age coding, part designation and more. The inert polyethylene material resists abrasion and withstands most chemicals and solvents.

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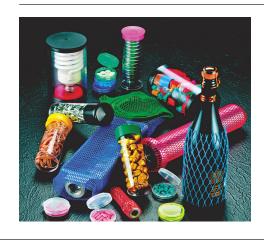
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Case packer A new case packer is said to use dynamic servo operation to ensure top precision and accuracy at speeds to 30/min, with servo motors controlling the main case drive, infeed, downstacker and load pusher to provide precise movement and gentle handling. Co. says PLC operation assures integral synchronization of all moving parts and smooth, harmonious performance. The packer runs a variety of cases and semi-rigid containers, and offers motorized size adjustments to ensure repeatable accuracy and to eliminate tweaking that often slows case packer changeover. In cases where change parts are required, downtime is reduced by the use of locking handles to secure parts. The compact machine occupies only 15.4 linear ft on the production line, reducing the time requirement and cost of installation. It is built for performance with a heavy tubular steel, continuous weld, box-style construction that is designed to stand up to the stress of high speed operation with minimum maintenance. Polycarbonate hinged guarding surrounds the machine, combining high visibility and easy access.

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

Air-cushion machine The new MINI PAK'R™ air-cushion machine inflates six different films, producing air cushion, bubble and void-fill as needed, while eliminating the handling and storage of traditional bubble and loose-fill packaging,

the co. notes. It is easy to operate, and the 13-lb cushion-making machine runs both NOVUS and CELL-O EZ films. The machine also automatically sets the air-fill amount and seal temperature. Simply select one of the six MINI PAK'R film choices, load the film and make the air cushioning.

FP Intl., 803/251-0267.

www.fpintl.com

Overprinter DataFlex® Plus thermal-transfer overprinter reportedly is now capable of higher print speeds and up to 25 percent greater throughput, meaning increased production for customers marking flexible packaging, the co. claims. Enhancement, standard on new units and upgradeable on existing ones, allows the overprinter to work at speeds to 40-in./sec (1,000 mm/sec)

and code in excess of 425 packages/ min, depending on ribbon width and application, the co. continues.

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

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Shrink bundler The Tango steps onstage, hailed by its co. as the only semi-automatic bundler capable of running clear, random-print and print-registered film to shrink-bundle a large variety of products in many configurations. The system, the co. adds, includes a heat tunnel, is compact, has a rugged stainless-steel one-pc design, is easy to use and costs less than \$30,000, complete with tunnel. Polypack, Inc., 727/578-5000.

www.polypack.com

Booth C-1135

Enclosures NEMA 4X

(IP65) enclosures for its SMVector drive are released by the co., which describes the additions as the perfect solution for the food and beverage industries, where customers need more ways to protect drives against foreign objects such as dust while keeping them safe from the harmful effects of water and corrosion. The co. notes enclosure options are



available in up to 3 hp. With a power range of up to 25 hp, the NEMA 1 SMVector carries all the features required by demanding applications including four

modes of operation (V/Hz, Enhanced V/Hz, Vector Speed and Torque), highstarting torque, auto tuning, advanced low-speed control and dynamic speed regulation. Designed to be truly a global product, the SMVector Drive's input voltage ranges from 120-VAC 1-phase to 600-VAC, 3-phase. Three communication options include RS-485/ Modbus, CANopen, and DeviceNet. Lenze-AC Tech, 508/278-9100.

www.actech.com

Booth S-5366



Handles As alternatives to shrink wrap or paperboard multipacks, co. introduces QuadPak and 6Pak handles for soups and other canned foods. Co. says it releases prototypes of handles for larger cylindrical containers including fruits/vegetables and even pet food, with several sizes and styles now available for production, as well as high-speed automated application.

PakTech, 541/461-5000. www.paktech-opi.com Booth S-5841



new productsequipment

F/f/s machine Specifically developed as a compact vertical f/f/s machine for the packaging of paint roller covers is the Rollmaster. Said to work with centerfolded PE and plain and preprinted shrink film in various widths and gauges, the machine features a conveyorized roller infeed, an automatic cycling option, an electric eye and an uphill conveyor and produces single, double or triple packages 9-in L with %- or ½-in. nap at up to 30/min in a compact 53×83×60-in. space, the co. says.

All Packaging Machinery Corp.

631/588-7310, x.111.

www.allpackagingmachinery.com





ID reader DataMan™ 100 is introduced as what its maker calls the world's smallest high-performance ID reader. The fixed-mount reader, the co. adds, provides unmatched code-reading performance and simplicity, handling printed bar codes to the most challenging 2D direct-marked codes in a package smaller than a flip-phone and uses IDQuick™ software, a new decoding tool, and offers easy setup with integrated illumination, a beeper, adjustable optics, a built-in aimer and a pushbutton trigger. Supported codes reportedly

include UPC/EAN/JAN, Code 39, Code 128, Interleaved 2 of 5, Datamatrix, QR Code and microQR Code. Cognex Corp., 877/264-6391.

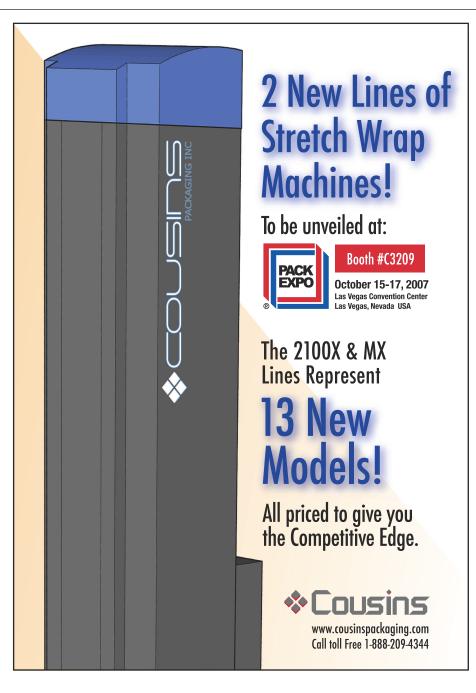
www.cognex.com

Booth C-4622

Robot Developed with a compact footprint for lean, tabletop manufacturing is the co.'s newest SCARA robot, the RS20.
Reportedly with a 220-mm range and a 1- to 8-kg payload, the RS20 is said to feature four degrees of freedom, a hardened AB plastic external housing and electric servo-driven motors for reliability. The robot and all cables run internally of the arm, the co. says, including the electrical/pneumatic user lines. The co. also cites its high speed and precision of movement.

Stäubli Robotics, 964/486-5429. www.staublirobotics.com





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Pouch dispenser

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Azco Corp., 973/439-1428.

www.azcocorp.com

Booth C-2800



Inspection systems

E-Z Tec® XR inspection systems make their entrance with advanced linear array technology that sets the industry standard for sensitivity, speed and sophistication, helping to ensure product and package integrity by reliably identifying contaminants, their manufacturer notes. They scan for missing or broken products, detecting packing voids, confirming fill levels and controlling product and package mass and fat analysis. They are made of stainless steel to withstand harsh environments. Multiple configurations reportedly inspect discrete packaged items, continuous bulk flow or pipeline systems.

Eriez, 888/300-3743. www.eriez.com Booth C-3632 **Labeler** Model 204 is presented as a p-s labeler suitable for a wide range of products and packages using a variety of label types. The co. cites its compact design and robust build, as well as easy access to USB and Ethernet connections; plus the variety of applicators including wipe-on, tamp, blow-on and swing arm, to handle top, side or bottom labeling jobs.

Accraply, Inc., 763/557-1313.

www.accraply.com

Booth C-451



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Caplugs offers a wide line of packaging solutions that is durable, attractive and reusable. ClearView® plastic tubing is perfect for packaging, storing, shipping or displaying your product. Made from high-quality PETG or rigid PVC, our tubing is flexible, yet impact resistant and available in a variety of diameters and lengths. For smaller packaging needs, we have the CON Series. Our CON containers are used for everything from electronic components to fishing lures and can be personalized by molding a company name or logo on the bottom.

For shipping protection, try our full line of plastic netting, available in flat sheets for layering parts or sleeves to slide over odd-shaped products. Our line of Bottle-Web™ is a neat and professional wrap to protect wine or liquor bottles from cracking and breaking. All of our netting lines are inexpensive, recyclable and offered in a multitude of colors, sizes and strengths. With full in-house customization capabilities, we can design and manufacture a plastic packaging solution for you.



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See Booth #15.11

new productSequipment



Printer The S-107 is introduced as a direct thermal-transfer printer that can operate at speeds to 500mm/sec, the co. reports, offering a cost-effective solution to using preprinted labels for variable information including lot numbers, date codes and scannable bar codes. The co. calls the printer ideal for application where high-quality printing needs combine with frequent changeovers, adding that the ribbon is heated for quicker ink release. The compact printer works on forming and nonforming webs.

Greydon Inc., 717/848-3875. www.greydon.com

Booth C-2635

Aseptic f/f/s FSU 1000 flexible vertical f/f/s is heralded as a low-acid aseptic, FDA-validated, automatic system with options to produce pouches with or without dispensing fitments. Reportedly working in a 50-mL to 10-L size range at speeds to 90/min, the sterile module is said to provide complete SIP and on and inert gas blanketing in the product fill area. The co. also debuts its SIGMA Series multilane, four-side-seal pouch machine, a servo-drive IM unit for pharmaceuticals and cosmetics. Adjustments may be made from a touchscreen and saved in the product menu.

Fres-co System USA, Inc., 215/721-4600. www.fresco.com

Booth S-5319

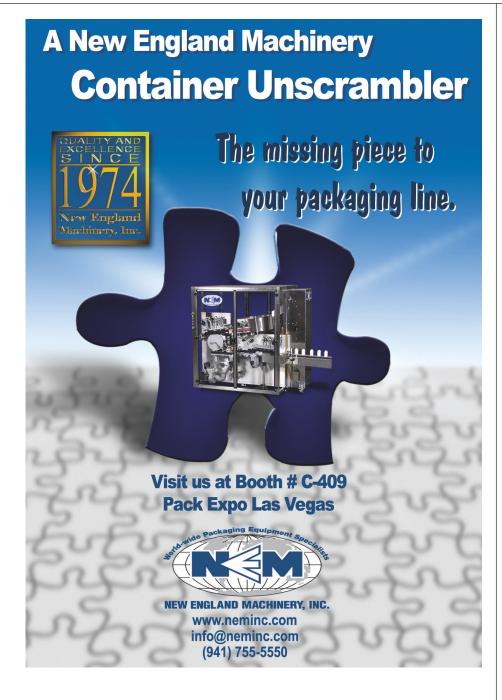


Shrink film EarthFirst® TDO shrink film is offered, reportedly being made with Natureworks® PLA corn-based resin. The co. says the film is not petroleum-based, is environmentally friendly and is compostable. It offers excellent machinability and clarity, the co. adds, and can be printed up to 10 colors in gravure or modified flexography and offers up to 75 percent shrinkage. Seal-It, Inc., 800/325-3965.

www.sealitinc.com

Booth C-503





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Inflatable packaging machine FillTeck™ inflatable packaging system is introduced in two models to create custom-size cushions that, the co. says, provide superior cushioning, blocking and bracing for products throughout the shipping cycle. The co. adds that an operator using a simple control pad can produce cushions ranging from ½- to 4 in. H, perforated or cut to length, handling narrow cross sections within the shipper, even changing size in mid-production. Four different film structures are available to meet specific performance requirements, the co. says.

Sealed Air, 800/568-6636. www.sealedair.com Booth C-1433



Sanitizer High-speed

Microb-Blaster sanitizer is introduced for the quick, 2-6 log reductions of microorganisms in bottles and closures. The co. claims the system can sanitize closures at speeds to 1,200/min and can be retrofitted to any existing filler in a customer's plant. The system is said to work in a dry, residue-free environment, eliminating the need for a chemical-supply system and chemical disposal, with sensors at the infeed and discharge escapements assuring controlled exposure time in a fail-safe manner. Has a PLC for overall operation control.

Fogg Co., 616/786-3644. www.foggfiller.com Booth C-2528



Weighing systems An

extensive line of weighing systems is offered by the co., which also sells packaging machinery including baggers, conveyors, scales, augers, stands and mezzanines, all said to be custom engineered by the in-house design team. Are designed to meet the needs of packagers in the food, beverage, chemical, pharmaceutical and hardware industries.

WeighPack Systems Inc., 888/934-4472.

www.weighpack.com Booth C-3615



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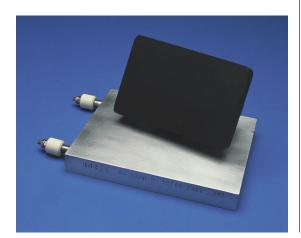
new productsequipment

Heaters For various applications, cast platen heaters are offered as a durable heat source with platen thicknesses in ½-in. and up. A tubular heating element is distributed evenly to provide a uniform temperature pattern across the surface, the co. notes, with CNC machining operations providing surface finishes from 125-to 8-RMS and a standard flatness tolerance of .005-in, with other tolerance specs and various secondary coatings available.

Durex Industries, 847/639-5600.

www.durexindustries.com

Booth C-4812



Labeler The BRAND-Master 450L sleeve-labeling system, the co. says, provides quality, speed and efficiency in challenging beverage labeling applications, the co. says. Its accumulating label and precision roller designs deliver 450/min with 100-mm-H labels. The co. adds high-speed, on-the-go splicing for reel changes keeps the line moving, while the hugger belt offers highly accurate label positioning and single inserting head design minimizes maintenance. KGK Intl., 847/465-4415.

www.kgki.com

Booth S-5760



Inspection system For

versatile, multi-product applications, the co. offers the Ishida inspection system that reportedly detects metal and such nonmetallic materials as glass, bone, shell and plastic. The co. says system accuracy isn't affected by product temperature, salt and water content, retort pouches, aluminum foil and cans. Heat and Control, Inc., 510/259-0500.

Heat and Control, Inc., 510/259-0500 www.heatandcontrol.com

Booth C-2433



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Visit Our Web Site at http:\\www.posimat.com to view the POSIMAT Unscrambler Animation



Desiccant dispensing Automated Active-

Pak dispensing systems insert the co.'s desiccant sachets reportedly at rates to 300/min, exceeding competitive speeds. The co. says nutraceutical manufacturers and packagers can significantly reduce the cost of desiccant stability in packaging with its custom-designed systems, adding that its equipment employs a number of checkpoints to ensure positive desiccant placement in packages and fast, consistent packet separation.

Multisorb Technologies, Inc., 716/824-8900.

www.multisorb.com

Booth S-5309

Printer/applicator

Model 5300 is the co.'s new label printer/applicator, which it says combines modular design with high speed, high-quality label printing, application and optional RFID encoding. Reportedly providing a variety of p-s application methods including air-blow, tamp-blow, corner-wrap and 2-label/adjacent panel labeling, the 5300 is also said to feature a repositionable operator interface and the capability to incorporate a user-specific PLC and remote monitor via a web browser. Standard print engines produce images at 203- or 300-dpi, with labels dispensed at rates to 16 ips. Weber Marking Systems, 800/843/4242.

www.webermarking.com Booth C-511



Case packer/palletizer Award-winning robotic case packer/palletizer, occupying only 170 sq ft, uses the ControLogix controller to integrate all functions. Cases are automatically erected, loaded with product, sealed, labeled and palletized in one system cell, the co. notes, with operators stacking case blanks and supplying the labeler, all from outside the guarding enclosures.

Schneider Packaging Equipment Co., Inc., 315/676-3035. www.schneiderequip.com

Booth C-1019





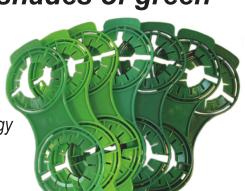
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packer runs plastic bottles containing prescription drugs using a Fanuc 6-Axis robot. It uses grippers to pick the bottles and can run with glued literature on the tops of he bottles. A servo-driven lane divider is available

to configure the bottles in the correct pattern.

Also comes with an integral case erector and a sealer.

Sabel Eng. Corp., 707/938-4771.

www.sabelengr.com

Booth C-232



The stepper-driven applicator can dispense

labels to 6.375 in. W and applies labels at speeds to 1,500-in/min.

Universal Labeling Systems, Inc., 727/327-2123.

www.universal1.com

Booth C-830



Manifold New Series VV061-CUBE, with 6-mm 3 port

valves, reportedly can be used with small-bore cylinders or as a pilot valve to operate air-powered valves. The manifold is said to combine valves, a printed circuit board, a base and fittings in one for space savings and maintenance ease, the co. notes, and has DC voltage options of 24- and 12-v, available in 4- and 8-station configurations.

SMC Corp. of America., 317/899-4650.

www.smcusa.com

Booth S-5450

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Shrink wrapper The continuous-motion 596S
Continuum™ shrink wrapper, designed to handle PET, glass and metal containers, is suitable for food, beverage and household product applications. The co. also hails its single-roll lap-seal technology as resulting in a low-maintenance alternative to wrappers with mechanical seal bars. The wrapper reaches speeds to 80 trays/min.

Standard-Knapp, 860/342-1100.

www.standard-knapp.com

Booth C-2623

Pouch machine For pharmaceutical and cosmetic industry applications, the new SIGMA Series servo-driven. multi-lane 4-side-seal pouch machine reportedly meets GMP criteria for ease of cleaning, changeover and adjustment. The IM machine is said to allow adjustments to be made from a touchscreen.

Fres-co System USA, Inc., 215/721-4600.

www.fresco.com

Booth S-5319

Drive New E700 compact variable-frequency drive replaces its nearly decade-old E500 model,



and features
new technology
that has been
developed, the
co. says. Though
it will be simple
for E500 users to
move to the new
model, the co.
notes, advantages
including
superior dynamic

performance and an improved speed range, with 200-percent motor torque now possible at 0.5 Hz. This gives the E700 a smooth, open-loop speed range of 120:1, plus more interoperability, a simple interface via a dedicated USB port, remote operation, RoHS compliance and maintenance free use.

Mitsubishi Electric Automation, Inc., 847/478-2453.

www.meau.com

Booth S-5236



Heat-seal control

Called compatible with any new or existing packaging system is the co.'s heat-seal control system that reportedly eliminates thermocouples, relying instead on the electrical assistance of the heat-seal band itself to maintain stable temperatures. In this "closed loop" system, the band acts as a built-in meter to give stable, predictable results consistently, the co. asserts.

TOSS Machine Components, Inc., 610/759-8883.

www.tossheatseal.com

Booth C-4014

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- → I/O extension: Bus Terminals/EtherCAT Terminals

CX1010

- → \$745 (starting)
- → 45 µs PLC code execution time*
- → Processor: Pentium MMX-compatible, 500 MHz
- → Main memory: 256 MB RAM
- → Operating system: Windows CE or XP Embedded
- → Application: PLC, Motion Control, visualization
- → I/O extension: Bus Terminals/EtherCAT Terminals

CX1020

- → \$1000 (starting)
- → 10 µs PLC code execution time*
- → Processor: Intel® Celeron® M ULV, 1 GHz
- → Main memory: 256 MB, expandable up to 1 GB
 → Operating system: Windows CE or XP Embedded
- → Application: PLC, Motion Control, interpolation, visualization
- → I/O extension: Bus Terminals/EtherCAT Terminals

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→ www.beckhoffautomation.com/cx/

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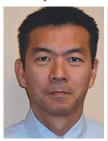
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newsmakers

MOVERS & SHAKERS

Misumi USA, Inc. appoints Masanori Suzuki president. It also appoints



Masanori Suzuki Misumi USA, Inc.

Misa Nishimura director of marketing and inside sales and hires Dwayne Roark as senior marketing manager for the Factory Automation Group.

Flint Group hires Charles Knott as CEO. He will succeed Dave Frescoln, who will become deputy chairman of the company's boards.

Dragon Rouge, U.S. names Marcus Hewitt to the newly created position of chief creative officer.

DS Containers names Matt Kuehn as director, technical services.



Brian Wellinghof Barry-Wehmiller

Barry-Wehmiller
Companies, Inc.
promotes Brian
Wellinghoff
to director, L3
Journey.
Display Pack,
Inc. promotes
David Korhorn
to director
of business
development.

Great Northern Corp. hires Erik Haugen as an account manager with its Consumer Packaging & Display operations.

Omron Electronics, LLC appoints Gregg A. Holst as COO and president, filling a 10-month-long



Gregg A. Holst Omron Electronics, LLC

vacancy created by the death of the previous COO and president. **Bemis Co., Inc.** elects Henry J. Theisen to the position of president and COO and

promotes Robert F. Hawthorne and James W. Ransom to vp of operations. Theisen has served as executive vp and COO for Bemis Co. since 2003.



Chris Roach

FKI Logistex® appoints Chris Roach to the new position of vp, customer service, FKI Logistex North America.

Crown

Holdings, Inc.

R. Underwood president, Crown Food Packaging-North America. He previously served as President, Crown Aerosol Packaging USA, and succeeds Raymond L. McGowan, who was recently promoted to president of Crown's North American Packaging business.

DE-STA-CO appoints Pamela Okopny marketing communications manager. **Multivac, Inc.** hires Jason Bohn as regional sales manager, handling clients in the food industry. His territory includes ND, SD, NE, WY and CO.



Pat Harrington
Zeller Plastics Inc.

Zeller Plastik, Inc., U.S. Division of Global Closure Systems, hires Pat Harrington to head strategy and market development. Stäubli Robotics

hires Scott Collier as regional sales manager, responsible for covering the west coast including AZ, CA, OR, WA and NV.

Surefil LLC, a contract manufacturer of liquid-filled products for the personal care and medical industries, hires Marique Ryzebol as account manager.

Yupo Corp. America appoints Akeo Sawayama president and CEO, succeeding Masahiko Yano, who recently retired.

GROWING & GOING

IWKA, the parent company of KUKA Roboter GmbH, to which KUKA Robotics USA also belongs, is now called KUKA AG. The new KUKA AG, which has its headquarters in Augsburg, Germany, is in charge of KUKA's operations worldwide.

Ameri-Seal, Inc. moves to a new 33,000-sq-ft building in Chatsworth, CA (the same city where its previous building was located) and has added a slitter and seamer area.

BUYING AND ALLYING

Smyth Cos., Inc. purchases the Printing Division of **Stoffel Seals Corp.**

Esko and **Artwork Systems** complete their merger transactions. The new combined business will go forward under the **EskoArtwork** brand.

CHEERS

FANUC Robotics America, Inc. celebrates its 25th anniversary. The Institute of Food Technology's Food Packaging Div. awards the Riester-Davis Award to Tom Powers, director of marketing and R&D at Multisorb Technologies in recognition of a lifetime of accomplishments in food packaging technology.

CALL FOR ENTRIES

The call for entries for the **20th Annual DuPont Packaging Awards** opens September 25, 2007, and winners will be announced in early 2008. A component focusing on sustainable packaging is being added to the program. Details will be provided in September.

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Continuously Seals up to 100 FPM.



Vertical Conveyorized Model

USDA approved rotary band sealer supports heavier or bulky packages.

Bag Top Trim included.

Continuously Seals up to 45 FPM.



Vertical L Sealer

Uses center folded film to form a bag around your product.

Speeds up to 30 Packages per minute.

Continued from page 81



& Materials Pavilion.

More than 400 innovative, international containers,

winners of the most prestigious packaging awards, will be displayed in a gallery of inventive packaging. This year, The Showcase of Packaging InnovationsTM is sponsored by The Dow Chemical Co. Package designs from 13 internationally known packaging associations will be included. Five new groups will participate this year: Gravure Association of America; HBA Global Expo; the North American Packaging Association; Packaging Association of Canada; and the Packaging and Labeling Gravure Association.

Other participants include: ABRE—Brazilian Packaging Association; Asociacion Mexicana de Envase y Embalaje; the Association of Industrial Metallizers, Coaters & Laminators (AIMCAL); the Flexible Packaging Association; the Glass Packaging Institute; the Healthcare Compliance Packaging Council; Instituto Argentino Del Envase; and the Paperboard Packaging Council.

Two additional shows and one convention are co-locating with PACK EXPO Las Vegas 2007. The focus of the PROCESS EXPO will

Packaging Hall of Fame

Every year since 1971, a select number of career packaging professionals has been inducted into the Packaging Hall of Fame™ in recognition of significant contributions made to both the industry and to packaging education efforts. The Packaging Hall of Fame program is administered by the PMMI Education & Training Foundation. Funds raised for the event are used to support packaging education programs.

Members of the Packaging
Hall of Fame Commission, a group
representative of various sectors of
the packaging community, formed
by PMMI, is selecting the inductees.
The Class of 2007 Packaging
Hall of Fame™ inductees will
be recognized during an awards
reception on Oct. 15 from 4:30 to
6:30 p.m. at the Las Vegas Hilton
Hotel Ballroom; the hotel is directly
connected with the Las Vegas
Convention Center.

be on the newest developments in processing technology to meet the challenges faced by the industry's food and beverage manufacturers. That show's exhibitors will demonstrate equipment in the fruit and vegetable, beverage, canning/freezing, environmental, instrumentation, prepared foods, canmaking, meat, dairy and snack food industries. PROCESS EXPO will attract

qualified buyers representing every market segment of the food industry from all corners of the U.S. and more than 75 countries. Visitors can find the latest in food processing equipment, engineering/architectural design services and cooling/freezing. PROCESS EXPO is sponsored and produced by Food Processing Suppliers Association (FPSA). The Converting & Packaging Printing (CPP) EXPO

will also be co-located. Reflecting synergies of the package printing, converting and finishing machinery, CPP EXPO showcases the latest in printing, coating, slitting and other state-of-the-art finishing processes. New this year, the International Bottled Water Association's (IBWA) 2007 Tabletop Trade Show will also be co-located. It will run from Oct. 15 to 19 at the Las Vegas Hilton.



Intralox's perpetual merge system realizes a steady-state product flow of two or more conveyor lines into one without using accumulation or controls. The patented technology of this compact merge solution automatically staggers products before entering a merge without the stops and starts

of accumulation. Because the conveyor is continuously in motion, product throughput is not only greater but merging is consistent. And without the need for complex controls, maintenance is reduced, investment costs are lowered, and a longer system service life achieved.

intralox

Modular Plastic Conveyor Belts intralox.com

See Intralox technology in action at Pack Expo 2007, October 15-17, Las Vegas, Nevada

Continued from page 83

Monday: Upgrading Operations

8:30-9:10 a.m.

Improving the Packaging Line from Throughput to Footprint

Bob Risley, CEO, Materials Handling Systems, LLC (M1)

Description: A case study of a perpetual merge system that merges two or more lines into one, without using accumulation or controls, providing a steady-state throughput through the merge to the next application in the shortest possible footprint and the simplest possible configuration, using no controls and needing no accumulation to operate.



Software

David Ray, application engineer, Parsec Automation Corp. (M2)

Description: This presentation will detail how using a real-time performance-management platform can improve the profitability of packaging operations by: increasing on-time quality product delivery; decreasing unplanned downtime; decreasing cost of lost production; decreasing labor cost per unit; decreasing cycle times and increasing asset utilization.

11:00-11:40 a.m.

Technical Training Partnership: OEMs and End Users Working Together to Create Best Practices

PANEL: PMMI Technical Training Community of Practice (M3)

Description: It's time to let go of the adversarial vendor/end-user relationships that often develop during capital projects. PMMI's Technical Training Community of Practice is set up to identify and share effective training techniques and principles and implement them through training partnerships and joint initiatives. Registrants will get the first look at a Request for Proposal (RFP) template developed by the Community to facilitate

communication between end users and manufacturers.

11:50-12:30 p.m.

Key Rules to Get the Best Out of a Development Project

Axel Foerster, president and managing director, Rychiger AG (M4)

Description: When off-the-shelf won't do and a development project is required, customers and suppliers become increasingly strained. Deadlines and budgets have to be met for products that often exist as a concept only. The presentation will highlight the key rules that need to be followed from both sides to make the concurrent development process a success. It is enriched with examples and lessons learned from past development projects and provides insight into the way machinery developers work. The critical phase of machinery rampup and life-long functioning are covered as well.

Monday, Materials Advances

8:30-9:10 a.m.

Emerging Stand-Up Pouch and Other New Flexible Packaging Innovations from Japan

Neil Kozarsky, President, T.H.E.M. (M5)

Description: Now that single-serve stickpacks from Japan are gaining traction in North America, you won't want to be caught off guard by emerging innovations from this pouchcentric nation. Learn about pouches that are as space efficient as paperboard cartons and incorporate reclosure. Machinery options, fill speeds, relative economics and potential market segments where these and other new Japanese technologies could take hold will also be addressed. While the names of some of these innovations are strange ("SIP," "EDGE STAND" and "PG TAPE"), few will complain if they result in advancing sustainability scorecards.

9:20-10:00 a.m.

Shapely Metal Containers: Passing Fad or Emerging Future?

Heidi Slocumb, marketing manager, Silgan Containers Corp. (M6)

Description: The brand protection, sustainability and shelf impact of shaped metal containers will be detailed with examples in this presentation, which also will cover the latest metal container-shaping techniques, including segmented expansion, die expansion and hydraulic bladder expansion.





SHOW REGISTRATION

Fee: In advance of Sept. 24, \$25. After Sept. 24 or onsite, \$55. Go to www.packexpo.com or call the PMMI show office at 703/243-8555.

SHOW HOURS

Monday, Oct. 15: 9 a.m. to 4 p.m. Tuesday, Oct. 16: 9 a.m. to 4 p.m. Weds., Oct. 17: 9 a.m. to 4 p.m.

11:00-11:40 a.m.

Knowing and Understanding the Hidden Costs in Your Packaging Operation

Ingrid Cole, Group Technology Manager, North American Adhesives, National Adhesives (M7)

Description: This presentation will demonstrate how to identify and quantify the costs that contribute to the total cost of end-of-line packaging operations. An interactive CD-Rom tool, loaded with industry averages against which the packager can compare their operational costs based on market data collected over 50 years, will be provided to each participant. The presenter will demonstrate the tool, walk through industry examples and explain why each expense bucket can contribute costs to a packaging operation.

11:50-12:30 p.m.

Advances in Breathable Polymers

Donna L. Visioli, senior technical programs manager, DuPont Packaging and Industrial Polymers (M8)

Description: According to a recent survey, consumers rank product freshness as a top concern and an important factor in maintaining brand loyalty. However, consumer trends toward convenient, minimally processed foods (such as fresh fish and cut fruit) make ensuring freshness more of a challenge for food processors and packaging converters because these foods have demanding requirements for high transmission of oxygen or water vapor. Technologies enabling the packaging of foods with these demanding requirements for breathability will be discussed.

Monday, Sustainability

8:30-9:10 a.m.

Case Studies for Flexible Packaging Providing Improved Sustainability

Jeffrey Wooster, Plastics North America TS&D, Dow Chemical (M9)

Description: Sustainability has become a top priority for many businesses. Many packaging producers struggle to understand how they can contribute to sustainability, especially given resource limitations and stringent performance requirements. This presentation provides an overview of sustainable packaging and numerous case studies illustrating the performance and sustainability

advantages of various flexible package alternatives.

9:20-10:00 a.m.

Sustainability as a Competitive Lever

Wil Schoenmakers, global head of the Consumer Products/Management Group; David Hatrick, senior consultant; Carmel McQuaid, senior consultant; PA Consulting (M10)

opportunity to turn the pressure for sustainable packaging into profit. Not only can they make cost savings from energy/materials-reduction programs, but also companies can use sustainability as a competitive lever to increase market share. Turning 'green into gold' requires an understanding of the commercial cost/benefit versus environmental impacts across the supply chain, where packaging plays a crucial role. An understanding

of the sweet spot between consumer requirements, technical feasibility and commercial reality can lead to an increase in profit and improvement of our world.

11:00-11:40 a.m.

Maximum Performance—Minimum Packaging

John Grainda, global marketing manager, Alcoa Closure Systems Intl. (M11) Continued on page 122



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Description: Alcoa Closure Systems Intl. will address the emerging trend of beverage manufacturers reducing packaging costs by lightweighting PET bottle finishes that use "short-height" closures. In addition to packaging cost savings, the changes can actually exceed current performance standards while supporting corporate sustainability programs. Alcoa CSI will present case studies of recent beverage bottler conversions to short- height closures for carbonated beverages. Information will include a conversion checklist to assess existing bottling lines, cost advantages of new PET bottle finishes and a description of capping-system implications.

11:50-12:30 p.m.

Enhancing Sustainability through Intelligent Packaging Design for Source Reduction

Henry Wischusen III, director, Integrated Development L.C; Dr. Aaron Brody, president and CEO, Packaging/Brody, Inc. (M12)

Description: The best way to enhance sustainability is to reduce the amount of packaging used—to minimize the material used, we must optimize the "Virtual Vessel." Consumer goods are distributed today on a platform that measures 40×48 -in. and

defines the footprint of a virtual vessel that is approximately 51 in. tall. This 57 cu-ft virtual vessel has become the required unit of handling and distribution for most products. Most packages today are not developed to optimize their performance relative to this virtual vessel. Significant material savings are possible, by creating intelligent package design for distribution. This presentation explains both the impact of primary container geometry and secondary packaging design and material selection on overall material usage.

Monday, Processing

8:30-9:10 a.m.

Hot Water for Sanitation

Tammy Collins, sales manager and applications advisor, QuikWater (M13)

Description: Sanitation is required in food processing, and hot water is one of the 10 principles of sanitary design. This presentation covers the direct contact technology for heating water, including the basic theory of the direct contact technology, how it works and how it saves the food processor money. The presenter will cover a comparison between conventional hot-water heating systems such as steam boilers and heat exchangers



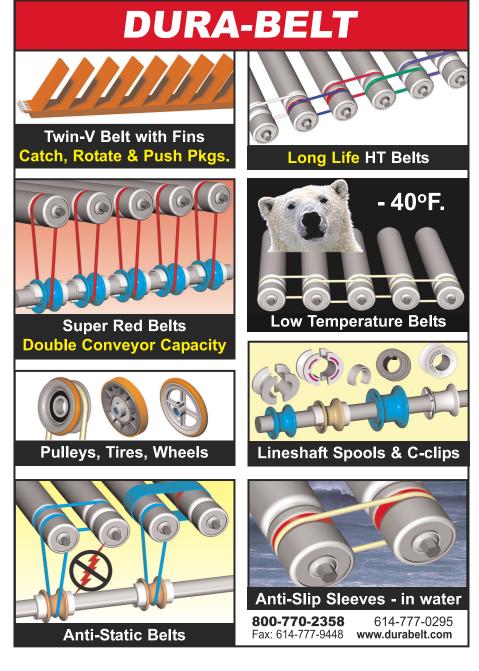
vs direct-contact technology, and how it can save 40 percent in utility costs, operating cost and equipment costs.

9:20-10:00 a.m.

The Use of PMO Mixproof Valve Technology to Increase Productivity in U.S. Dairy Plants Dave Medlar, president, Tuchenhagen Flow Components (M14)

Description: Traditionally, process-piping systems in U.S. dairy plants have been based on manual-swing or flow-panel technology, as well as more automated double block-and-bleed systems. These systems have inherent disadvantages in





terms of piping system cleanability and high product losses, as well as being open to the atmosphere, with the chance of airborne bacteria contaminating the product. PMO Mixproof valve-based systems are fully cleanable, minimize product losses, result in fully closed piping systems and can be prefabricated at the factory, reducing site installation and startup costs.

Monday, Cost Savings

11:00-11:40 a.m.

Dannon Improves Efficiency up to 40 percent using High-Speed Video

Jerry Shoemaker, production supervisor, Dannon; Russell Leonard, vp of Business Development, Monitoring Technology Corp. (M15)

Description: The presentation outlines how Dannon was able to improve production efficiency using camera technology. Dannon states that it increased line efficiency from 45- to 85 percent in the last three months and attributes much of its success to the camera aiding in troubleshooting. Sleever improvements have been most critical. With the camera, it solved this major issue in 30 min, and the system paid for itself in less than a week.

11:50-12:30pm

Brand Protection in Packaging: Fighting through the Noise

Lynn Crutchfield, president, Brand Protection Alliance (M16)

Description: Anti-counterfeiting and gray-market diversions are hot topics in the packaging, but what can you do? With so many different technologies and messages out there, how do you find what's best for you? The Brand Protection Alliance was established to serve as a resource organization that will assist brand owners in designing, developing and implementing customized, secure solutions against counterfeiting and diversion. This presentation will give strategies on how to begin a brand-protection plan and what technologies can be used that best fit in the packaging industry.

Monday, Converting

8:30-9:10 a.m.

Emerging Flexographic Plate Technologies

Paul Lancelle, Green Bay Engraving (M19)

Description: Flexo tradeshops, printers and converters are all looking for ways to improve operational efficiencies and reduce costs, while delivering the best possible product to brand owners. This presentation will introduce new options to deliver faster and improved color reproduction, while reducing the total cost of the flexo-printed package. The adoption of a new, high-productivity digital flexo plate system that provides a remarkable step-change increase in print quality

has the potential to deliver the promise of offset-like print quality, process control and productivity.

9:20-10:00 a.m.

Plate Mounting Solutions that Produce A Quick ROI

Jan Willem Boers, managing director, Polymount International B.V. (M20)

Description: Every flexographic printer should learn the alternative to mounting

tape: Twinlock. The self-adhesive platemounting sleeve requires only a quick surface cleaning and within 30 sec is ready to hold the next set of plates. Printers save time and money, experiencing a quick ROI.

11:00-11:40 a.m.

If the Horse You are Riding is Dead

Jim Coddington, BHS Printing Machinery (M21)

Description: In today's competitive

atmosphere, in an industry with over capacity and small profit margins, manufacturers of folding cartons are coming to one simple fact. To survive, they must either become the the low-cost producer or a high value-add producer. This discussion will address the following topics: Why CP groups are sick of "me-too" bids; studies show companies who do not run efficient business for commodity-type Continued on page 124



















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cartons are not profitable, and will either disappear or be acquired; companies who "Run in the middle" are not profitable; companies who are low-cost producers are profitable; Companies who are high-value-added producers are profitable; and how to exploit today's printing and converting technologies to fit in one or both groups.

1:30-2:10 p.m.

How to Automate and Secure the Printing Workflow Process

TBA: Global Vision (M23)

Description: The latest trends and technological advances in the field of automated proofreading will be explored, along with guidelines on how to automate and secure the printing workflow process. There is a battle with tight customer deadlines, cost-effectiveness and print perfection in this industry. Methods

for automating and securing the entire workflow process can help companies save millions of dollars, increase productivity and protect themselves from major errors.

1:30-2:10 p.m.

Web Coating - Atmospheric Solution

Lee A. Ostness, product manager, Davis-Standard, LLC (M17) Description: TBA

2:20-3:00 p.m.

A New Level of Productivity with High Vacuum R2R Coaters for Packaging Film

Andreas Weis, director, Web Business Unit, Applied Materials (M18)

Description: Over six decades, high vacuum roll-to-roll coaters have been designed for and successfully delivered to almost every region worldwide.

The technology for creating higher-barrier flexible packages has become a commodity. Therefore, in conjunction with the increasing demands for higher coating qualities and system productivity, system users are requesting continuous improvement of these parameters.

2:20-3:00pm

Predictive Maintenance: A New Tool for the Converting Industry

PANEL: L. Fenney, CEO, Sigmala Ltd; J. Round, director, Sigmala Ltd; D. Brown, reader, Institute of Industrial Research (M24)

Description: Downtime is the enemy in converting. New artificial intelligence methods have been developed at the Portsmouth Institute of Industrial Research that allow large amounts of machine data to be accurately processed in real time. This allows predictive diagnostic and predictive maintenance functions to be successfully implemented in converting machinery.

Tuesday, E-Machinery

8:30-9:10 a.m.

Distance Learning and Control: Tips and Techniques for Economically Monitoring Remote Packaging Lines

Markus Sandhoefner, sales manager, B&R Industrial Automation (T1)

Description: What does it mean to take time and distance out of operating, maintaining and fixing equipment? How can it be achieved? Surprisingly enough, a lot of "e-machinery" techniques are simple added features to new automation technologies with minimal budgetary impact. The presentation will cover: Remote monitoring; web server functionality; preventative maintenance; and intelligent components for easy firmware management.

9:20-10:00 a.m.

Tapping the Ethernet to Monitor Multiple Remote Packaging Operations

Robert Bisbee, vp-operations, George Gordon Associates, Inc. (T2)

Description: We will present MachineNet, an Ethernet network approach to providing complete communication in a multiple-line system between each line and each machine to include both an upstream and downstream interface with any location. A bakery-line model with five wrappers will demonstrate machines that "talk," with a live demo to our show floor wrapper. The remote Dynamic Monitoring Communication (DMC) uses the latest electronic functionality, for multi-machine integrated supervision, which allows any wrapper to monitor an entire system with virtual redundancy from any location anywhere in the world.

11:00-11:40 a.m.

Here or There? Weighing the Feasibility/ Costs of Jobsite vs Off-site Systems Controls

Mark Zelnick, president, Zed Industries Inc. (T3)

Description: This discussion will educate attendees regarding e-machinery





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feasibility and installation. Topics include: capabilities or limitations for E-Machinery; remote process monitoring; troubleshooting/repairing equipment via modems; qualifications for purchasing machinery; updating existing equipment; and cost of updating existing equipment versus jobsite service. Most importantly, the resources required to take advantage of time and cost savings associated with e-machinery. This presentation will also include handouts with presentation a outline for notes; and an open-forum during presentation will provide attendees with the opportunity to address their particular applications.

11:50-12:30 p.m.

Leveraging E-Machinery to Stay Up and Running

Jeff Suffet, project manager; Paul Imaoka, director, Field Service; Domino Amjet, Inc. (T4)

Description: The use of networking and remote diagnostics for equipment operation, maintenance and troubleshooting is becoming an essential part of increasing overall operational effectiveness. For a 24/7 packaging line, the cost of waiting for a service technician can be substantial. With remote access, manufacturers' technicians can access equipment through the internet or a plant operator can download status information and e-mail the appropriate personnel for immediate troubleshooting. Diagnostics can be done in real time, even if the service person and equipment are thousands of miles apart. Production managers can use the same technologies to monitor equipment status to address issues before they halt production.

Tuesday, Upgrading Operations 8:30-9:10 a.m.

Lean Changeover

John Henry, CPP, Changeover.com (T5)
Description: Many companies focus on
"quick" changeover. Unfortunately, "quick"
often means trying to do the same old
things faster. "Lean" changeover focuses on
eliminating waste in changeover. This will
take the form of wasted motion, effort, skills,
paper, materials and product. Eliminating
these will eliminate wasted time, resulting
in faster changeovers. This presentation
will provide a four-step approach to
achieving lean changeover: 1) Eliminate
all unnecessary tasks; 2) Externalize all

possible tasks; 3) Simplify the remaining tasks; 4) Make all changeover adjustments quantifiable and repeatable. The presentation will include slides showing practical examples of each of the steps.

9:20-10:00 a.m.

Packaging Execution Systems—A New Way of Thinking About Packaging Operations

David DeJean, director of sales,

Serialization Products, SYSTECH Intl. (T6)

Description: A Packaging Execution System (PES) is a trend in designing packaging lines to capture performance/ safety data from disparate automation and monitoring devices. It then synthesizes data into actionable intelligence and shares information for real-time decisionmaking at line, plant and enterprise levels. PES is repeatable on lines or plants as regulatory demands increase and higher levels of efficiency are expected. Systech will address how companies are investing in this new approach to their packaging operations, its implementation and how it enables companies to provide protection, clarity and optimization to their business.

11:00-11:40 a.m.

Six Sigma and the World of Packaging

Joe Finan, executive analyst, Genesis Continued on page 126

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Innovation (T7)

Description: Today's packaging lines operate in a highly competitive global environment, necessitating efficiency and quality levels that yesterday were elusive goals. Many packaging companies are ISO-certified and therefore assume this will ensure these lofty targets will be achieved automatically. This presentation shifts the focus from ISO-driven internal processes to the employment of product-driven Six-Sigma methodologies, with concentration on packaging production efficiency and quality. Attendees gain an understanding of the importance of statistically quantifying their packaging processes.

11:50-12:30pm

Automation Solutions for Changeover and Uptime Optimization

Helge Hornis, PhD, manager, Intelligent Systems Group, Pepperl+Fuchs, Inc. (T8)

Description: Faster changeover and increased machine uptime are two areas where users of packaging machinery can still expect to see productivity increases. Industrial networking solutions will play an important role in this next step of productivity increases. The focus of this presentation will be on networking safety

devices and to demonstrate how this enhances flexible, high-speed packaging systems. Using this approach, users can perform changeovers quickly. Better diagnostics of safety systems is expected to increase overall uptime.

Tuesday, Brand Protection

8:30-9:10 a.m.

The Main Event—Metal Detection vs X-Ray: Which Contaminant Detection Technology Will Win in the Long Run?

Bob Ries, product manager of Metal Detectors and X-Ray Systems, Process Instruments Division, Thermo Fisher Scientific (T9)

Description: HACCP principles have resulted in the deployment of tens of thousands of metal detectors in a wide variety of applications in food-packaging production lines. Unfortunately, these detectors only find metallic foreign objects and do not always offer the highest level of food safety. Advanced technologies like x-ray can offer more complete inspection, but are more complex and costly. So the question before many quality professionals and plant engineers is when and where to apply which technology?

9:20-10:00 a.m.

Anti-Counterfeiting Options for the Packaging Process

Gary Parish, president, Complete Inspection Systems (T10)

Description: Presentation discusses utilizing advanced imaging technology combined with standard packaging processes to detect and prevent the counterfeiting of packaged products. The process can be done online and in real time using Imaging Technology. In addition, the presentation will include other new technologies including micro markers that can be added to both the package and products to detect and track products, invisible bar codes and lenticular printing.

Tuesday, Track & Trace

11:00-11:40 a.m.

RFID on the Packaging Level—How to Get the Chip on the Box!

Gerald Steinwasser, general manager, Muhlbauer, Inc. (T11)

Description: RFID is an emerging technology to be used in volume for the identification and tracking of goods. For contactless communication with pallets, boxes and individual items, an RFID label is applied onto the goods. Due to an intended

one-way use, the cost target for a smart label currently is 5 cents or less. To achieve this ambitious goal, the development of novel manufacturing strategies for RFID products is of major importance. Several attempts are made to streamline the production process with the goal to create a smart label on the packaging level. The improvements in printing of conductive inks for antennae in combination with pre-packaged RFID chips (so-called straps) open new opportunities to move from a relatively costly slap-and-ship approach to an integrated smart-label production process on the packaging level.

11:50-12:30 p.m.

Enhancing RFID Through Layering Other Technologies

Peter Ettinger, president; Patrick White, CEO; Document Security Systems (T12)

Description: Enhancing RFID through the layering of other types of technologies to ensure anti-counterfeiting protection and optimum safety in the event of an electronic failure.

Tuesday, Processing

8:30-9:10 a.m.

The Benefits of Pre-Packaging Optical

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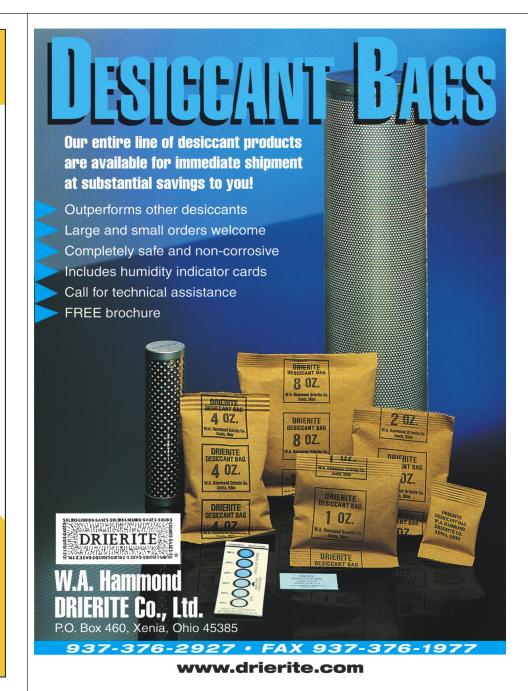
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Inspection

Tim Reardon, Industry Marketing Manager, Key Technology, Inc. (T13)

Description: Optical inspection systems (sorters) have long been used for quality control in processing lines. As part of a new, emerging trend, these systems are being inserted into lines after processing and just before product packaging. A detailed discussion on the primary functions of optical inspection at this point in the processing line will be presented: including product safety, final quality control, and the collection of product data for the feedback control of upstream processes. The benefits of various optical-inspection system types in the prepackaging area and in various food-product applications will also be discussed, as well as the wide range of technologies available from cameras to lasers and belt sorters to channel sorters.

9:20-10:00am

X-ray Inspection—The Future of Processing

Oscar Jeter, national sales manager, Mettler-Toledo Safeline, Inc. (T14)

Description: X-ray inspection is the ultimate product-integrity checking system for food, beverage and pharmaceutical packaging lines. Our speaker will explain the technology and its specific application to these industries. Modern x-ray technology can identify metal, glass, stone, bone and dense plastic contaminants, inspect for missing or damaged products and verify fill levels. All of this can be done in the final sealed product container, whether it is in foil, plastic or on a card. It is reliable, safe and easy to use.

Tuesday, Material Advances

11:00-11:40 a.m.

Signs on the Road to Sustainable Packaging: What to Ask for, What to Say and How to Do it.

Dave Lunati, director of marketing, Monadnock Paper Mills, Inc. (T15)

Description: As an EPA Performance
Track company and a manufacturer of
some of the most environmentally friendly
packaging materials available, Monadnock
will advise brand owners on selecting,
designing, printing and processing options
to achieve the highest sustainability scores.
What do PCW, pre-consumer waste, FSC,
Recycled, SFI, Green E, PCF, ECF mean?
Attend this session and find out.

11:50-12:30pm

Achieving Greater Profitability and Sustainability in the Packaging Supply Chain

Brian Reilly, senior director, Innovation Institute, Georgia-Pacific (T16)

Description: A how-to presentation on achieving greater profitability and sustainability in the packaging supply chain based on Georgia-Pacific's new Packaging Systems Optimization (PSO™) program. Emphasisis is put on the importance of

analyzing the complete packaging supply chain. This includes assessing cost savings, efficiencies and measuring sustainability from sourcing through distribution. The presentation will also cover the need to improve sustainability metrics in light of Wal-Mart's packaging scorecard. Discover new methods for measuring sustainability and quantifying cost-savings and learn about a sustainable alternative to non-recyclable, wax-coated boxes commonly

used for produce and other perishables.

Tuesday, Converting

8:30-9:10 a.m.

Upgrading & Modernizing Your Coating Equipment—Do's & Don'ts, Part 1:

John Pasquale, senior vp, New Era Converting Machinery, Inc. (T19)

Description: This seminar will review the choices available when upgrading a coating line to meet more demanding, changing and

growing markets. It prompts a discussion regarding the reasons to change the coating head, the types of coating methods needed to manufacture present and future products, the coating head options available and the approximate cost to undertake the change.

9:20-10:00 a.m.

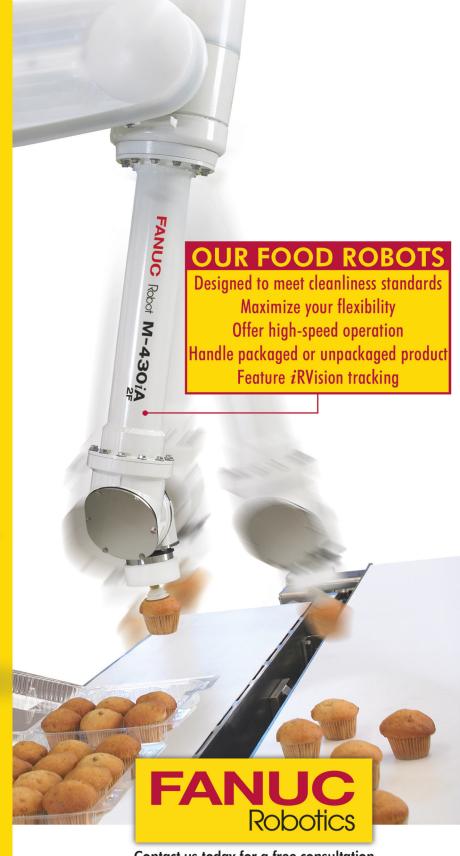
Upgrading & Modernizing Your Coating Equipment—Do's & Don'ts, Part 2:

Continued on page 128



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Modernizing Existing Drying Systems

Dan Bemi, regional sales manager, MECTEC Systems (T20)

Description: Is your tired, old drying system limiting your production throughput? Are dryer operating costs sending your profits up in smoke? Is it time for a new dryer? Perhaps, but depending on the age and condition of the equipment, the nature and extent of the problems you are experiencing along with economic viability considerations, you may want to consider upgrading your existing system rather than replacing it. In this presentation, the author will discuss potential system upgrades including: air handling system modifications; controls enhancements; nozzle replacement; and other modernization options designed to increase line speed, eliminate costly defects, reduce energy costs or expand line capabilities without incurring the capital cost of a new dryer or coating line.

11:00-11:40 a.m.

Upgrading & Modernizing Your Coating Equipment—Do's & Don'ts, Part 3: Drives and Controls Modernization

Michael Murphy, vp, sales and marketing, Circonix Technologies (T21) Description: Circonix Technologies recently delivered a completely integrated solution to upgrade and modernize converting machinery. The equipment required a complete control and automation overhaul as well as mechanical modifications. This session will focus on drive and control aspects of the process.

11:50-12:30 p.m.

Upgrading & Modernizing Your Coating Equipment—Do's & Don'ts, Part 4: On-line Gauging for Coating Processes

Ted Schnackertz, strategic accounts specialist, NDC Infrared Eng. (T22)

Description: Online gauging for real-time process measurement and control continues to gain importance. The demand for increased functionality and higher quality in multilayer films and coated web products is rising, resulting in more complex and costly structures. Layers and coatings are getting thinner, production runs are shorter and line speeds are increasing. To meet this demand and remain competitive requires an efficient process able to run quality product, within specification, from the start to finish of a run. This cannot be accomplished with periodic lab sampling. Add requirements for proof of compliance, the ability to conduct effective product development and real-time process troubleshooting and an



on-line gauging system becomes a tool in this effort. The presentation will discuss applicable gauging-sensor technologies and coating-measurement techniques.

1:30-2:10 p.m.

Web Coating—UV Solution

Eric Midlik, PRIME Systems (T23) Description: TBA

2:20-3:00 p.m.

Adhesion Promotion Using Flame Plasma Surface Treatment

Joe Digiacomo, Flynn Burner Corp. (T24)
Description: Adhesion of inks and
coatings on polymer substrates is an issue
faced by all converters. This presentation
describes flame treatment and why it

provides better results and other methods. Troubleshooting and problems will all be discussed.

1:30-2:10 p.m.

Recent Advances in Surface Treatment Technology

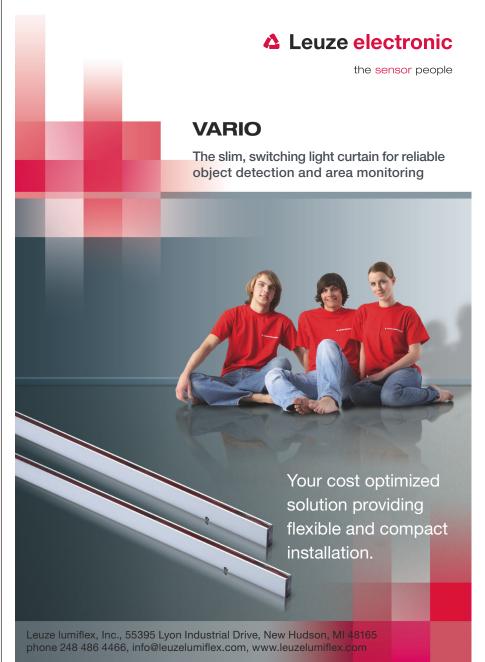
Rory A. Wolf, vp, business development, Enercon Industries Corp. (T17)

Description: A discussion of how to leverage lean manufacturing will be presented, including features of existing and new technology in surface treatment to increase production speed and reduce investments in labor and utility costs.

2:20-3:00 p.m.

Expanding Packaging Applications Using





Electron Beam Technology

Richard Sanders, sales & marketing, Energy Sciences Inc. (T18)

Description: This session will provide an overview of various applications using electron beam (EB) technology in the packaging market. The presentation will include new technical developments using EB curable inks, adhesives and coatings.

Wednesday, Upgrading Operations

8:30-9:10 a.m.

Competing Globally: Are We Missing Das Boat? Technician Training in Germany

John Kowal, global marketing manager, ELAU, Inc. (W1)

Description: It can be argued that German maintenance technicians receive more useful education than our degreed engineers. There, automation technicians study for four years, with fully half of their studies spent in practical, hands-on apprenticeships on the plant floor working on real projects, with real engineers. They learn IEC automation programming, electronic and mechanical engineering skills. And the "best of the best" compete to become "mechatronics" technicians because they know these jobs are in highest demand. Learn what German apprentices study, what can we do to upskill our packaging workforce, and how PMMI members are working behind the scenes to bridge the technical skills gap.

9:20-10:00 a.m.

Secrets of Best-in-Class Manufacturing Operations: Based on a Real-Time Benchmark Study of CPG Operations

Sudy Bharadwaj, CMO & vp, Solutions Consulting, Informance Intl. (W2)

Description: Best-in-class enterprises use manufacturing intelligence to build, accelerate and sustain operational performance and achieve business objectives. They have thorough visibility of key metrics, real-time measurement of those metrics and they can quantify and understand the financial impacts of change. As a result, they typically increase capacity, reduce inventory, improve cycle time and increase working capital. Their entire workforce—machine operators, plant managers, operations management and enterprise management—can respond to variances and opportunities as they arise. Learn what characteristics differentiate best-in-class manufacturers from average and laggard performers and learn how one best-in-class manufacturer built on their improvement initiative and adapted best-in-class strategies.

11:00-11:40 a.m.

Robotics—This is Why It's Hot

Matthew Job, technical director, Hartness Visy Automation, Inc. (W3) Description: Find out what technological advances in robotics have led to the re-emergence of robotics into high speed applications such as beverage and personal care. The presentation focuses on the challenges of rainbow packing.

11:50-12:30 p.m.

OEE and TEEP—What do they Mean? Are they Related and What Value can They Give Me?

Paul J. Zepf, director of engineering, Zarpac Inc. (W4)

Description: Today, the terms OEE and

TEEP are being used more and abused. OEE means Overall Equipment Effectiveness and relates to understanding the production process during the scheduled time. TEEP means Total Equipment Effectiveness Productivity and relates to understanding the production process considering all time. This presentation will try to demystify these terms and give you a simple road map to use back in your operations to give insight as well as strategic and tactical value.

Simple equations and methods of how to get OEE and TEEP values from rudimentary data will be shown, as well as how to obtain data to drill down to aid in problem solving and developing solutions.

Wednesday, Track & Trace

8:30-9:10 a.m.

Effective Recall Strategies Begin with Effective Product Tagging

Continued on page 130



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David Habib, product manager, MARKEM Software & Solutions; Jerry Horne, solutions key accounts manager, MARKEM Solutions (W5)

Description: Blanket recalls can cost unnecessary millions, as some recent headlines indicate: Sony Battery: \$429M; Sanyo Battery: \$17M; Con-Agra Peanut Butter: \$50-60M; Cadbury Schweppes Chocolate: £20M; Menu Foods Pet Food: \$40M. These figures do not include critical

revenue hits such as: loss of shareholder value, imposed fines, loss of future sales, lawsuits, workforce reductions and the cost of disposal. Does your company have enough market strength and brand credibility to recover from an expensive recall? What is your strategy to survive? To initiate "target" recalls, a robust track-and-trace strategy must be in place that details raw materials utilized, when and where products were produced, product quantities

and inventory locations, products picked and products shipped. The key target recall strategy enabler is the marking of finished-good items at the unit, packaging, case and pallet levels. How do marked items address your critical recall issues, and what type of vendors and products can aid your track-and-trace strategies?

9:20-10:00 a.m.

RFID—Improved Logistics and Product

Tracking

Ed Housler, RFID business development manager and product specialist, Siemens Energy & Automation (W6)

Description: With increased market awareness, in large part because of the retailers, RFID technology is getting much deserved recognition for the value it can provide. Packaging OEMs and end users have the opportunity to understand the RFID value proposition. RFID can have an impact in all markets not just retail and automotive. Understand how RFID can reduce or eliminate business processes that take profits from the bottom line. RFID is a proven technology with decades of ROI examples. Learn how RFID can help you.

11:00-11:40 a.m.

Automatic RFID Label Application—Keys to Success

Ann Marie Phaneuf, director of marketing, Weber Marking Systems, Inc. (W7)

Description: This session covers the basics of label auto-apply systems and then focuses on the additional RFID issues that need to be addressed to find the best system for your company, including how to integrate RFID auto-apply into existing production and conveying lines, the options for incorporating RFID case and pallet tagging in packaging operations and how current processes and movement of product through the operation affect decisions. In addition, this session will cover issues relating to how to avoid reduced throughput, software and hardware connectivity issues, challenges and lessons learned, label applicator technology, and trends for the future.

11:50-12:30 p.m.

RFID Advanced Topics: Packaging as the Tag; Packaging Asymmetry

Daniel P. Mullen, president, AIM Global (Moderator); PANEL: TBD (W8)

Description: Update on printed electronics (i.e. "plastic" ICs, organic and nonorganic materials). Packaging as Tag: where do we stand?; Issues with generic cartoning (i.e., effect of contents on tag performance); Packaging Asymmetry—will RFID be disruptive to packaging design?

Wednesday, Safety

8:30-9:10 a.m.

Selecting and Implementing a Safety Architecture (including Networks)

Lyle Masimore, business manager, Safety Business, Rockwell Automation (W9)

Description: The session will explore the use of contemporary safety solutions available in the market to control costs while providing a safe and competitive design on packaging machines.

9:20-10:00 a.m.

Using Drive-Based Safety Technology to Improve OEE

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John Wenzler, corporate account executive, Bosch Rexroth Corp. (W10)

Description: Safety is usually associated with adding cost to the machine. End users struggle with how to make their machines safe without making the machine too costly to buy. What if the safety technology incorporated on your new machine actually improved your OEE, with minimal cost impact? That's what drive-based safety technology offers.

11:50-12:30 p.m.

New Generation of Chemical Dispensing Systems

Thomas Braun, business unit manager, Chemical and Packaging Products, Colder Products Co. (W16)

Description: Ensuring the safety and integrity of container contents, as well as the people handling them, is an ongoing concern for chemical companies. Environmental factors are also coming into play, and chemical suppliers and their customers are seeing a dramatic shift toward closed-system dispensing and single-use containers made of recyclable materials. In this presentation, the audience will learn the following: 1) Industry trends in chemical dispensing systems, and the differences between "open" dispensing systems used today and "closed" systems of the future; 2) The benefits derived from adopting a closed-system approach: simplified logistics; reduced chemical waste; exposure and costs; enhanced worker safety; and minimized environmental impact. 3) How RFID technology can be used to enhance safety of dispensing systems.

Wednesday, Cost Savings

11:00-11:40 a.m.

Boost Profits and Sustainability with Optimized Purchasing

Bill Petersen, account manager, Iconotech (W11)

Description: Disconnecting corrugated purchasing from the production schedule can save companies tens to hundreds of thousands of dollars. Replacing preprint with a comprehensive, generic case-printing program puts the power of choice into the hands of the buyer through optimized purchasing and competitive bidding. It also boosts sustainability scores by substantially reducing scrap, obsolescence, recycling and by eliminating printing plates. The case studies and cost models to be presented on the impact of generic case printing will speak directly to anyone involved with private labeling dozens to hundreds of stockkeeping units. Attendees will also receive an assessment tool to gauge the benefits of a generic case program for their operation.

11:50-12:30 p.m.

A Cost Analysis of Printing Secondary Packaging versus Ordering PrePrinted Containers

Graham Podmore, secondary packaging

product manager, Videojet Technologies Inc. (W12)

Description: Product manufacturers are realizing distinct cost advantages when choosing to use large-character ink-jet printers to print variable data like bar codes, lot information and even graphics on secondary packaging. Over time, it is less costly to use such printers to mark blank corrugated cases than buying preprinted cases that must be reordered. Additionally,

today's large-character printers are able to create more distinctive graphics, which can aid in branding initiatives. The seminar will analyze costs between marking secondary packaging in-house vs preprinted counterparts, and provide examples of manufacturers that implemented that strategy and the resultant benefits.

Wednesday, Processing

8:30-9:10 a.m.

A Realistic Approach to Traceability

Patrick Pilz, CEO, CSB-System Intl., Inc. (W13)

Description: Current events, such as spoiled produce and legislation such as the Bioterrorism Act, make product traceability a top topic. A lot of companies however, don't have a realistic approach. Many technologies exist that can improve the concepts, but they are also costly Continued on page 132



and sometimes not very cost-effective. The seminar would include a pragmatic approach to traceabilty, explaining how to go about determining the level of granularity of your traceability system from an economical point of view and which very simple things you can do to enhance the traceability capabilities in your organization.

9:20-10:00 a.m.

Tackling Waste and Process Line Inefficiencies by Using Real-Time Process Control

Eric Doern, design engineer, FMC FoodTech (W14)

Description: To stay competitive, food processors today must focus on ways to minimize waste and improve product yield. Many processors experience fluctuating periods of high and low flow rates, causing drastic process inefficiencies and material waste. The proposed presentation will examine how processors can reduce operation inefficiencies with real-time process control, and real-life examples will be provided. For instance, a poultry processor using real-time data can automatically adjust processes on the production line such as seasoning

application and freezer loading, thus minimizing seasoning loss and optimizing freeze time. Controlling processes based on real-time data is critical in optimizing process-line performance.

11:00-11:40 a.m.

Aseptic Processing: Innovation for Manufacturers, More Options for Consumers

Jean Pierre Berlan, processing group director, Tetra Pak (W15)

Description: The presentation will offer the pros and cons of some shelf-extending technologies such as heat treatment, microfiltration, bactofugation, etc., and will cite examples. The goal is to demonstrate how aseptic packaging/processing represents a unique opportunity for manufacturers in the healthy food/beverage category. The presentation will also provide showgoers with an opportunity to review tests and performance of aseptic technology across a wide range of pH levels, from dairy to juice to soy, and other products.

Wednesday, Converting

8:30-9:10 a.m.

Focus for Profits

Bill Bowie, COO, Resin Technology, Inc. (W19)

Description: The packaging industry is hectic and constantly changing. There is only one way to make a difference in whether your business is thriving and profitable or struggling to keep up—focus. At processors all across North America the number-one cost of goods is resin, on average making up 50- to 75 percent of the cost of the products; yet it's rarely given the focus and attention it deserves. This enlightening presentation will open your eyes to the importance of a resin focus and arm you with insider secrets that will help you find the savings to make a difference.

9:20-10:00 a.m.

New Coating Technology for Improved Ink Release and Reduced Plugging

Steven Wilkinson, ARC Intl. (W20)

Description: Premature plugging and loss of volume are the major factors that result in poor print quality, slower press speeds and inconsistent densities, as well as coating weight. New, advanced ceramic coatings formulated with advanced release properties are now available that can resolve many of these issues, particularly in the area of

higher-like line-count engravings.

11:00-11:40 a.m.

The Printer and the Human Factor: Pumping Solutions for Flexo & Gravure Printers

Bill Mason, sales manager, Powerwise Ink Pumps (W21)

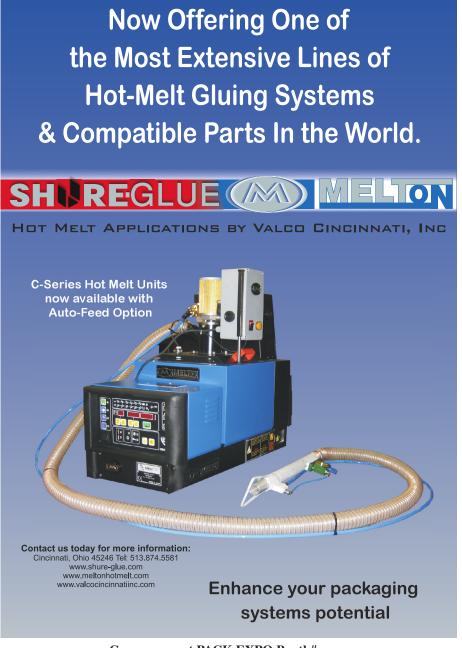
Description: Printers will benefit from hearing about ink-handling problems and how to solve them. By directing them to various methods, changing practices and looking at new ways to handle ink pumps, attendees will learn about why the human factor can derail the best laid plans. Examples will be included.

11:50-12:30 p.m.

Increase Profits by Aligning Your Assets

Richard Henry, vp, Advanced Maintenance Solutions, Inc. (W22)

Description: What if your existing production machinery were operating at optimized efficiency? Would that mean that you would have a minimum of scrap, exceptional quality, higher line speeds, reduced maintenance costs, no capital investment and ultimately higher profit? Many companies are realizing the benefits of aligning their assets. How about you?





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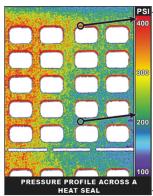
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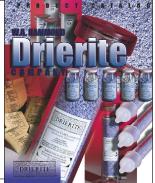
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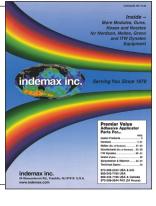
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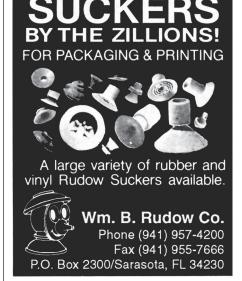
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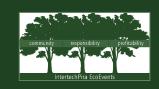
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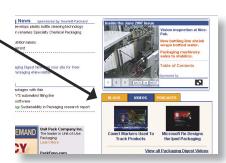
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