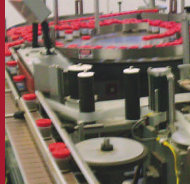




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► Paperboard Packaging Alliance names 2007 student design winners

Announced during PACK EXPO Las Vegas in October, the winners of the third-annual Paperboard Packaging Student Design Challenge in first- and second-place are from California Polytechnic State University (Cal Poly). Read more at www.packagingdigest/info/paperboard

► Machines: Productivity means sustainability

Sustainability is hot in packaging now, and much discussion revolves around materials and package design. But packaging machine builders can also improve productivity and efficiency. Visit www.packagingdigest.com/info/productivity

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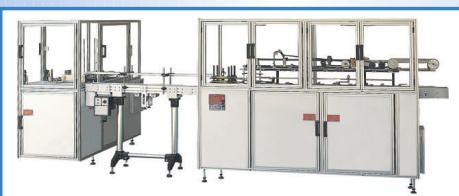
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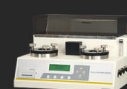


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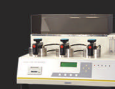
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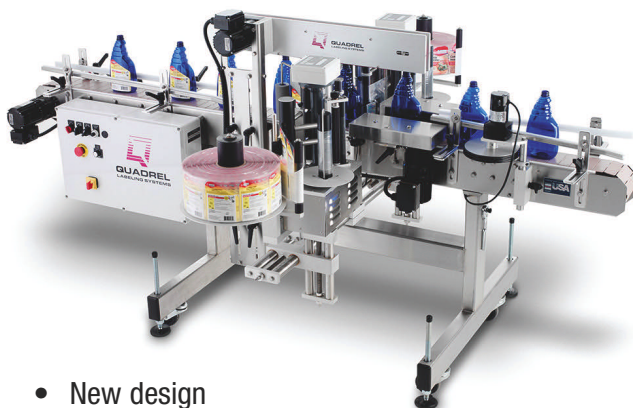
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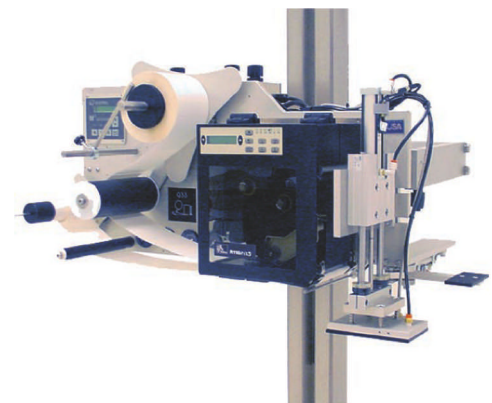
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design trends



Silvery missile closure takes Avon tube to the top

A white and silver cylinder, topped by a silvery closure resembling a missile, carries New York City-based Avon Products past a field of more than 200 contenders for the Tube Council's Ted Klein Tube of the Year award for best overall package.

As so often happens in packaging, beauty is far more than skin deep for this 100-mL (3.4-oz) tube for Avon's Anew Clinical Spider Vein Therapy, a cream thought to be the first internationally branded product of its type in the marketplace.

The tube produced with its unique closure by **World Wide Packaging (www.wwpinc.com)** (WWP) has a silky feel that enables secure gripping without compromising its sleek look. With a 100-percent silk screen in white and satin silver, the tube is said to be an EVOH/MDPE coextrusion that draws down to an orifice approximately 1/4-in. W.

The conforming outer shell of the closure is aluminum, hand-finished in 14 steps, WWP says, before it is glue-attached to the inner injection-molded PP closure that friction-fits the tube; and is molded with bayonet plug to deter leakage. The tube comes in a .025 SBS silvery carton from **Cartem Wilco (www.gowilco.com)**.



Sauce marks first nonbeverage use of hot-fillable PET

Claude's Sauces, Inc., El Paso, TX, has launched eight varieties of barbecue sauces and marinades in **Ancor's (www.ancor.com)** 16-oz, long-neck PowerFlex™ PET bottle, commercializing the bottle's first nonbeverage application. A move from glass, the PET bottle has generated a 50-percent drop in freight costs and a 90-percent reduction in breakage/damaged goods charge-backs from retailers, according to Claude's. And because the company standardized on a 16-oz size, from a mix of 12- and 16-oz bottles, production changeover time went from 4 or 5 hr, to less than one. "We've been in business for thirty years and for the past three or four we had been looking for an attractive plastic bottle that could accommodate both hot and cold fills," explains Joe Castanada, owner of Claude's Sauces.

Castanada takes pride in his mouth-

watering formulations, starting with the original brisket marinade developed more than three decades ago. Claude's Sauces is a small company but its goal is to "try and keep up with the big boys." As a result, the natural evolution was to find a lighter weight alternative to its glass bottle in order to reduce breakage and freight costs. Castanada turned to bottle distributor, **Berlin Packaging (www.berlinpackaging.com)**, and challenged his sales representative to find a plastic alternative that would accommodate both cold fills (80 to 90 deg F) and hot (180 to 185 deg F). The stock bottle with a 38-mm neck finish also had to have the esthetics to effectively showcase the brand. Berlin introduced the PowerFlex bottle, which features a patented, panel-less design that tackles hot filling. The structural design absorbs vacuum via its specially designed base with a unique diaphragm.

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design trends beverages

A move toward sustainability ... a single layer at a time

Until somebody comes up with a single answer to all post-consumer packaging disposal, the synergy among marketers and suppliers sparking the search must count as progress.

Drawing closer to the goal a step at a time, **Green Mountain Coffee Roasters (GMCR)**, Waterbury, VT, is starting to use bags made of (from the outside) 48-ga PET/28-ga foil/80-ga PLA/2½-mil PE.

Though that may not represent a giant leap toward sustainability, it is an important step. The new laminate, eliminating a layer of foil and a ½-mil of PE vs the web previously used, is now adopted by GMCR for whole-bean coffees it packages for the Newman's Own® Organics Fair Trade-certified line, most recently featuring a flavored Newman's Vanilla Caramel, and its own brand of 10-oz bags.

Also in the new packaging are Newman's Special Blend, Newman's French Roast, Newman's Special Decaf, Café Almond Biscotti, Nell's Breakfast Blend and Colombian Especial—all marketed by actor Paul Newman, whose likeness appears on the main display panels of the rich copper-shaded, squared-off, side-gusseted bags.

In toto, the switch to the new bag, produced, as was the former one, by **Fres-co System USA (www.fresco.com)** means the PLA component is 19.4 percent of the total mix. The PLA polymer is supplied from **NatureWorks LLC (www.natureworkslc.com)**.

"We're moving forward carefully with this," says Paul Comey, vp of GMCR's

environmental affairs. "Our bags have evolved with special features that consumers have come to expect, and we want to preserve them."

Says Comey, "The new film is used only on the 10-oz Newman's Own Organic and Green Mountain Coffee lines. We hope to, but haven't committed to all the lines yet."

Features of the film are also functions of the pair of GL 14 v/f/s machines Fres-co supplied some years ago (see PD, June '02, p.60). Fres-co applies a pattern adhesive coating on the inside layer for one of these features the supplier calls Corner Seal™. Fres-co prints the structure via 8-color gravure on the PET layer. At GMCR's plant, a bar code and other variable data are printed on a side panel by **Markem (www.markem.us)** SmartDate2i imprinters provided through Fres-co. The p-s labels from **Ginzler Graphics (www.ginzler.com)** are flexo-printed on a 60# semi-gloss paper, applied in-line by **Universal Labeling Systems (www.universal1.com)** Model MP60VT label applicators acquired via **Elmark Packaging (www.elmarkpkg.com)**.



Grab-and-go water bottle lightens up

The new Eco-shape bottle from the Ozarka brand of natural spring water marketed by Nestlé Waters North America, is claimed to be the lightest half-liter plastic beverage container on the market. The new, recyclable bottle has 30 percent less plastic than the average half-liter plastic beverage containers, according to the company, and weighs 12.5 g on average. In addition to the bottle having less plastic, the label is 30-percent smaller than its predecessor. Because it's more environmentally-friendly, consumers feel good about the container. Ozarka's new Eco-shape was designed for consumers who want the convenience of a healthful bottled beverage in a grab-and-go shape that's also environmentally friendly, Nestlé says. Nestlé produces it own performs for the proprietary bottle and also molds the container. The flexible container feels lightweight; even "crunchy," the company says. But the technology maintains the bottle's usability while reducing its plastic content. An empty Eco-shape is said to be easier to flatten than other bottles, saving room in recycling bins. The bottle is currently available throughout the Southwest in six- and 24-packs for \$2.49 and \$4.99, respectively.

Tiger Woods makes a leap with Gatorade in 2008

Tiger Woods will have his own brand of sports drink in 2008 in an endorsement deal announced in October with Gatorade. The move marks a couple of firsts for the world's top golfer—his first U.S. deal with a beverage company and his first licensing agreement.

According to *Associated Press* reports, Gatorade says it will introduce "Gatorade Tiger" in March, with more products to follow. Woods picked out the flavors himself, with the drink available in a cherry blend, a citrus blend and a grape flavor. The deal has reportedly been in the works since the summer. At this point, there's no word as to how Gatorade will market the Woods product line, or the specific packaging in which it will be made available, since the drink will not be marketed until early 2008. Woods' first beverage deal comes after 11 years as a professional golfer.



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design trends

Water in a clear, sculpted bottle “hints” at better taste

In a campaign launching its new, premium “essence” water with a “Drink Water, Not Sugar” slogan, Hint, Inc., San Francisco, hopes to deliver healthy refreshment across North America. In October, the company announced plans to expand

distribution of its message and award-winning bottled water throughout the U.S., Mexico and Canada. Against a backdrop of sodas and fruit punches redeployed as “energy drinks” and “vitamin waters,” Hint Water arrives with the idea that “water just tastes

better.” Packaged in a proprietary plastic bottle, the water is described as light, refreshing and not sweet. Natural essences infused into the water deliver on the promise of Hint’s outstanding packaging—refreshing great taste, “without the junk.”

The beverage was inspired by a family favorite: ice-cold water with a slice of fresh fruit. The trick was figuring out how to deliver that experience on-the-go, in a variety of flavors, without adding preservatives, calories, juice or anything else.



Hint is offering nine water flavors said to deliver refreshment without a sugary aftertaste. They are available in Mango-Grapefruit, Pomegranate-Tangerine, Lime, Raspberry-Lime, Peppermint, Pear, Tropical Punch, Cucumber and Strawberry Kiwi, with seasonal fan favorites appearing from time to time. Each 16-oz bottle sells for \$1.79, with 24-bottle cases available for \$44.00. Hint can be found at fine grocery stores and retailers across the country.

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Shrink-sleeve labels “Zenergize” nutrition market

Launched in the summer of 2007, Zenergize Vitamin InfuZed drink tabs transform water into a great-tasting, nutrient-packed beverage. Just drop a Zenergize tablet in a glass of water and you have a nutrient-packed drink with no sugar and only two calories. Originally packaged in a tube containing 10 tablets, Zenergize has introduced 40-tablet container made with polyethylene terephthalate and finished with a dazzling polyvinyl chloride shrink-sleeve label printed and converted by Ameri-Seal, Inc. (www.ameri-seal.com).

The sleeve is gravure-printed in eight colors, using a silver metallic hue as one of its standout colors with graphics of fruit images for flair.





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Barry-Wehmiller



comment

Mary Ann Falkman, Editor-in-chief

Singing the 3 Ss of packaging

Around every corner at last month's PACK EXPO Las Vegas, we heard the same refrains: Safety, security and, most often of all, sustainability. The exhibitors, visitors and speakers at the Las Vegas Convention Center had three messages to deliver and receive. And did we hear them!

Packaging and converting machinery makers are doing all they can to improve the safety and functionality of their equipment, from high-tech control systems to easy-as-pie human-machine interfaces. The OMAC Packaging

Workgroup has made great strides in standardizing machine state language. The machinery companies have incorporated more safety features and user-friendly systems into their products. Rather than seeing many new packaging machines, we saw significant enhancements, improvements and refinements.

The security of the U.S. supply chain for both food and pharmaceuticals was the second most-often-sung refrain. Track-and-trace systems abound to protect consumer goods from counterfeiting, tampering

and diversion. Far from being just a drain on the U.S. economy, counterfeiting and tampering are serious security threats to consumers.

But, by far, the unequivocal top-of-the-charts song at this year's show was sustainability. No longer just a "green" movement, sustainability is a business directive with financial ramifications. The vast majority of equipment and materials providers has taken the intent of reducing their carbon footprint to the very heart of their corporate responsibility.

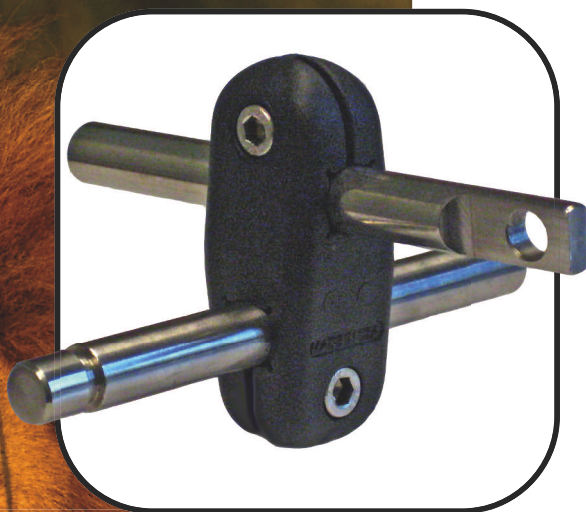
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Mary Ann Falkman



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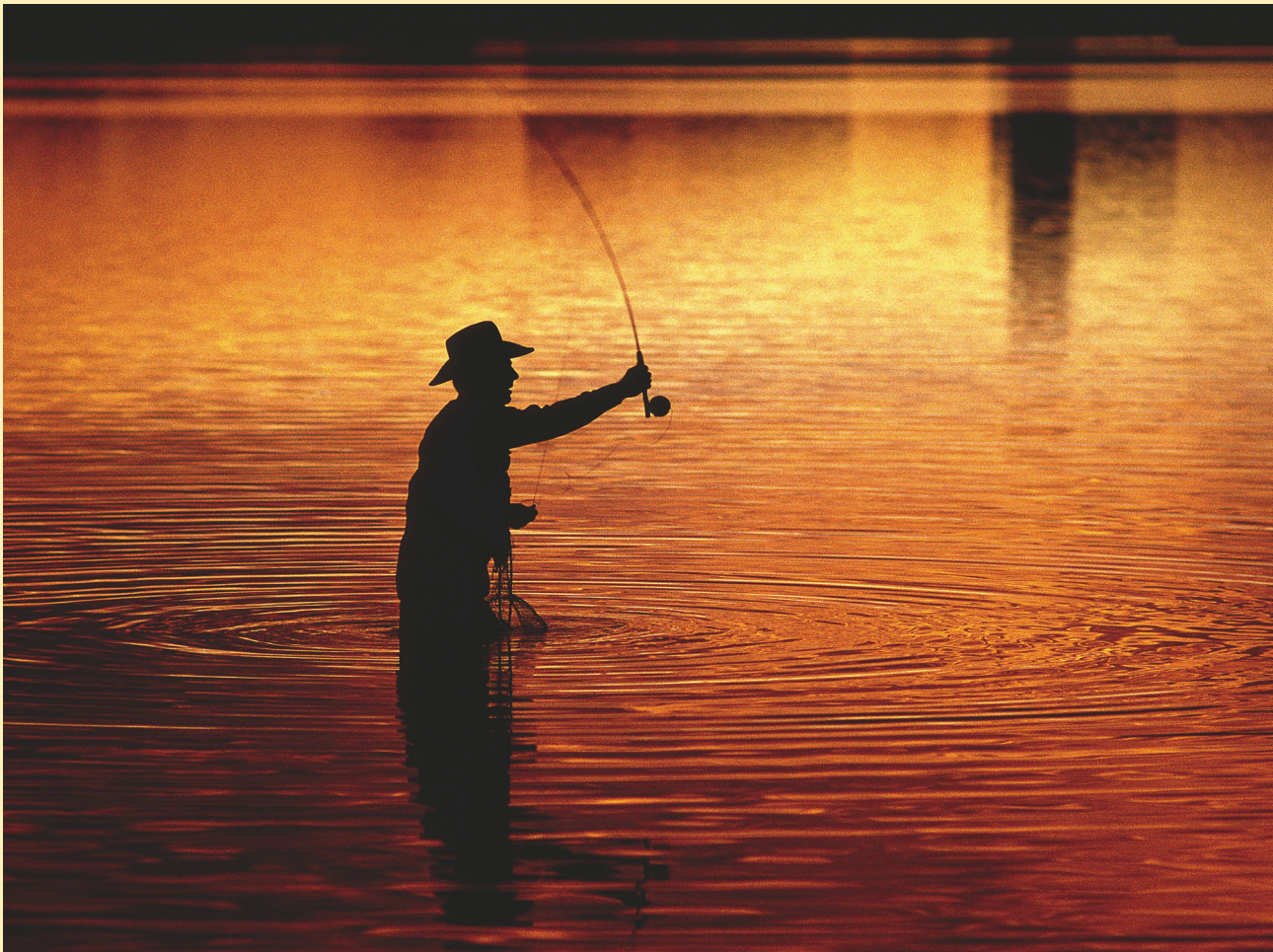
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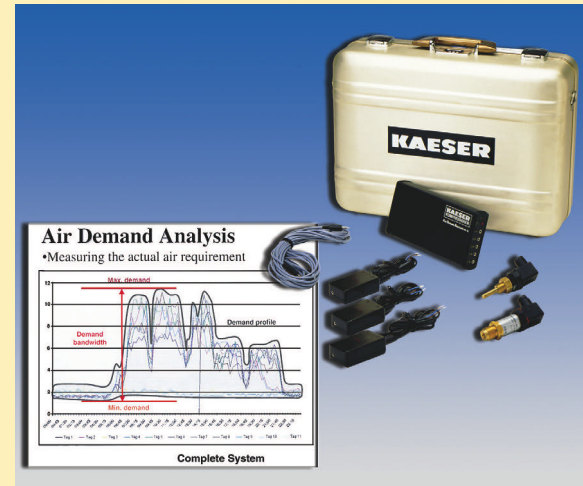
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Linear array lights

called Lights PresencePLUS® are introduced for vision-sensing applications providing high-intensity lighting of large areas or objects at long distance with vivid, maintenance-free illumination, the co. says. Solid-state arrays in 290- and 580-mm lengths, housed in a moisture-resistant IP68-rated housing, are said to be suitable for washdown environments. Prices are said to start at \$950.

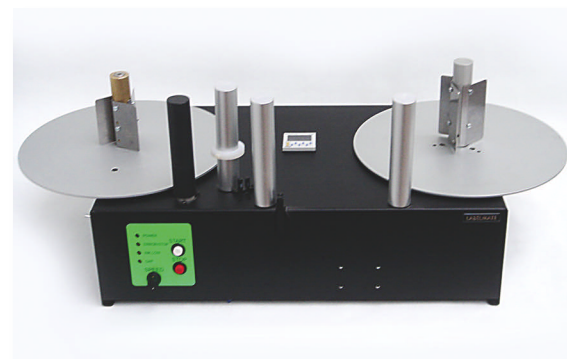


Banner Eng. Corp., 888/373-6767.
www.bannerengineering.com

Bar-code scanners

Manual inventorying is replaced at Herr Foods' Nottingham, PA operation, the co. says, with the installation of new AXIOM™ and Model 22 Series II bar-code scanners and FAST Count™ software. The systems print labels providing production information on each case, and as well as accuracy, which can allow a packager to manage production more efficiently, the co. says.

Accu-Sort Systems, 800/227-2633.
www.accusort.com



Label transport PM-300 and PM-300-HS (high speed) are offered as two reel-to-reel label transports that, the co. says, become ideal systems for printing or overprinting labels when combined with a commercially available printhead. The co. claims the first can print and rewind a 12-in.-dia label roll in less than 7 min, and the high-speed model in less than 5 min. The model choice is dictated by how fast the ink-jet head can print. With a single 9-pin connector interface, both models have an integral encoder with 0.0016-in. linear resolution supporting up to 5,000 dpi print resolution, with single-unit pricing starting at \$2,795 and 2- to 4-week delivery, the co. asserts.

Labelmate LLC, 877/833-7149.
www.labelmate.com



Sensor display SensorView™ 350 is described as a compact, industrial panel-mounted display for the co.'s Checker® 200 Series inspection sensors. The display reportedly allows operators to view production images of the parts the sensor is inspecting without a PC. The display is also said to feature a simple interface for displaying images of passed or failed parts, along with status indicators and results statistics to easily monitor the production process.

Cognex Corp., 877/264-6391.
www.cognex.com

Drive system The ACOPOS drive system, based on POWERLINK Safety, is offered. It reportedly enables functions including safe, limited speed directly over the network. The co. says information is collected from its source via safe, digital inputs and outputs, and is then distributed to the corresponding sensors and actuators, in this case the drive, via a SafeLOGIC central processing unit.

B&R Industrial Automation Corp., 770/772-0400.
www.br-automation.com



new products

Multiwrapper The Contour™ M-50 multiwrapper uses a film perforating mechanism in the film-feed area that maintains integrity of one piece of film during the wrapping process when running multilane production, the co. says. This reportedly increases control, placement and speed while retaining excellent inside and external bull's-eyes. The machine has quick-change wand paths coupled with built-in intuitive programming for maximum adaptability, the co. adds.

Douglas Machine Inc., 320/763-6587.

www.douglas-machine.com



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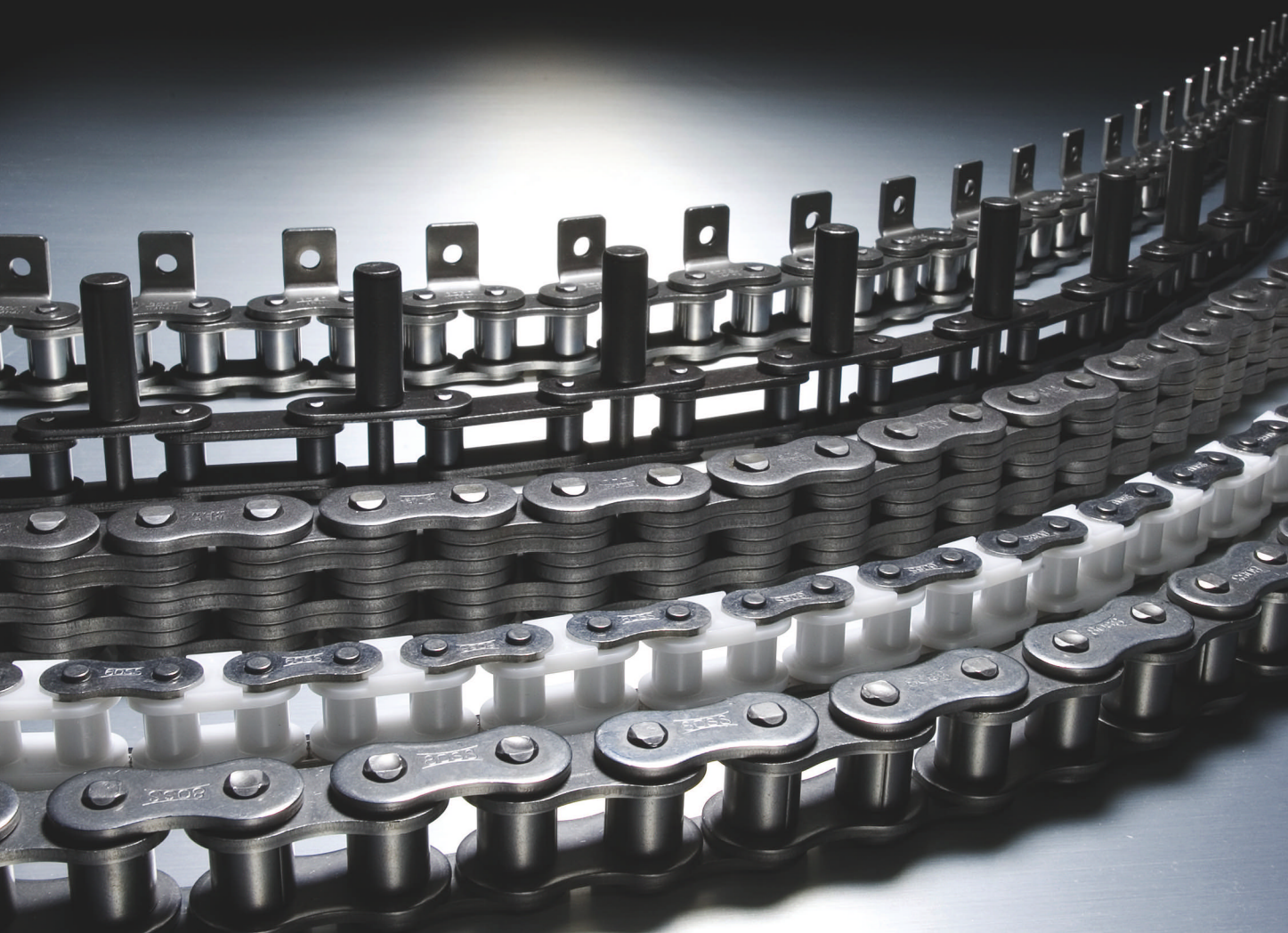
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Robot Reportedly designed specifically for small-part assembly applications typically handled by SCARA-type robots is the new LR Mate 200iC/5H. The 5-axis robot joins the co.'s family of lightweight, compact mini-robots offering wristload capacity, repeatability, work envelope and speed, the co. claims, and supports a variety of intelligent functions including internal PMC, Ethernet, iRvision (built-in), force-sensing and the iPendant.

FANUC Robotics, 248/377-7000.

www.fanucrobotics.com



Software module An addition is announced of pick-to-light order-fulfillment capability to the Pick Manager module of the co.'s Warehouse Software Suite™. The co. notes in addition to management of paper and RF picking operations, Pick Manager now provides coordination of order-fulfillment operations using its Trak3™ pick-to-light system, whose hardware it integrates with easy-to-use planning, execution and monitoring software tools.

FKI Logistex North America, 513/881-5239.

www.fkilogistex.com

Coding/labeling software CoLOS™ is making its mark as a software upgrade that the co. calls a suite of fully integrated coding and labeling solutions, including networked hardware and support, for centralized image data and improved control over the entire coding process. The co. says the upgrade represents a new category of coding-software solutions certified for Microsoft's Vista operating system that will prevent any costly line interruptions when previous versions of its own software will no longer be available. GS1 shipment formats include UCC EAN and SSCC codes, the co. says. Customers can switch from CimControl™ or composer™ for smooth, safe migration of images.

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



Ink-jet printer QM2 debuts as an industrial, high-resolution ink-jet printer joining HP thermal ink-jet technology with the co.'s compact design high performance standards. Two models, QM2-101 and QM2, are designed to code cartons and other porous and semi-porous substrates at

speeds to 60-m/min (200-ft/min). Model 101 has a printhead attached to a controller; the 111 allows for remote mounting using a 2-m data cable for limited space applications.

M S S C, LLC, 618/343-1006. www.msscillc.com

Printing station The new H-Series standalone printing station can be remotely operated and performs many software functions using a keyboard with no computer attached once label formats are downloaded from a computer, the co. says. The thermal/thermal-transfer label printer enables downloading of label formats, graphics and databases to a flash memory or a CompactFlash card, disconnecting the printer, plugging in a PC keyboard and taking the printer to another station.

Tharo Systems, Inc., 800/878-6833.
www.tharo.com

Printing software The latest versions of the co.'s Industrial Print Systems (IPS) software is released to reportedly allow for effortless creation, management and deployment of print templates on its turnkey IPS hardware. Two software components, designed on a Windows platform, are delivered to end user: IPS Director and IPS Producer. The co. provides digital printing products using HP TIJ 2.5 thermal ink-jet technology.

inc.jet, inc., 860/885-3319. www.incjet.com

Tracking software Improved management and use of returnable containers is promised through the co.'s RFID-driven returnable asset-tracking solution software. The Device-to-Dashboard™ solution uses the co.'s Edgware™ software development platform, which reportedly allows customers and partners to rapidly develop returnable-asset applications.

InSync Software, Inc., 800/467-9625.
www.insyncinfo.com



Drum filler Designed for subsurface liquid-filling operations in areas without compressed air is new Model DF-5510E. Claimed to be explosion-proof, the drum filler reportedly features a ¾ -hp, XP inverter-duty electric motor with a torque-limiting clutch and gear reducer that allows operation in a Class I, Division 1 environment, and includes a 1,000-lb capacity NTEP approved scale and a weight meter, a remote NEMA 4 control panel and an automatic fume skirt for vapor collection.

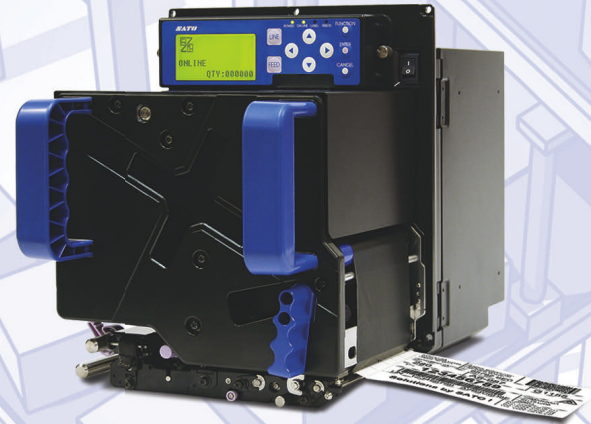
Specialty Equipment, 713/467-1818.
www.specialtyequipment.com



Locating pins An expanded line of locating pins for myriad applications are now available from the co., which says the pins can be custom configured online to suit the specific requirements of the job. The co. also notes that there is no minimum and no tooling charge for the pins.

Misumi USA Inc., 800/681-7475.
www.misumiusa.com

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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.

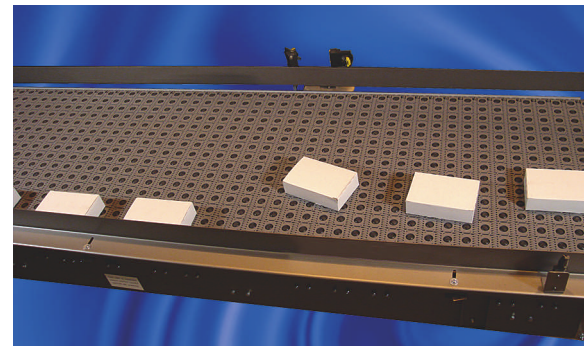


new products

Modular conveyor system Co. has become an official licensor of Intralox's award-winning, patented belt technology: Series 400 Angled Roller™ belt (ARB). The technology features built-in belt rollers angled at 0, 45, 60, or 90 deg, successfully improves productivity, eliminates unnecessary labor costs, and reduces operational expenses in applications such descrambling/singulation, switching, 90-deg transfers, merges,

case turning and sortation, co. says. By reducing the incidence of product jams and missorted items, Intralox's ARB sortation solutions can achieve higher throughput capacity and offer a lower cost of ownership than competing technologies, according to co. Conveyors are easy to install and modify.

Dynamic Conveyor Corp., 800/640-6850.
www.DynamicConveyor.com



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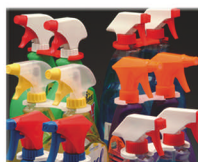
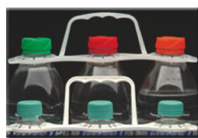
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All-environment enclosure

To reduce noise exposure below OSHA standard 26 CFR 1910.95(a) while helping to extend the life of blower/motor units by providing protection in industrial environments, the co. introduces the All-Environment (AE) Blower Enclosure™. Said to adapt to any vertical centrifugal blower with a 145T-284T motor frame for NEMA or IEC configurations, the enclosure uses a one-piece PE cover, external filters with change gauge, a quick-access maintenance panel door that is hinged with dual gas shocks to allow full access by one person.

Sonic Air Systems, Inc.,
714/255-0124.
www.sonicairsystems.com

Printer Developed to print labels with lot numbers, expiration dates and high-quality, solid bar codes is the new Laser Mail DPT, which the co. claims has initial installation at a renowned biopharmaceutical firm. Said to be made with a 500-input capacity load-on-the-fly friction feeder and a 300 output catch tray, the printer generates high-quality product in one pass, working at 25/ min rate, the co. adds.

PSI Eng., 800/774-5758.
www.printpsi.com

new products equipment

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The Vivo! electrophotographic label printer offers photo-quality label printing at high-speed, and is designed for businesses that require moderate or high volume production of photo-quality labels. For printing private label and special version product labels in short-runs, the Vivo! digitally prints labels at a speed of 2 linear inches per second in 600 dpi CMYK color. Cost-effective for production quantities up to 15,000 labels per batch. The Vivo! is a toner-based electrophotographic printer, similar to a laser printer, and prints onto paper and synthetic label materials. Printed labels are extremely resistant to fading, abrasion, and moisture.

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

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

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QuickLabel Systems, 877-757-7978.
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new products materials

RFID & Smart Packaging

AutoID handbook Titled "AUTO ID in the Material Handling Industry," is a new, 36-p. handbook—what the co. calls a comprehensive overview of the different technologies used in auto-ID systems, from bar codes to RFID. Each chapter is said to include a basic description of the different technologies, benefits and limitations and guidelines on designing a system. A print copy is available by phone or in pdf format at the co.'s website.

Accu-Sort Systems, Inc., 800/227-2633.
www.accusort.com



Aseptic beverage-dispensing system

The Multiserve SafePak for beverages and liquid foods is said to enable shelf-stable liquids in large-format packages to be dispensed safely and repeatedly over extended time without refrigeration or power. Critical to the Multiserve SafePak, says the co., is The Answer™, a proprietary, user-friendly dispensing technology that prevents micro-organisms and oxygen from compromising product safety, nutritional value and taste—even during unrefrigerated, repeated use. Multiserve SafePaks are also said to have the added advantage of convenience. Seniors, children and people on-the-go can easily dispense juice, organic beverages, fortified waters, dairy products, coffees and teas, energy drinks, smoothies and smooth soups with just a push of a button. Spills and cleanups are eliminated, and valuable refrigerated space is gained since consumers can dispense beverages from attractive Multiserve SafePaks positioned anywhere in kitchens, work environments and recreational areas.

International Dispensing Corp., 212/957-9330.
www.idcdispensing.com

RFID labels Pricing and an expansion of the co.'s standardized RFID labels and tags are available, with the aim of speeding production and lowering costs for customers. Four constructions—adhesive labels, flag tags, hang tags and mount-on-metal labels are said to be available immediately, with a price list available at the co.'s website or by phone.

Metalcraft, 800/437-5283.
www.idplate.com



Dosage reminder

Now, reportedly available for mass medical-industry distribution is the Take-n-Slide™ assurance dosage strip.

Designed to remind the consumer of the need to take a prescription or OTC medication, vitamins or nutritional supplements or even veterinary medications, the strip is

affixed vertically to medication containers of all sizes; each strip has four slides positioned to indicate the dose taken.

i-c Innovations, Inc., 678/494-2992.
www.take-n-slide.com

Polyester film

Barrialex 1011EG-C1 bows as a transparent, high-oxygen and moisture barrier aluminum oxide-coated polyester film that reportedly offers barrier performance, strength, versatility

and marketing appeal needed for food, healthcare and industrial packaging uses. Said to provide excellent thermal stability, superior mechanical properties including high strength and dimensional stability, the film is seen as an alternative to PVdC-coated films and EVOH laminations.

Toray Plastics (America) Inc., 480/699-4379
www.TorayFilms.com



Forestry certification Reportedly the first provider of laminated boards and papers in Europe to be accredited with the Forestry Stewardship Council (FSC) Chain of Custody certification, the co. says that the accreditation means that it can support printers and converters in retaining 'chain-of-custody' if carton packaging is to bear the FSC logo. The co. also says the accreditation is integral to its new PortaBio™ bio-laminate for luxury consumer packaging made of natural cellulose-based fibers which recycle and compost easily.

API Laminates, 44 (0) 1625 650500.
www.apigroup.com

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new products

Header pouch Duet is name of a new, peelable chevron header pouch the co. says was prompted by focus group input from operating-room nurses and doctors. The polyester/PE, extrusion-coated sealant and Tyvek®, typically used when EtO is the sterilization method, form the pouch structure, with access tabs at both corners where the dual chevron opening feature is created to facilitate removal of trays, tubing, etc., without flaps compromising the aseptic presentation.

Rollprint Packaging Products, Inc., 508/520-9784.
www.rollprint.com



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Pumpkin jar A double-walled, round jar that closely resembles the shape of a pumpkin is described by the co. as perfect for heavy creams and lotions, with a wide opening that allows for easy access to products. The co. can produce the jar in 2- and 8-oz capacities and notes that it's perfect for marketing products in the autumn season.

Continental Packaging Solutions, 312/433-0761.
www.continentalpackaging.com



Deli container The VersaPak® Deli Hinge is introduced as a rectangular, 1-pc, hinged container for in-store deli items and restaurant take-out. Said to be made of sturdy, clear PET, the rectangular containers are produced in 8-, 12-, 16-, 24-, 32-, 48- and 64-oz sizes. The deli tubs stack easily for storage and inventory control and have see-through lids that provide easy viewing of contents.

Wilkinson Industries, Inc.,
800/456-4519.
www.wilkinsonindustries.com



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Charged with developing packaging to boost sales of men's basics, Old Navy's design team created a packaging theme with a vintage look that was produced in just five months.



Surplus look drives Old Navy's sales

Gap's **OLD NAVY STORES** debut packaging designs with a hand-marked, kraft paper look on nine structures, imparting a vintage aura to invigorate merchandising of men's basics.

Bernard Abrams, Contributing Editor

Sometimes rule-breaking is a fast route to growth. Perhaps once in a lifetime, it can mean smashing through to a new model for maturation in packaging concepts, and for taking new ideas to the next level.

That time is right now for Jason H. Rosenberg, senior packaging designer at San Francisco-based Old Navy, part of Gap, Inc. In what seems an increasingly successful program that goes against most traditional merchandising practices in clothing retailing, Rosenberg's new packaging structures are surrounding the men's and boy's underwear, shoes, socks and accessories with consumers who are happily selecting goods they see much less of, and for which they pay a bit more.

That's where they break the first retailing taboo. Old Navy stores feature racks and racks of hanger-

hung clothes, backed up by piled-high counters of folded goods. It has possibly one of the lowest packaging-to-product ratios of any comparable fashion retailer in the U.S. The consumer always gets to "glom" its goods.

Second, the few packages that retailers have are designed to the nth degree: always perfectly in-spec, ever produced to a faultless standard.

Rosenberg says forget about it. Or don't really. He rolls over traditional package design concepts with packages that can conceal more than they show—isn't that the essence of displaying beauty and desirability?—and which appear aged, stressed and distressed.

In nine discrete structures made with a single material and a hanger that argues with gravity, the new packaging for about 100 stockkeeping units, first seeing retail daylight in late summer this

year for autumn rollout, has as its goal, Rosenberg discloses, a desire to convey a vintage, almost homespun attitude. This clearly emerges when the consumer sees the name, Old Navy Surplus Co., apparently casually hand-stamped slightly off-kilter on the main display panel's upper left quadrant.

So while the clothes are new and first-quality, the patina of desirable antiquity young consumers seek out is splashed in bright brown kraft paper, reversed out of a unique faded red background and supported by symbols, marks, slight imperfections and other elements of Rosenberg's imagining.

"The idea came to me," he remembers, "as I was looking at packaging for office supplies. I saw all those plain kraft wrappers, envelopes and other packages with glued labels, hand markings and other purely functional elements like clasps, string ties and staples, and then it all started to develop in my mind."

The nine package styles that result from his ideas come from four vendors, but all are produced to a common specification, plus the trappings appropriate to each.

A .016 C1S SBS paperboard is the starting point. But, in another break with usual practices, it is printed on the uncoated side.

"The reason," he says, "is that to create a realistic look for various elements, we utilized some new, digital production methods by employing transparency in the artwork." The graphic elements "would look like they were freshly inked by picking up some of the tones of the faux kraft paper we used.

"If you look closely, the blacks are not solid black and the stamps have loads of tonal and gradient information, all based on where they are placed on the tones of the faux kraft."

In fact, all of the structures are printed in up to five colors, though the naked eye may see only two. The additional tones build the faux kraft shade, which especially under a store's fluorescent lighting, impart a color-shifting quality that makes purely graphic elements stand out in high relief.

Those elements, along with the bogus but official-looking stamps with a soaked-in appearance, include interoffice-mailer grids that, in Rosenberg's words, "create a geometrical context that organizes and contains the other elements."

Examples are the carton for two men's crewneck undershirts and for three men's briefs, both produced by **Beyer Graphics (631/543-3900)**, using a six-color offset press by **Heidelberg (www.**



A key component of Old Navy's package design is a hand-inserted metal hanger for use in the stores.

If you look closely, the blacks are not solid black, and the stamps have loads of tonal and gradient information all based on where they are placed on the tones of the faux kraft.

us.heidelberg.com) in five colors with an overall aqueous coating.

The undershirts carton, an automatic-bottom, rear-double tab-lock style with a 2-mil polyethylene terephthalate (PET) window, is a

horizontal format where the grid pattern at the base contains line art that depicts the product and three bulleted callouts to extol its advantages. A partial grid in the upper right quadrant contains the size statement.

Another critical element in the design system is the hand-scripted product descriptive that runs beyond its allocated space, plus the same treatment at the upper grid, where "pack of 2" is scrawled, with an almost-circle, lassoing it and the size statement.

The same approach enlivens the designs for the windowed horizontal-

format briefs carton, with both also sharing the grid approach on their rear panels. Both of these panels present product descriptions, company name/location, control numbers and other required data, as well as the selling line, "Designed for comfort. Made to last."

At their top die-cuts, created to allow insertion of a unique hanger, also produced by Beyer Graphics, are 1 in. X 2-in., 2-mil PET pressure-sensitive strips that reinforce the board and help retain the balance required for each hanging carton. Mario Marando, Beyer's senior vp of overseas operations, tells PD, "I worked out the hanger shape and the production method on a flight to Hong Kong."

The close-fitting hanger, made with 2-mil steel wire and shaded an "anti-silver," via barrel plating, Continued on page 26

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is shaped like the numeral 2, with an extended base acting like a cotter pin. "That's where I got the idea," Marando notes. Adds Rosenberg: "I was very happy with this metal hanger component. I hate plastic hangers."

Likely the design

program's *piece de resistance* is the one-piece shoebox. One side panel follows the grid with a hand-stamped, script-scrrawl format, the other adding what appears to be a virtually unreadable personal note, the sort that might accompany a gift.

The lid explains it all. It

is printed with an integral mailing label and vague postage stamp with a glossy "transparent tape" over the label and packing tape at the panel edges, and with staple-like impressions at one side. The carton from **Shore To Shore** (www.shr2shr.com), which also



The press operator (above) checks ink settings to ensure the colors meet specifications. Meanwhile, another worker (below) inserts hangers manually.



supplies the boy's underwear and shirt cartons, is produced to the exact specs of the other cartons, but inventory is kept under control by a die-cut, glued end label designed by Rosenberg and from the same supplier depicting the grid with line art, a size, a price, a bar code and the scripted style; everything to simplify choice.

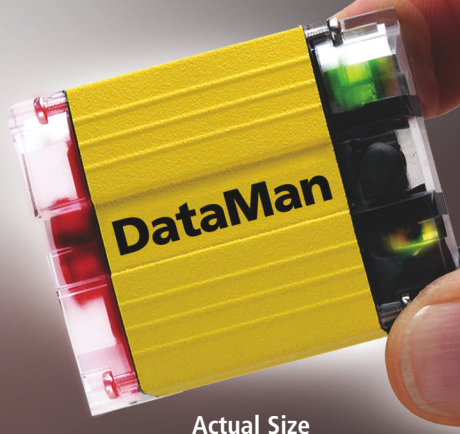
Turning the ubiquitous shoebox into a gift presentation, Rosenberg notes, "just made everything work together. As with the rest of the program, it added that unexpected element that we felt completed the look and made it an almost noncorporate look, that the product was created specifically for the consumer. "It's almost like a friend mailed you a special package from a place far away," he comments.

Accomplishing all of this in a tight timeframe makes it all even more remarkable. "I had to conceive those concepts, get signoff, create architecture, source the metal hanger, sample folding carton designs and substrates, test them and get these in-factory so the product could be in the packaging and then be in our stores across the United States and Canada in a little over five months," he recalls. "This was a fast-track

Continued on page 28

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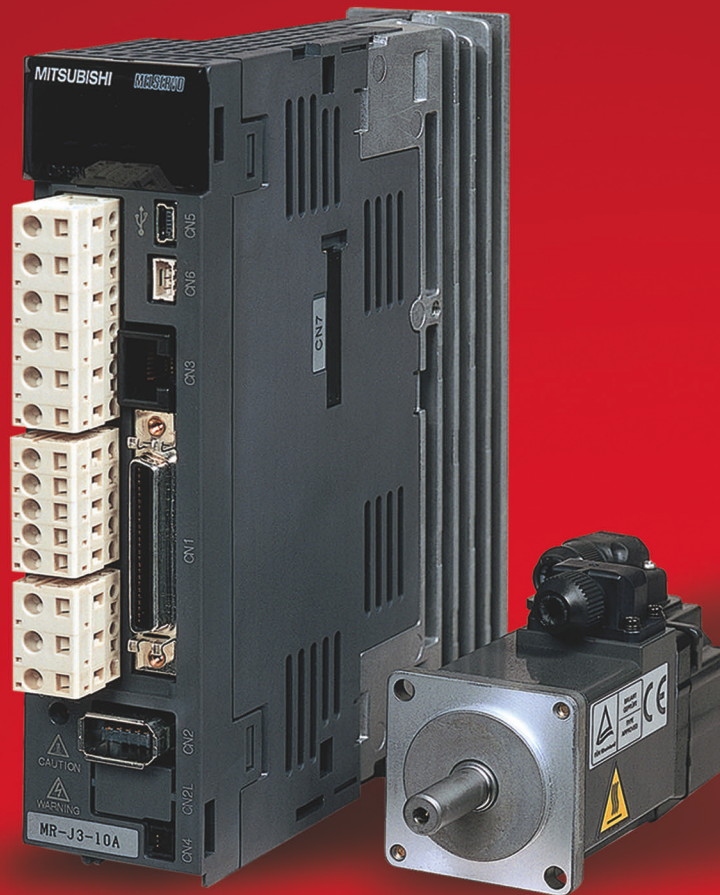
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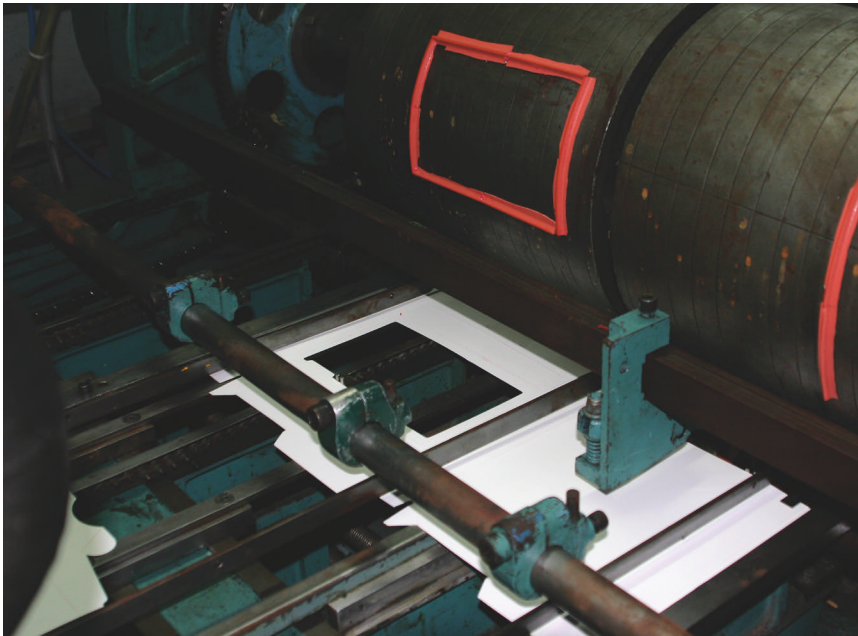
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A die is used to cut a space in the carton for a film window that displays the product.

project of enormous proportions.”

One factor simplifying the process is the use of universal materials and printing techniques. The same specs apply to the packages already cited, as well as the board hanger-sleeve for belts, produced by **Avery Dennison** (www.averydennison.com) plus

cartons holding men's thermal tops and bottoms, men's boxer 3-pack cartons and bands and unit header cards for socks and men's and boy's boxers from **Hang Sang** (415/505-6009). Though on shelf for only a few months in the company stores, the new packaging “is playing a

The new packaging is **elevating the product**, allowing us to drive a higher ticketed retail price. This has differentiated us from our competitors.

key role in helping grow business, especially basic product businesses like socks and underwear,” says Brian Richardson, an Old Navy senior men's merchandiser.

The new packaging, he adds, “is elevating the product, allowing us to drive a higher ticketed retail price. This has differentiated us from our competitors and makes the shopping experience easier and visual presentation more attractive. It also

is resulting in growth in the business from a twelve-percent average unit retail increase and a twenty-eight-percent higher gross margin. Since our customer has not been sensitive to the higher ticketed price, we have been able to be more profitable.”

Rosenberg reflects: “The creative needed to work with the overall voice of the men's shop, and had to let the garments generate a vibe that customers want to take home.”

■ **More information is available:**

Avery Dennison, 925/935-4303. www.averydennison.com

Beyer Graphics, 631/5433900.

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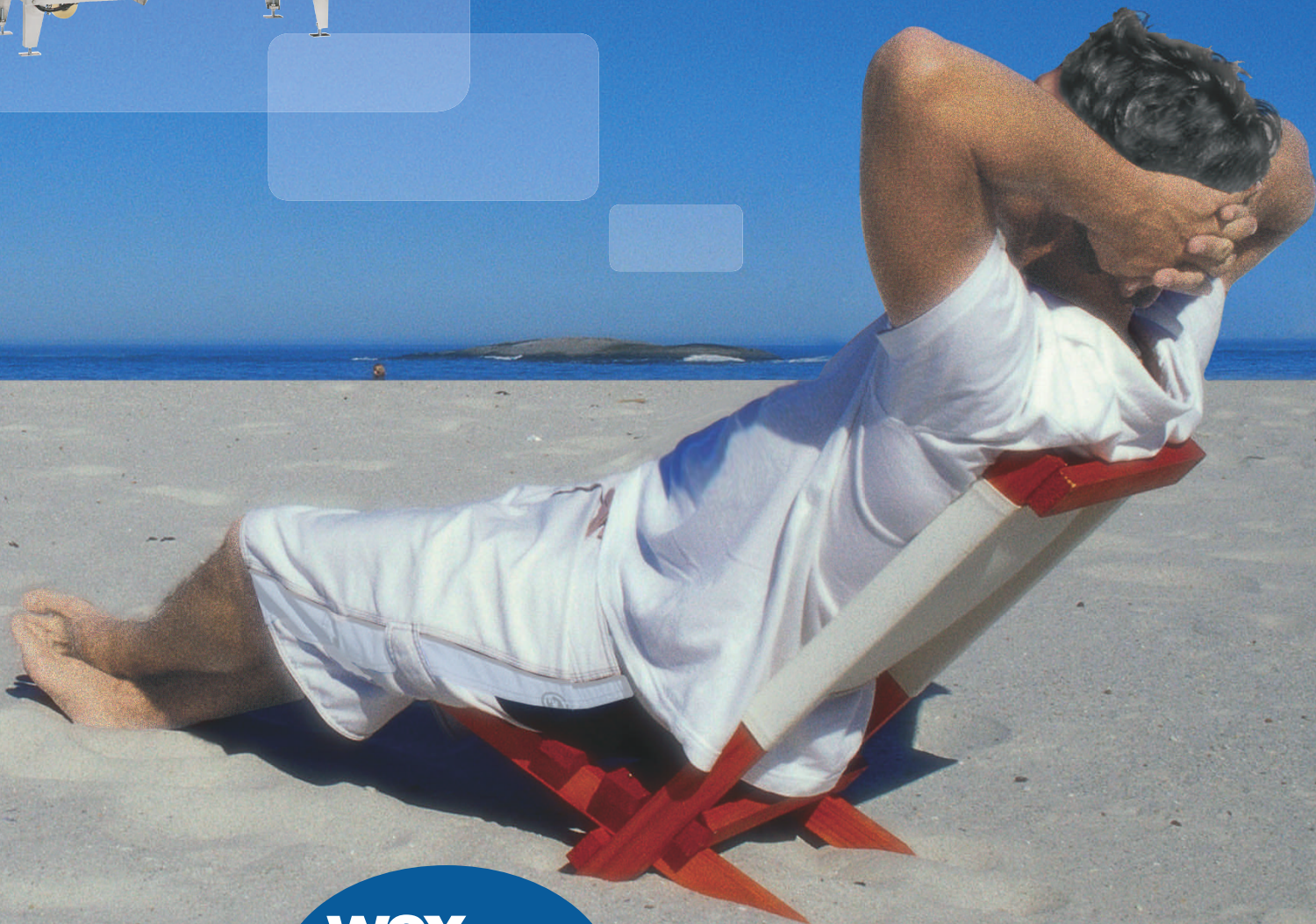
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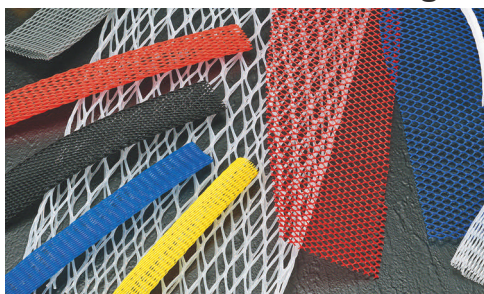


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case packing



Soft-catch drop systems on new case packers at Jim Beam Brands Co. practically eliminate breakage, while other features enable changeovers to be completed in less than 15 min.



Beam's case packers minimize breakage

Jack Mans, Plant Operations Editor

When it comes to case-packing machinery, few bottling operations are more demanding than those at Jim Beam Brands Co. The owner of the 211-year-old bourbon brand Jim Beam has grown dramatically over the past few years, from the seventh-largest to the fourth-largest spirits company in the world, by expanding its product portfolio through corporate acquisitions and by introducing new spirits and wine brands.

With a steady stream of brands, such as the DeKuyper® Pucker® line of schnapps, Knob Creek® ultra-premium bourbon and Starbucks™ Coffee Liqueur, the case-packing machinery at Jim Beam plants must handle glass bottles coming down the production line in a wide variety of shapes, sizes and textures.

The case packers must be capable of adapting to anything from red, rectangular, frosted bottles containing cinnamon schnapps to the cylindrical Starbucks Coffee Liqueur bottles that taper down to a narrow base. The Starbucks bottles are a good example of packaging that is designed for effective marketing, yet poses a challenge for handling by automated equipment. Winner of the prestigious Overall Package Design award of the **Glass Packaging Institute** (www.gpi.org), the elegant shape of the Starbucks Coffee Liqueur bottle suggests a cocktail shaker. However, the top-



A photo eye detects voids in the flow of bottles as they enter the lanes into the case packer, top. Drop-in lane-guide spacers and a patented, lightweight snap-in grid facilitate bottle changeovers, above.

heavy shape and relatively small base can present a challenge as the bottles move through the case-packing operation.

"With our large portfolio of premium products, we need case-packing equipment that can adapt to a wide variety of bottles, and do so quickly and easily during our frequent changeovers,"

Continued on page 32

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says corporate packaging engineer Robert Land. "The case packers need to be gentle on our premium packaging, and they must operate reliably at a high speed, because we have limited accumulation space upstream on the line."

During the past decade,

Jim Beam has installed five case-packing systems from **Standard-Knapp, Inc.** (www.standard-knapp.com) as it has expanded capacity and retired aging systems. Its first Standard-Knapp machine, a 939 Versatron™ case packer, was installed in 1995 at its Clermont, KY

plant. The machine packs 36 cases/min of Jim Beam bourbon in 1.75-L bottles. "We were very pleased with the reliability, performance, and the ease of operation and maintenance of the Standard-Knapp machine," says Land. "With the success of the Clermont system, we



A two-axis servo system allows the case packer to actually catch the bottle while it descends into the case. A key to this is the exceptionally robust lift table.

began purchasing Standard-Knapp equipment for the most demanding packing applications at our other facilities."

Jim Beam now has four 939s Versatron case packers handling bottles of cordials at rates of 25 to 30 cases/min at its plant in Cincinnati. The 939s model features a servo system with a soft-catch mechanism that dramatically reduces breakage. The two-axis servo system allows the Versatron to actually catch the bottle as it descends into the case. The lift table moves the case to the up position and waits for a

New Standard-Knapp case packers at juice manufacturer and contract packager **CLEMENT PAPPAS & CO., INC.** increase production by 100 percent. Read about it at www.packagingdigest.com/info/pappas



full grid. When the grid is full, the riding strips shift to the side and initiate the bottle descent. The lift table simultaneously moves the case downward on a velocity curve that ultimately achieves the same speed as the bottles at the point of contact.

"The soft-catch capability is especially important for cordials, because they are very sticky and sugary, and bottle breakage can cause a huge mess that is difficult to clean," says Land. "Now, we rarely experience bottle breakage, and when we do, we can hose down the machine, because it is one-hundred-percent stainless-steel. We are up and running again in minutes. The stainless construction is a big advantage. We do not need to worry about rust and repainting."

Another advantage, according to Land, is the convenient changeover that can be completed in less than 15 minutes without tools. The Versatron easily adapts, not only

Continued on page 34

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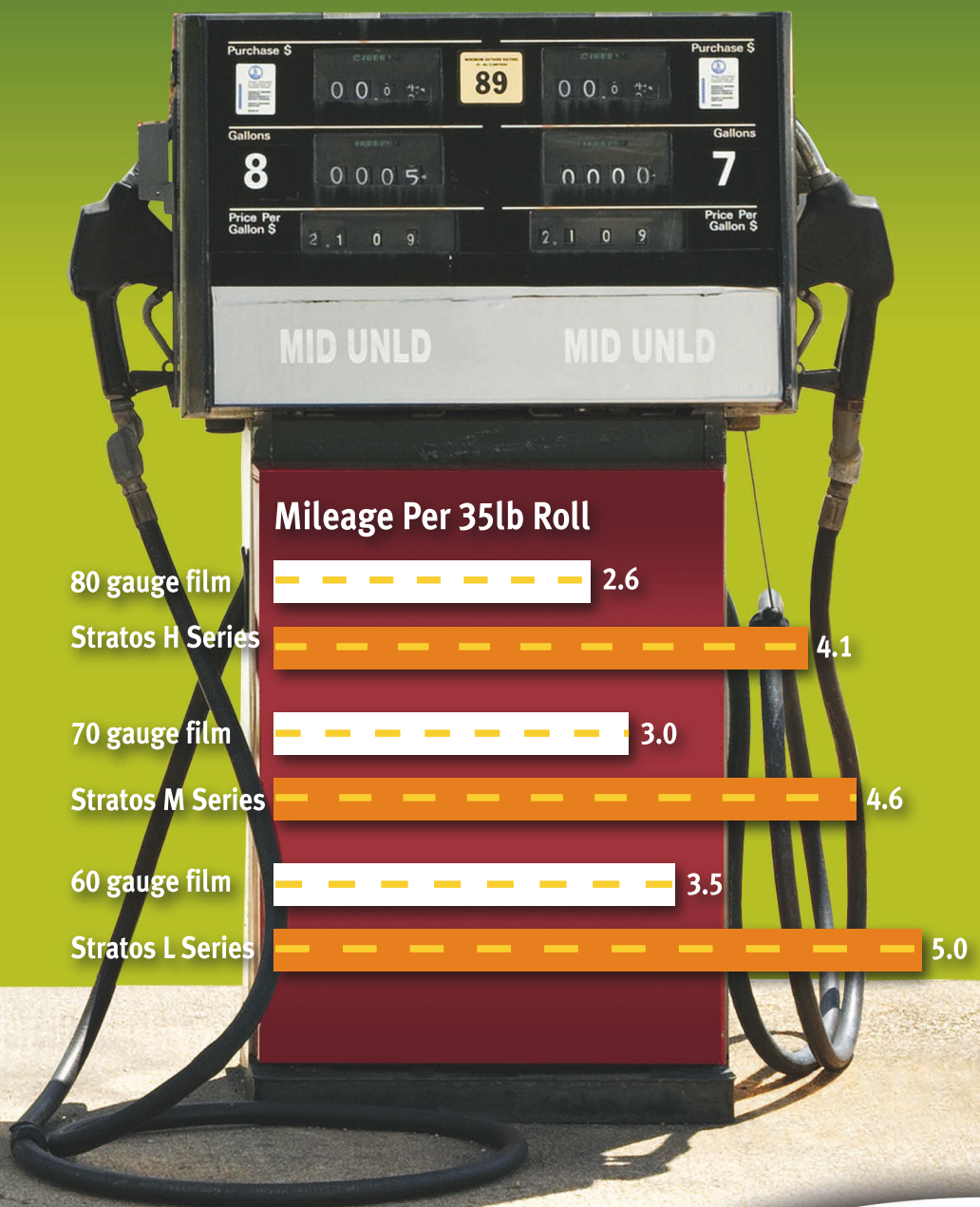


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to different bottle sizes and shapes, but also to different case sizes. Quick changeover is made possible by a touch screen operator interface, dropin lane-guide spacers and a patented lightweight snapin grid. One of the Versatron machines at the Cincinnati plant runs eight different packages, including rectangular and

round bottles in three different sizes.

The versatility of the Standard-Knapp case-packing machinery has been put to the test at the company's Frankfort, KY plant. A single 939 Versatron packs Starbucks Coffee Liqueur in 375- and 750-mL and 1-L bottles of varied shapes.

"We pride ourselves on installing major pieces

of equipment in a carefully planned and deliberate manner," says Land. "We expect a thirty-to fifty-year useful life from our machinery, and we are confident that Standard-Knapp equipment will help us to meet those expectations."

More information is available:

Standard-Knapp, Inc., 860/342-1100.

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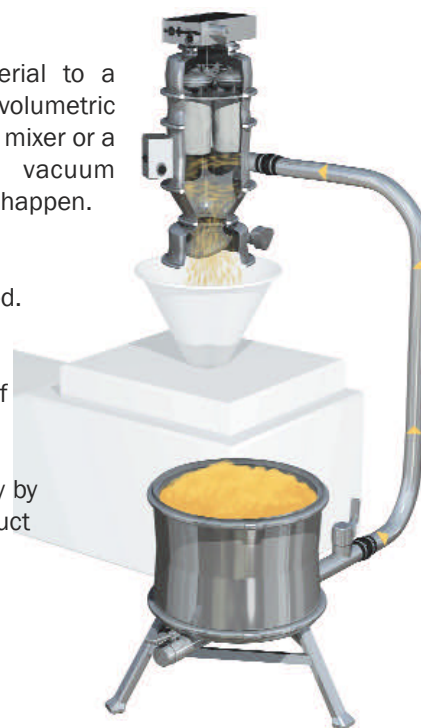
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sustainability

Flip through the pages of *Packaging Digest* or browse through company websites these days and one thing will stand out: Sustainability is a hot topic. Businesses are proudly proclaiming their latest activities to become more sustainable, especially in the packaging industry.

Obviously, this is an exciting and positive trend, as companies are more aware than ever of the importance of environmental performance in terms of their long-term business success and our long-term future on this planet. But there's a worrisome side as well, when sustainability claims become more about marketing than actual performance.

While environmental marketing claims often exaggerate the truth, recently I have run across some statements that stretch even the best imaginations.

Marketing's sustainability claims stretch the imagination

Specifically, I visited a website that illustrated a closed loop life cycle for oxo-biodegradable polymers. The troubling part of the image was that carbon fossilization (e.g., creation of oil) was depicted in a scale comparable to the conversion of polymers. The average age of oil today is approximately 100 million years. Implying that fossilization occurs on a time scale even remotely relevant to the creation and consumption of packaging is misleading at best.

The increasing proliferation of specious environmental statements is concerning, and it is companies that are taking credible steps to improve their operations or packaging that pay for the growing confusion in the marketplace and the resulting consumer cynicism. In today's business world, the environment is a new platform for competition. Ensuring that environmental claims are based in truth and are supported by transparent and credible science is essential.

There are two resources that should be considered when making environmental claims: the U.S. Federal Trade Commission (FTC); and the International Standards Organization (ISO).

While they are in need of updating, the FTC Green Guides provide guidance on making environmental claims. One of the most important points made by the FTC is that environmental claims need to be substantiated. But how

does one substantiate a claim that packaging is "sustainable" or "more sustainable"? The answer is that you can't. Sustainability is a systems concept that cannot be defined by a single attribute like the renewability of materials or energy. To do so is inappropriate.

The ISO provides both general and specific guidance for environmental declarations (ISO 14021, 14025), including the fact that statements should be accurate and not misleading; they should also be substantiated and verified; and statements should not, either directly or by implication, exaggerate environmental benefits.

On a more positive note, I recently received the executive summary of a life-cycle analysis study done by a company that manufactures a packaging product. They were very careful to follow international standards and requested the use of public and transparent life-cycle inventory data for their analysis. While the study provided a valuable basis for making environmental claims for their product, it also uncovered some interesting cost savings related to the product that they didn't previously understand. I applaud their efforts in taking the time and making the investment to ensure that their claims are credible.

If the marketplace doesn't police itself on environmental claims, there are undoubtedly trade associations or government agencies that will. The platform of the environment presents a new opportunity for companies, but it's important to remember that this is an opportunity to improve the way we do business for the future—not just an opportunity for the latest corporate marketing campaign.

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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system integration

System integrators would be able to do very little good for their clients without the technology provided by automation product vendors. Conversely, many vendors have realized that their products alone won't satisfy an end user's automation needs. Someone has to assemble all of the pieces and make them work together.

There was a time when the vendors themselves would provide all of the required design and

Vendors and system integrators both cooperate and compete

installation services for end users who lacked the necessary technical resources in-house. Early automation products weren't typically all that sophisticated, but most were expensive and all were proprietary. Vendors enjoyed significant profit margins and could afford to include an engineer for free with "every box." And they pretty much had to. No one else was going to be able to figure out how to make their products work.

But in recent years, many automation products have been reduced to commodities that most companies can afford and understand. Open-

architecture hardware and Windows-based software combined with more competitive pricing have opened the door to third-party service providers like system integrators.

Having recognized this trend, virtually all major automation vendors have created partnership programs for carefully selected system integrators who receive special training, pricing and technical support. In return, these "certified" or "authorized"

integrators are expected to recommend that vendor's products whenever possible. Some vendors claim that over half of their sales come through system integrators who either buy products directly or specify the products that the end user buys.

Conversely, the vendors and their distributors are a rich source of leads for their system integrator partners. System integrators generally tend to rely on referrals to find new work and distributors routinely learn of upcoming projects every time an end user inquires about a product. The synergy is almost symbiotic. The integrator gets a project

on which to work, the end user gets the outside engineering assistance they need and the distributor gets another purchase order to pass along to the vendor.

Some vendors take the partnerships further, bringing a local partner on sales calls to reassure users that they can get everything they need for projects from cooperating sources. An integrator nearby has the expertise to make it work.

Some vendors realize the income potential of providing products and services themselves but are forced to adapt to lower profit margins, tempted to get into system integration even if it means competing with their integrator partners. As in the early days of automation, some vendors include an engineer with every box, but now they charge for services by the hour.

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.



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After trialing the new bottle-labeling machine, above, Champion Brands found a fit for its growing line.

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Peter Wuerl, Contributing Editor

Superlatives pepper the conversation of David Lowe, president of Champion Brands LLC, as he describes the **Label-Aire** (www.label-aire.com) Inline Series 9000 labeling system in operation at the company's 450,000-sq-ft blending and filling facility in Clinton, MO.

"The Inline 9000 is very robust, easy to operate and extremely accurate," says a satisfied Lowe. "That's why we chose it."

Will Hamilton, Champion Brands plant manager, echoes Lowe's praise of the Inline 9000. "It's very user-friendly. The setups are quick, and there's little maintenance required," he says.

An industry leader for more than 50 years, Champion Brands produces and blends more than 300 products including fuel, oil and engine additives

and lubricants for the automotive, heavy truck, agricultural and specialty markets. The firm also does contract packaging for automotive lubricants and chemicals.

The Inline 9000's exceptional performance plays a key role in Champion Brands' success as it continues to capitalize on its familiar red and black checkered bow-tie brand logo that adorns its line of performance additive products. "It's one of the most recognized brands in the automotive aftermarket," notes Lowe. Clearly excited about the brand's recognition factor, he adds, "It's like Coca Cola."

Champion Brands' history dates back more than 50 years. David Lowe's father, Ralph, started the company in 1956 as Lowe Oil Co. In 1998, the company changed its name to Champion Brands.

Continued on page 38

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Always on the search for new markets to enter, Champion Brands gained the rights in 2004 from Federal-Mogul Corp. to use the Champion bowtie logo for a new line of performance additives. The logo had long been associated with Champion spark plugs.

In order to successfully enter this new business, Lowe knew he needed to expand his plant's capacity. The company had been testing other labelers. After trialing the Inline 9000, Lowe knew he had the perfect fit for the company's expanding product line.

The new product line with the bowtie-shaped

logo includes Complete Fuel System Cleaner, Octane Booster, Truck/SUV Fuel Injector Cleaner, Power Steering Fluid, Engine Protectant, Fuel Injector Cleaner and Chain Lube. The Inline 9000 applies labels to all of these products, with the exception of Chain Lube, which is an aerosol can labeled elsewhere.

The shaped polyvinyl chloride bottles hold 12 or 16 oz and feature gripper teeth on the side that allow an easy grip when pouring product into an engine or fuel tank. The narrow neck of each bottle is embossed with the Champion name.

Lowe says Champion Brands initially focused its marketing efforts on national retailers, achieving

Champion Brands has 10 production lines that are packing bottles in cases, above and left, at its Clinton, MO, facility, 75 miles southeast of Kansas City.


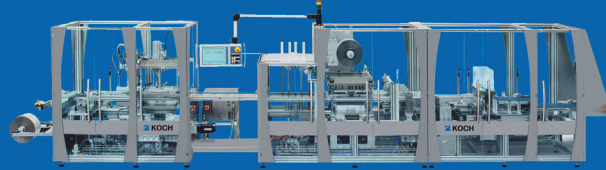

success by capturing shelf space at Wal-Mart. Realizing the need for additional marketing muscle, Champion Brands engaged the national sales organization of Federal-Mogul. More success with national auto parts retailers soon followed.

Champion Brands has 10 production lines at its Clinton, MO facility, which is 75 miles southeast of Kansas City. The Inline 9000 plays a key role in the line dedicated to Champion's performance additives products.

In addition to the Inline 9000, other major line





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components include a Model 400 bottle unscrambler/orienter from **Pace** (www.pacepkg.com), a Speck-Tech automatic rotary filler, and a **Kaps-All** Model C8 capper. The line also includes an **AutoMate Technologies** (www.automatetech.com) cap sealer Model AM-250, an **Accu-Pak** (www.accupakmfg.com) drop packer, and a **Nordson** (www.nordson.com) hot-melt system on the case sealer. The case erector is an **SWF McDowell** (www.swfcompanies.com) Model 201. The labeler, running at a speed of 150 bottles/min, uses the wipe-on feature to apply pressure-sensitive labels in a front-back application. The die-cut labels consist of bright

We never had a machine with a soft-start feature. It allows the labeler to ramp up very smoothly.

silver acrylic top-coated metallized paper for the front label and pressure-sensitive semi-gloss paper with permanent adhesive for the back label. They're applied simultaneously to the front and back of the bottles from two separate rolls that feed the labeler. The labels are supplied on 12-in.-dia rolls. The labels widths are 3.7187 in. on the 12-oz bottles and 4.187 in. on the 16-oz bottles.

No detail is more important than label-placement accuracy, and Lowe is zealous in his attention to this part of the process. "The label must lay in there almost perfectly," he says. "It's very important to us."

To meet Lowe's expectations, the Inline 9000 provides a label-placement accuracy of $\pm 1/32$ in. As the labels come out of the peel plates, they are wiped onto the bottles.

Equipped with quick-change feedscrews, the labeler is married with an infeed and outfeed accumulation system. The quick-change screws allow for rapid changeovers and a "soft-start" capability is designed to maintain product surge.

Engineered with a range of top-performing attributes, the PLC-controlled Inline 9000 has two product sensors, one positioned upstream at the input side and one downstream at the exhaust side, tied into the PLC. The machine ramps up and down automatically. If there is a

bottleneck at the filler, for example, the Inline 9000 delays labeling until the line starts moving again.

The unit's 12-ft Delrin chain conveyor has extruded aluminum side plates and a segmented top-trap hold-down to keep products in place. The bottles are empty when labeled.

"The top trap stabilizes the bottles and holds them in position so that the label goes on in the

same position every time," says Hamilton. The swing-arm control panel with dual R3 digital displays contributes to safety by enabling an operator to check label status without the need to go over or under the conveyor.

The Inline 9000 has had no trouble keeping up with line requirements and a speed of 150 bottles/min, "I'm a very loyal Label Aire customer," Lowe says.

More information is available:

Label-Aire, 714/441-0700. www.label-aire.com.
Accu-Pak Packaging Equipment, www.accupakmfg.com.
AutoMate Technologies LLC, 631/727-8886. www.automatetech.com.
Nordson Corp., 440/892-1580. www.nordson.com.
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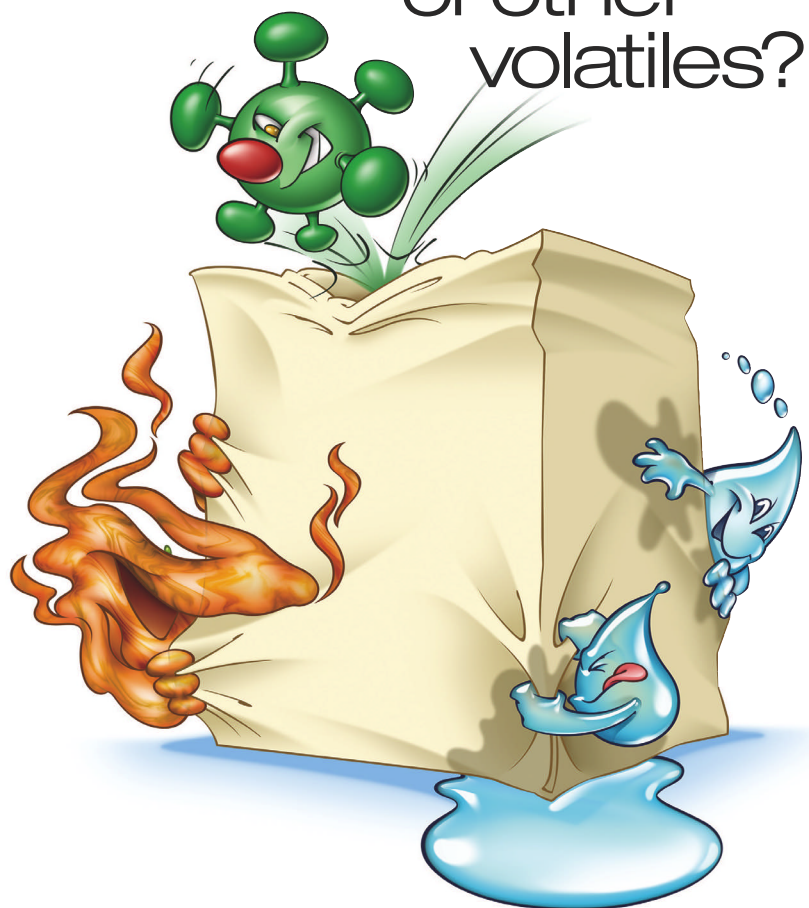
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brand security

Counterfeiting is a dirty word to consumer product goods companies (CPG). This scourge is a threat to one of the most valuable assets the companies own: Brand equity. Counterfeiting also steals directly from a business's bottom line. This is a problem most CPGs recognize, but one they'd really rather not discuss.



According to a World Customs Organization estimate, counterfeiting cost the world economy about \$512 billion in 2005. While world trade is growing at a rate of three to four percent each year, counterfeiting is estimated to be growing at 150 percent annually. That's about five percent of all global trade.

Even with the enormity of this problem, you just don't hear people talking that much about the situation. After all, who wants to admit that due to counterfeiting, their company may lose millions of dollars each year?

Many in the packaging industry want to help. After all, a primary purpose of packaging is to protect the product. However, these packaging companies frequently meet stone walls when they try to discuss security measures with companies whose products are targets of trade pirates.

There are three main reasons why CPGs don't like to discuss counterfeiting: They simply don't know where these actions are taking place

There are reasons why people who handle security often refuse to discuss it

and how much they are costing; the CPG has an understanding of the losses but doesn't want open knowledge to damage their business reputation; and/or the company has recognized and quantified the problem and is fighting it with an aggressive security program.

When combating counterfeiting, restricting knowledge about what security measures are employed, how they work and where they are obtained is essential. What a counterfeiter doesn't know makes duplication more difficult.

There is a dizzying array of companies providing security elements, such as special papers, inks, foils, holograms, taggants or even forensic authentication tests. Most CPGs know they cannot rely on a single method, so they deploy a layered defense that incorporates overt and covert elements. The overt elements, like watermarks or optically-varying inks, serve as a very public warning, but can be easier for counterfeiters to either duplicate or obtain like materials. Covert effects remain hidden from the consumer and often require special instruments for detection. One covert solution is the use of invisible variable marking, which might include a code that gives significant information about the product, its source and channel to market. Being able to track and trace an authentic product is important to the success of a security program.

The exact combination of security methods used is a closely held secret at most companies. Sometimes only the security director, CFO and a few others may know all of the elements employed. Packaging suppliers don't even know all the security components.

Even the security suppliers are reluctant to talk. Their targets are brand owners who must decide the security strategy and tactics. The suppliers almost always have nondisclosure agreements with their customers. In most cases, suppliers develop custom products for each CPG. Besides, they are able to maintain their value only by creating innovative techniques, severely limiting product availability and maintaining a strict chain of custody. Even miniscule amounts of waste ink or paper must be accounted for when production is completed.

So, don't be surprised if anyone involved in brand security will only talk in generalities. It's a matter of trust.

John Kalkowski is editorial director of Packaging Digest and Converting magazines.

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Three Thieves Winery has seen sales increase since they began marketing wine in cartons. On the back, winery owners list 10 reasons to drink their product.

Science shapes cartons

Packagers apply both art and science to produce **DESIGN** that's a winning solution for winery.

John Kalkowski, Editorial Director

Those guys at **Three Thieves** (www.threethieves.com) winery have stolen another idea. Winery partners Joel Gott, Charles Bieler and Roger Scommegna claim to be “liberators of fine wines.” They were among the first in the U.S. to sell their wines in aseptic containers, and their venture appears to be wildly successful.

Scommegna explains that they launched their business when there was a glut of juice and wine available in California and other wine-growing regions earlier this decade. The “thieves” would buy this surplus product, blend it into drinkable wines, package it in jugs and sell it at reasonable prices. After a visit to relatives in Italy, where he saw them drinking their everyday wines out of boxes, Scommegna suggested that the company begin packaging their wines in **Tetra Pak** (www.tetrapak.com) aseptic containers that are commonly used in other countries.

Sales of their Bandit wines began to take off once they began offering varietals such as chardonnay, cabernet, pinot grigio and merlot in 1-L Tetra Brik® or Tetra Prisma® containers, as well as 250-ml four-packs. Their packaging garnered a

lot of attention, and now Three Thieves is selling close to 2 million units a year. Their wines are drawing favorable reviews for quality and value. Scommegna says the packaging helped build the perception of their product. “The packaging itself will create a sale once, but it’s consumers liking the quality of the wine that will make the second sale,” he explains. Having a package that will protect the wine’s flavor is an important factor there, too.

“The perception is that wine in a bottle is better,” he said. For many occasions, a bottle may be more appropriate, he added. However, Scommegna said, at his company they view wine as a beverage, and the carton gives it a design that is portable and eye-catching and which can be

used on the dinner table or at the beach or a concert. He pointed out that in the U.S., about 80 percent of the wine is consumed within 24 hours of its purchase.

The Tetra Prisma design that Three Thieves has settled on offers long shelf life, bold display graphics that cover the package, pourable spouts that don’t “gulp” and a plastic screw cap that can be resealed at a price in which the completed package costs less than a cork

that is inserted into a bottle. Then there are sustainability benefits, such as using less packaging. Scommegna said the product by weight is about 96 percent wine and only 4 percent packaging, compared to about 75 percent wine and 25 percent packaging when displayed in a bottle. Combined with an efficient shape that allows tighter packing, this adds up to savings that can be passed on to the consumer.

Tetra Pak’s packaging is composed of roughly 75 percent paper, 20 percent film and 5 percent foil, which is



An employee of California Natural Products monitors the Tetra Pak A/3 Flex processing system used to fill Three Thieves wines into Tetra Prisma containers.

combined into a laminated, sterile package in which sterile food is filled within the confines of a hygienic environment. The package locks out light and air, seals in nutrients and flavor, and allows its contents to remain unrefrigerated for months. This minimal packaging, which uses less material from the start, also requires less energy to manufacture, fill, ship, and store than virtually any comparable package.

These attributes made it easy for Three Thieves to choose Tetra Pak cartons for their wines. However, when asked about the design process that builds all these qualities into a small package, Scommegna replied, "We're winemakers, not scientists."

The design process may be a mystery to many consumer products companies. Frequently, they think of design as the art placed onto a package, making a bold statement about a brand's identity. When it comes to functionality, the CPGs know what they want, but it's frequently left up to the packaging company to create a design that works from both an aesthetic and manufacturing point of view.

"Both art and science must be applied to the package design process to produce a winning solution," says Peter Mott, vp of packaging technology at Tetra Pak, which pioneered aseptic packaging for liquid foods. "Bringing the two roles of the designer and the engineer together is the



As part of the design process, a researcher (left) records data on how the package and sterilization process control any living microorganisms. Meanwhile, a worker (right) checks reels of the printed packaging material as it is fed into the laminator.

challenge. That's why we take a cross-functional approach to packaging design and have our engineers and designers colocated as they work on new products."

The company has developed a number of containers, from "juice boxes" with straws to liter-sized cartons that are known around the world. Not only does Tetra Pak design the packages, but they convert the basic materials and also supply processing and filling equipment. Mott says any new package design must meet consumer and

brand owner requirements while balancing the need for highly productive and safe manufacturing at reasonable prices.

Helene Hartmann, Tetra Pak's director of new materials and package technology, says the company does not create a unique package design for every single customer. Rather, they create families of packages that can be adapted to their customers' uses through minor variations and the use of graphics. This work is done primarily at one

Continued on page 44

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of two Tetra Pak design labs in Lund, Sweden or Modena, Italy.

"We don't involve the consumer products companies in the early part of packaging development until we've done our homework," she said. Hartmann added that it can take several years to develop and test an entirely new type of packaging, such as the Tetra Prisma container, which Three Thieves is using for its wines. Tetra Prisma is a carton with an eye-catching shape and excellent pouring and gripping features. It offers a resealable screw cap opening and utilizes new packaging materials. However, once a package like the Tetra Prisma is proven, it may take as little as three to five weeks for a consumer products company to speed their products to market from choice of packaging to filling of product.

"It all begins with knowledge of consumer preferences," Mott says. "Tetra Pak has tools for understanding what consumers want." He said they conduct workshops with customer to learn trends, and this extensive research has allowed them to segment

Consumer Group Preferences for Concept Development

Linked to usage & attitudes on milk and juice

Group Type	Health & Natural Balance	Family Caretakers	Mobile Urbans	Food Adventurers	Stimulation Seekers	Habit Keepers	Sociable Gourmets
Primary Driver	Health benefits Natural, Food Safety, Environment balance	Kids and family Safety, Healthy Affordable functionality	Time Pressure Convenience Fresh, Variation impulse, convenient	Hedonism – Enjoyment Experimentation Innovations, Curiosity convenient	Hedonism Enjoyment Taste Food as fuel impulse	Aging, Tradition Familiarity, Security functionality	Leisure, Conviviality Enjoyment Quality functionality
Benefits sought	Healthy, natural, pure	Value for money, healthy, safe	Taste, energy, easy access	Exciting, new, variation	New taste, flavors, energy	Traditional familiar, quality	Quality, authentic, enjoyable
Summary of Openness to New concepts							

High engagement Medium engagement Low engagement

Source: Global consumer research 2007

consumers into seven groups with common attributes so they can test how packages will meet the needs of each group. "Using this segmentation allows us to put personality behind consumers, but also to recognize commonalities," Mott says.

The company does continuous observational research, such as watching how people store and use containers. "We've even placed

cameras inside the package to see how people drink from containers and to measure the differences between drinking and pouring." In fact, pouring is an essential element of the design. With its focus on aseptic technology, Tetra Pak must remove any contamination before the package is filled. This is accomplished by passing the packaging material through a bath of heated hydrogen

peroxide or acidified water for 6 sec. to to kill any potential organism that could affect food safety, then eliminating the hydrogen peroxide by using either pressure rollers or hot air. So, not only must the consumer be able to pour the product easily, but the packer must be able to ensure that the sterilization agent pours into and onto all surfaces in every corner of the carton's interior.

Mott says that while Tetra Pak is always seeking a new look, any new package must be affordable and cost-effective. A new type of package should have three attributes, he said, including a design that delights consumers, a carton that can be filled and formed with high productivity and one which uses materials that can be produced in aseptic form in Tetra Pak's converting facilities. Creating integrity for the sealed product is a major technical challenge, he said, placing a high demand the barrier qualities of the laminated structure.

Choosing the right closure, which is added after the package is filled and sealed, also can require considerable

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research. "For instance, the torque needed must be just right so children or older adults can open it with ease," he says.

Mott points out that Tetra Pak then must translate the consumer research into language that the packaging engineers can use to design engineering specifications. First, they develop a 3D model. Then Tetra Pak produces a prototype that utilizes the actual materials that would be used in a production run. "The high level of science we apply to a design allows us to produce a prototype so that we can understand the touch and feel of the container," he said.

Because Tetra Pak also produces the processing and filling machines used to fill any of its containers, they must engineer machines that will handle a new package. Most of these lines are dedicated to a single packaging or product type. Tetra Pak also must be able to print using either flexo or rotogravure press and laminate the package under controlled conditions. "We always design for high speed to help control costs," Mott explains. "However, it's easy to control any single attribute if you don't think of anything else. We must always balance esthetic design with the needs of the manufacturing process."

"The advantage of working with a company like Tetra Pak is that it's a one-stop shop," says Marc Weinstein, chief operating officer of **California Natural Products** (www.cnp.com). His company, based in Lathrop, CA, is a contract manufacturer of food ingredients and a copacker that uses Tetra Pak containers, processors and filling equipment. CNP fills the cartons for Three Thieves wines. "Because the operation of the machine is so integrated between the equipment, the paper, the packaging materials and all the supporting processes, if you have an issue, you've got to troubleshoot them altogether."

Consumer ratings of factors in choosing packaging type

Issue	Rank
Protects from spoilage	1
Protects taste	2
Easy to open/re-close	3
Easy to transport/store	4
Protects from light/elements	5
Protects vitamins/minerals	6
Keeps food more natural	7
No need for preservatives	8
Safety (edges, breaks)	9

* Foodmix survey, April 2005

You can't just do it in isolation. It would be miserable to try to work through several different vendors," Weinstein says.

Only after the package has passed all these hurdles, can it be passed to the graphic designer to conceive graphics that will draw attention on the shelf.

"Three Thieves is clearly a progressive company, as you can see

from their packaging, their product and their whole business model," says Weinstein. "The design of this package fits so well. It's easy to open. It doesn't need any tools. It has the sustainability message. It fits with what they are trying to do, giving people a great product at a low price."

Perhaps that's why use of this packaging design is growing so rapidly among U.S. winemakers such

as French Rabbit, Green Path and Vendange, as well as a host of wineries in other countries. It just might be an idea worth stealing.

More information is available:

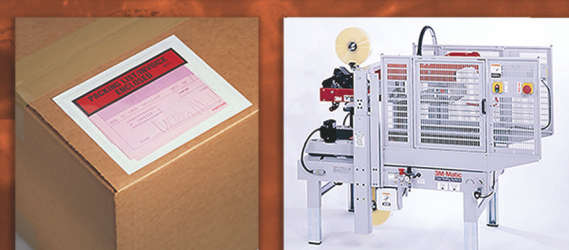
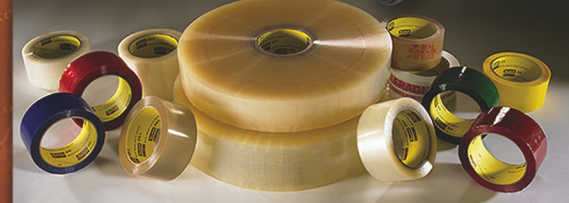
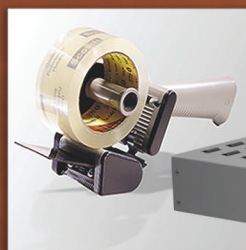
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Linda Casey, Contributing Editor

The military is Continuing Developmental Services (CDS)'s number-one customer; the East Coast's organization's products are shipped around the world, to countries including Iraq, Afghanistan, Germany and Korea; and its packaging-line operators are disabled.

Located in the greater Rochester, NY area, human-services provider CDS, grew from a group of parents who wanted better services for their

children with developmental disabilities. This year, CDS celebrates 30 years of operation since its incorporation in 1977. The human-services organization now has programs for more than 1,700 people with developmental disabilities. CDS divides the services workload by dedicating each of its business units to one of four specific services: residential, employment, day or family support. CDS-Unistel is the organization's employment division, and one of Unistel's support offerings is on-the-job training at its spice-packaging facility.

Packaging appealed to the organization because disabled individuals can have above-average skills for typical tasks on a packaging line. "People are far more able than they are disabled," explains Unistel vp and general manager Morris Lew. "So, we don't focus on their disabilities; we focus on what they are good at. For example, autistic people love repetition. Something that might bore an average person to death, they like to do. We have a lot of people who stare at one machine for eight hours a day at a time. And, they enjoy what they do."



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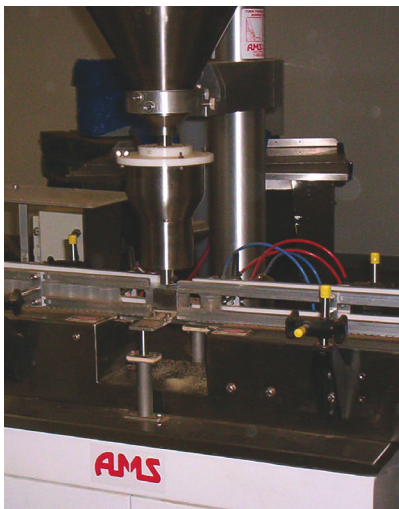
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Like many for-profit packaging operations, CDS-Unistel started manufacturing with simple production lines. Originally, the organization only packed granulated garlic using semi-automatic auger fillers from **AMS Filling Systems, Inc.** (www.amsfilling.com). "The original lines were not so much lines, they were just filler machines," recalls AMS sales engineer Scott Tiffany. "They were placing the containers by hand, initiating the fills and sealing the bottles manually."

The machines also were very safe to use, which was important because the Unistel staff did not have experienced packaging experts to teach the employees." Most of the people here are human-services people—not manufacturing people," says Lew.

As human-services professionals, the Unistel folks are trained to recognize fund-raising potential, and there is fund-raising potential in spice packaging. To pursue that business, Unistel had to build a more automated line. While the organization lacked internal packaging experts, it did have a strong relationship with at least one packaging-equipment manufacturer: AMS Filling. "They've been a customer with us since October 1994," recalls Tiffany.



The auger filler can dispense powders, granules, creams and liquids, and it can achieve line speeds exceeding 100 containers/min.

It was through this relationship that Lew met Steve Friedman of **Rypac Packaging Machinery, Inc.** (www.rypac.com), a manufacturer's representative with 34 years of experience in packaging-machinery automation. Friedman was intrigued when Lew told him about the charge from his parent organization: Put together an automatic packaging line

to replicate what food-manufacturing companies do, creating jobs for the people who run the line and, in some cases, training them for employment outside of Unistel.

Before the organization could partner with Friedman, Unistel had an obligation to the disabled people it serves and its packaging-operation customers to discover what other

manufacturers representatives and systems integrators had to offer. "We originally worked with more than one integrator and told them what we needed to accomplish," Lew explains. "We evaluated multiple suggestions, and we went to multiple facilities before settling on Friedman."

The new line uses standard packaging equipment, some of

which the manufacturers customized for special-needs operators. Using industry-standard equipment helps Unistel prepare some of its most capable operators to learn skills applicable to the commercial-packaging marketplace. "We wanted to have part of our organization look like a typical factory," recalls Lew. Continued on page 48



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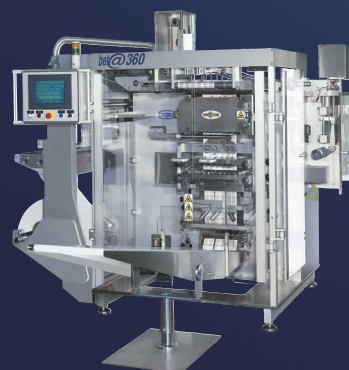
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"Packaging is a very typical, for-profit, commercial venture."

The automated packaging line has 13 major pieces of equipment: a **KAPS-ALL Packaging Systems, Inc.** (www.kapsall.com) Model AU-6 bottle unscrambler; an AMS A-400 filler; an

Anritsu Industrial Solutions USA, Inc., (www.us.anritsu-industry.com) Model KW6201BF04 checkweigher; a **Fortress Technology, Inc.** (www.fortresstechnology.com) Phantom metal-detection system; a Kaps-All BE4 overcapper; a KAPS-ALL A6 screw capper; an **AutoMate**



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Wheelchair accessibility is essential on this line, so power is supplied to all of the machines from overhead, rather than through conduits on the floor.

Technologies (www.automatech.com) Model AM-250 foil-induction sealer and inspection station; two KAPS-ALL FS-S surge tables; a **Labeling Systems, Inc.** (www.labelingsystems.com) Model 1500 automatic-wrap labeler; a Model EZ 100 tamper-evident neck-banding machine from the **Axon Div. of Pro Mach** (www.axoncorp.com) a **Wrabacn, Inc.** (www.wrabacon.com) pack table; and a **Chicago Tapers** (www.chicagotapers.com) Model CT 32 semi-automatic top-and-bottom case-taping machine.

The KAPS-ALL bottle unscrambler takes bottles from the bulk-supply hopper, separates them, orients them neck-side-up and sends them to the filler on a conveyor in single-file orientation. The AU-6 model is a fully automatic machine with electronic, variable-speed controls for orienting functions and enclosed stainless-steel and polycarbonate safety guards. It operates at speeds in excess of 300 bottles/min.

The bottles are side-transferred onto the AMS A-400 filler from one conveyor to another. According to Friedman, side-transferring the bottles is a smoother way to move the bottles from one machine conveyor to another. A standard A-400 machine can dispense powders, granules, creams and liquids and it can achieve line speeds upwards of 100 containers/min. Its fill height can be adjusted using the mechanical column-jack assembly.

AMS did customize the bulk feeder for easier use by Unistel's disabled operators. "We gave our control box an umbilical cord," remarks tiffany. The umbilical cord allows a wheelchair-bound operator to adjust the control box to his or her level, while a standing operator can adjust the controls back up to full height.

On Unistel's line, the auger filler queues one bottle at a time into



The controls on the labeler have been modified to be handicap accessible.

the filling station, where it receives a metered amount of spices. The A-400 uses an auger that rotates a programmed number of times to deliver the correct amount into each bottle. Bottles exit the filler via a specially designed end transfer, which keeps the newly filled bottles from spilling over as they enter the Anritsu checkweigher.

The bottles then are weighed while kept in motion. Explaining how the checkweigher performs the dynamic weighing, Anritsu Industrial Solutions USA field sales manager Rob Tiernay states: "Our system usually has three belts, a short infeed conveyor and a weighing platform. With the three-belt system, the package enters on the infeed system where we can weigh in motion and weigh very fast and while it's moving. But, we can weigh only one at a time."

The KW6201BF04 model used at Unistel rejects any under- and overweight bottles. The checkweigher's software, also known as checkware, automatically evaluates sample groups of 10 or 20 bottles and detects any trends up or down in weight. This trend control can make the machine easier for disabled operators to use. "When you don't have trend control, someone has to remove the packages and check them on a static weigher," says Tiernay. "The trend control takes the human interface out of the equation. It will display a histogram that will identify good weights, underweights and overweights. The checkware then automatically sends a signal to the filler to adjust the weights." Unistel's checkweigher controls also are positioned low enough to be accessible for wheelchair-bound operators.

The Fortress Technology Phantom metal-detection system then automatically rejects bottles that test positive for rogue metal pieces. All other bottles are sent to the capping conveyor, where sifters and screw caps are applied.

A Kaps-All BE4 overcapper takes

sifters from a bulk supply, separates them and brings them to a placement station, where a sifter and its foil liner are pressed onto the bottleneck.

Like the company's overcapper, the Kaps-All A6 screw capper takes caps from a bulk supply, separates them and brings them to a

placement station. The A6 then rotates the cap to tighten it onto the bottle. A standard A6 model is a fully automatic capper that works with screw caps from 8 mm to 120 mm, including pilfer-evident and child-resistant cap closures. Depending on the cap and container sizes, the A6 can

operate at speeds up to 200 bottles/min.

Unistel's spice bottles then are moved to an Automate AM-250 foil induction sealer and inspection station, where they are checked using a series of sensors. Bottles with missing caps or foil seals and bottles

Continued on page 50



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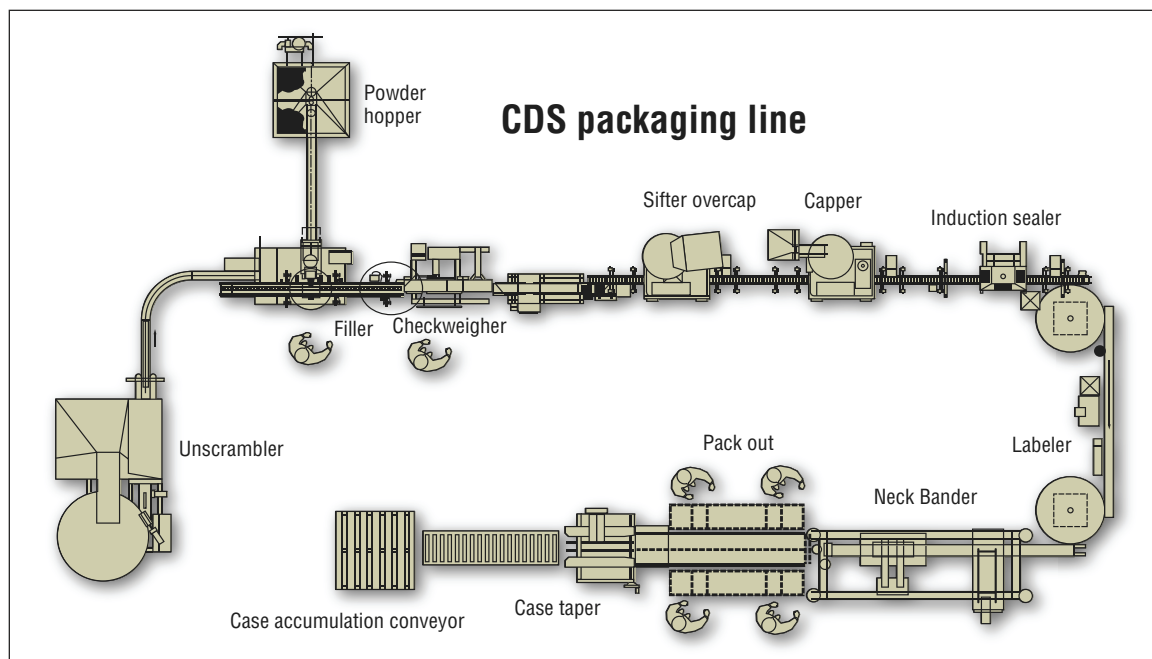
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with high or cocked caps are rejected from the packaging line. A high-frequency sealer then heat-seals the liner onto the rim of the bottle.

The sealed and capped bottles are transferred onto a Kaps-All FS-S surge table before traveling through the Labeling Systems, Inc. (LSI) 1500 automatic wrap labeler. The 1500 grabs a bottle off the conveyor, peels a label off a roll, then spins the bottle to apply the label. While the 1500 is one of the standard machines that LSI offers, the machine installed at Unistel had its controls modified to

be handicap-accessible. After labeling, the bottles travel to another FS-S surge table.

The bottles then move to an Axon EZ 100, which applies a tamper-evident neckband. The EZ 100 cuts a piece of circular band from a roll and uses small, side, hot-air blowers to fix the band in place before moving the bottle down a heat tunnel. The heat tunnel shrinks the bands, which form tight seals over the bottles. Axon Corp. modified the controls on Unistel's machine to be easily accessible to wheelchair-bound individuals.

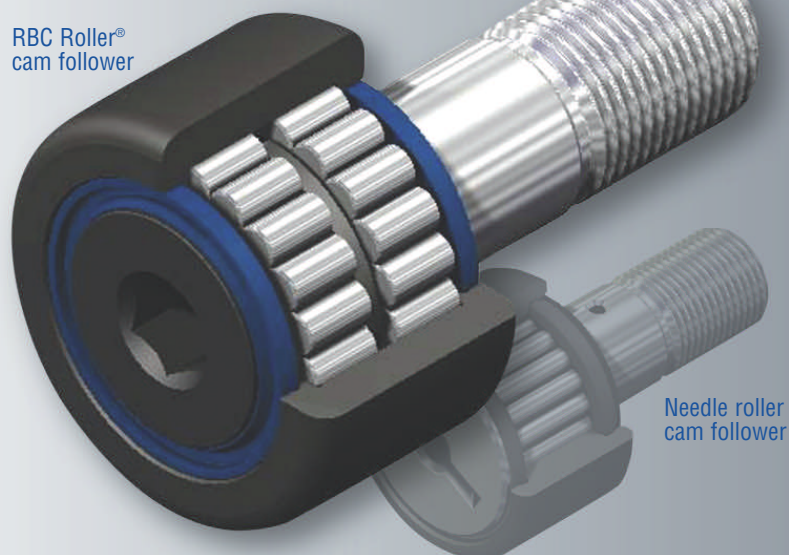
After the bottles exit the heat tunnel, they are moved to a Wrabacon over/under packing table. The Wrabacon table has two stacked conveyors in addition to a working surface that allows operators to manually erect shipping cases. Bottles arrive on the top conveyor, then are placed manually into an erected case. Once a case is packed, an operator uses the lower transfer conveyor to move the cases into the Chicago Tapers CT 32 semi-automatic taper.

When the CT 32 receives the case, it applies tape to the bottom and top flaps simultaneously. According to Chicago Tapers sales associate Carol Gaitors, the semi-automatic device is a good choice for packaging operations with disabled operators because it doesn't have as many moving parts as fully automatic tapers.

Lew hopes his organization's project will encourage other packaging operations to hire disabled operators. Specifically, he would like Unistel's automated line to serve as a working demonstration of a handicapped-accessible line that is neither expensive nor difficult to buy. "Modifying the equipment was easy and didn't cost very much," Lew comments. "For example, Kaps-All added elevators for us, which are standard options for their machines. We choose those options so someone can load the capper on lower, and the hopper elevates the capper."

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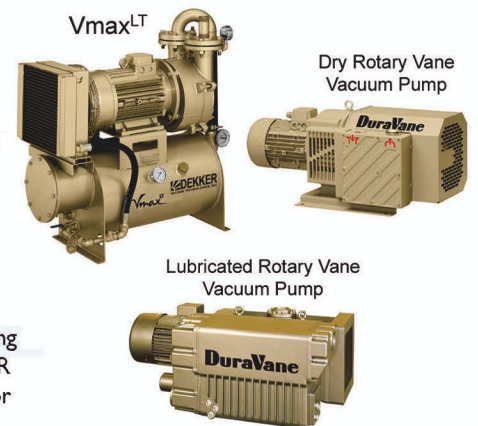
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To design the line, Friedman first had to identify how a disabled operator, specifically a wheelchair-bound person, could man most stations in the line. "The controls and access had to be designed so that people in wheelchairs can reach them," said Friedman. "So, we sat down and pretended where a wheelchair would be on the line. That was an engineering challenge."

Wheelchair accessibility was so important that Unistel stripped a warehouse space down to the floor before any equipment was installed. Instead of supplying power to the machinery through conduit pipe on the floor, the organization had all power lines run overhead. "Because of the wheelchairs, the floor had to be clear," Friedman explains. "There are no cables for the wheelchairs to run over."

Friedman identified the manufacturers most willing and able to modify standard models. He then worked closely with those manufacturers to keep costs down while achieving Unistel's accessibility goals. "It was a very closely managed relationship between Steve and ourselves to make sure all the specific requirements were met," Axon Corp. sales vp George Albrecht recalls. For many of these companies, customization is a standard part of the purchasing process. Labeling Systems' executive vp Jack Roe explains, "While the series 1500 is a standard machine from us, most of the units are modified for customers."

Unistel offers job placement services at no cost to an employer. The organization's job developers match each operator's abilities and interests to a specific job.

The new packaging line offers Unistel the ability to provide real work experience for its operators. "Part of what the organization does is grow the person," Lew explains.

"From the employment standpoint, they gain experience with general machine operation and handling," AMS company spokesperson and CFO Andy Baker explains. "The customer can get acclimated to the PLC controls commonly used for the automation of various industrial processes. The programming and control design allows the operators to address minor maintenance issues."

In addition to access to Unistel's trained workforce, some participating employers also can

qualify for a work opportunity tax credit up to \$2,400 per disabled operator.

If a company wants to use the organization's trained operators without bringing them on location, it can have products copacked at Unistel's facilities. "We're always looking for new people to copack for," Lew remarks. Spice distributors can take advantage of the organization's quality assurance laboratory and supplier relationships.

More information is available:

AMS Filling Systems, Inc., 800-647-5390. www.amsfilling.com.
Anritsu Industrial Solutions USA, Inc., 847/419-9729. www.us.anritsu-industry.com.
AutoMate Technologies LLC, 631/727-8886. www.automatetech.com.
Axon, a division of Pro Mach, 800/598-8601. www.axoncorp.com.
Chicago Tapers, 800/700-5677. www.chicagotapers.com.
Fortress Technology, Inc., 888-220-8737. www.fortresstechnology.com.
KAPS-ALL Packaging Systems, Inc., 631/727-0300. www.kapsall.com.
Labeling Systems, Inc., 201/405-0767. www.labelingsystems.com.
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Wrabacon, Inc., 207/465-2068. www.wrabacon.com.



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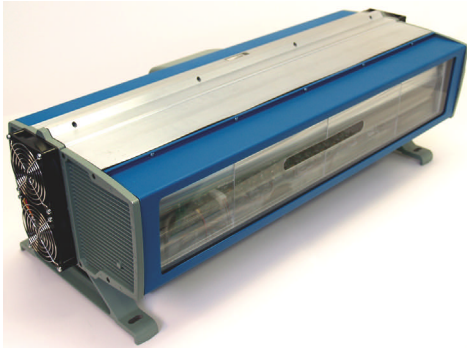
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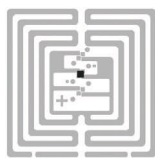
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supplies into a single unit. Ideal for high-speed parcel sorting, the AV6010 offers the easy installation, high reliability and superior performance for 1D and 2D bar-code reading as well as OCR and video coding applications for warehouse and distribution center

applications, where high-end camera-based solutions previously were too complex. All major AV6010 components are field-replaceable modules. The AV6010 offers 75,000 hr of MTBF, yet it takes a mere 10 hr to install a six-sided tunnel along with complete commissioning. As the newest addition to the Accu-Vision product line, the AV6010 serves as the new technology platform for future co. products and offers superior imaging based on the following standards-setting protocols: new automatic compensations for camera angle, package skew and belt-speed variation; a new optical lens design for much higher image quality than standard lenses provide; improved package profiling for smoother, more accurate focusing; and a redesigned auto-focus system for better and much faster box profiling and higher reliability, the co. reports.

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www.accusort.com



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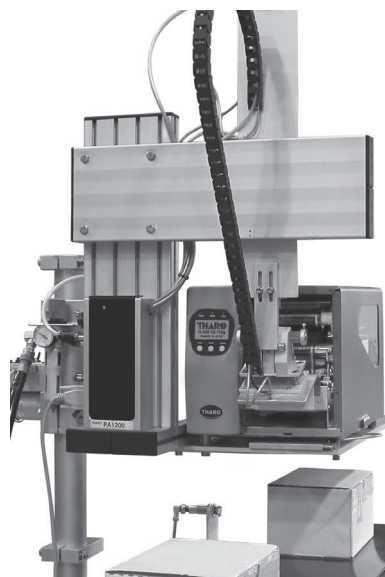
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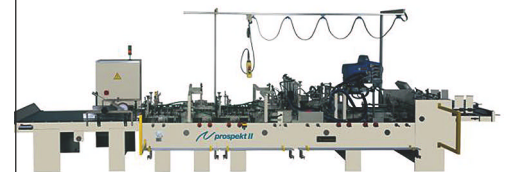
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Folder/gluer The Prospekt® folder/gluer, now available, is claimed to be the fastest and most accurate machine of its kind for 3D and standard capacity pocket folders. The distributor says the machine can fold and glue 3D pockets up to ¾-in. dia, on one side or both, the same size box or different or one 3D on one side and one normal pocket on the other. Changeovers are reportedly quick and easy, without special tools.

Matik North America, 860/232-2323.
www.matik.com

Vision inspection

DIGISIGHT vision-inspection system is introduced to integrate throughout the manufacturing line, plus tracking product post-inspection, the co. says, for food processing and pharmaceutical markets. Standard applications cited include label, capping, fill level, date codes (OCR, 1 OCV), case packing, palletizing and raw-product inspection. Custom applications are available.

Peninsular Technologies LLC,
800/262-7817.

www.DigiSight.com

new productsmaterials

Oxygen-barrier film The OxyShield Plus is a mid-level, oxygen-barrier nylon/EVOH/nNylon biaxial-oriented film, which is engineered to resist solvents, oil and grease. According to the co., the film has good transparency and gloss, resists flex cracking and is easy to print and laminate. Introduced at this year's PACK EXPO, OxyShield Plus extends the co.'s OxyShield-oriented nylon barrier films for food and liquid packaging applications. The line includes the

OxyShield in-line PVdC-coated BOPA, which is designed for enhanced oxygen and moisture barrier through such coating. Both developments are part of the co.'s business initiative to develop a complete line of nylon six-base films for all oxygen barrier needs

Honeywell Specialty Materials, 678/947-3820.

www.honeywell.com/sites/sm/specialty_films.htm



Scratch-resistant bag packaging film NSCR is a LDPE film manufactured using an embossing technique that creates a durable material that is flexible and easily machined, yet eliminates abrasive properties. The co. introduced the scratch-resistant film, which joins its line of pre-opened bag products, at this year's PACK EXPO. To help prevent scratching products with high-gloss finishes during packaging, no anti-block additives are used in the NSCR film. While anti-block additives can prevent PE surfaces from sticking together, these additives also can create minor surface chafing, according to the co.

Automated Packaging Systems, 330/342-2000.

www.autobag.com

Desiccant DryKeep™ debuts as a desiccant material including a standard base resin that can be molded into the middle or inside layer of a bottle or a film to absorb moisture and maintain a consistent atmosphere within the container while also absorbing exterior moisture. The co. says that the material maintains equilibrium of moisture in the range of 30 to 40 percent RH, with time-release properties enabling numerous reclosures as target equilibrium RH is achieved.

TricorBraun, 314/569-3633.

www.tricorbraun.com

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new products materials

No-label-look adhesive New ETI-MELT™ 396 high-tack, light-color hot-melt labeling adhesive is suited to creating a no-label look on clear films. The focus of a new brochure from the co., the adhesive provides superior adhesion on wraparound labels for glass, PVC, HDPE and PET bottles with paper or film labels in both pickup and overlap applications. The hot-melt adhesive works well on water bottles and carbonated soft drink containers, fruit and energy drink bottles, dairy containers and various other food and household packaging. It is especially suited for cold-beverage containers where a clear, water-white adhesive is required. Its thermal stability minimizes charring and reduces maintenance while the aggressive tack properties eliminate flagging, enabling the adhesive to perform well on jog- to high-speed lines, the co. notes. Meets composition requirements of indirect food additives regulations and has a suggested running temperature of 275 to 315 deg F.

National Starch and Chemical Co., 800/797-4992.
www.nationalstarch.com

Eco-profile New eco-profile by manufacturer of polylactic acid (PLA) shows reductions in CO₂ emissions and in fossil fuel use for 2006 since the last life-cycle assessment in 2003. The latest eco-profile of the co.'s corn-to-pellet polymer process promises a further shrinking of the co.'s environmental footprint in the next three years as it implements new technologies to reduce energy use and to create greater efficiencies in the overall production process, the co. reports.

NatureWorks LLC, 877/423-7659.
www.natureworkslc.com

Sustainable paper-making The evolution of graphic arts and packaging paper manufacturing enable the co. to employ 100-percent renewable electrical energy and carbon-neutral production via low-impact, onsite hydroelectric power and investment in Green-e certified wind power, the co. proudly claims, along with significant investments in verified emissions reductions to offset carbon emissions.

Monadnock Paper Mills,
877/877-2098.
www.mpm.com



Styrenic block copolymers New lines of functionalized, hydrogenated styrenic block copolymers are announced by the co. Used as tie layers for barrier packaging including standup and clear retort pouches, the copolymers are said to significantly improve clarity and puncture-resistance of film structures and enhance heat-resistance when compared with conventional tie-layer material, also enabling bonding of dissimilar materials together.

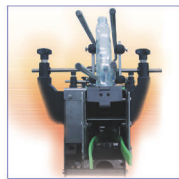
Kraton Polymers LLC, 281/504-4780.
www.kraton.com

Case tape Casemark® tape is described an alternative solution to labels for outer-case secondary packaging and provides brand protection. Its fully integrated design produces a color change in the tape from white to black on exposure to a low-power CO₂ laser. The tape does not have any backing paper nor does it require ink, ribbon or other consumables. DataLase® chemistry is integrated into the tape material, making it possible to laser through its PP surface without affecting it. The "apply-and-print" technique used enables information to be printed on the tape after the tape has been applied to the case. If the tape is removed after imaging, the image is transferred to the case, leaving tamper-evidence.

DataLase, 770/817-4810.
www.datalase.com

1st rule of bottle handling

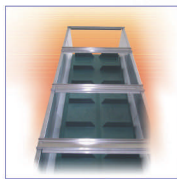
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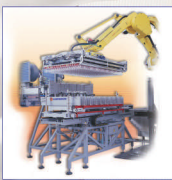
► PNEUMATIC CONVEYORS



► DEPALLETIZER



► UNSCRAMBLERS



► EMPTY BOTTLE PALLETIZERS



► ORIENTATORS



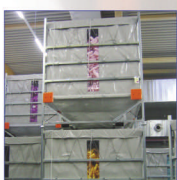
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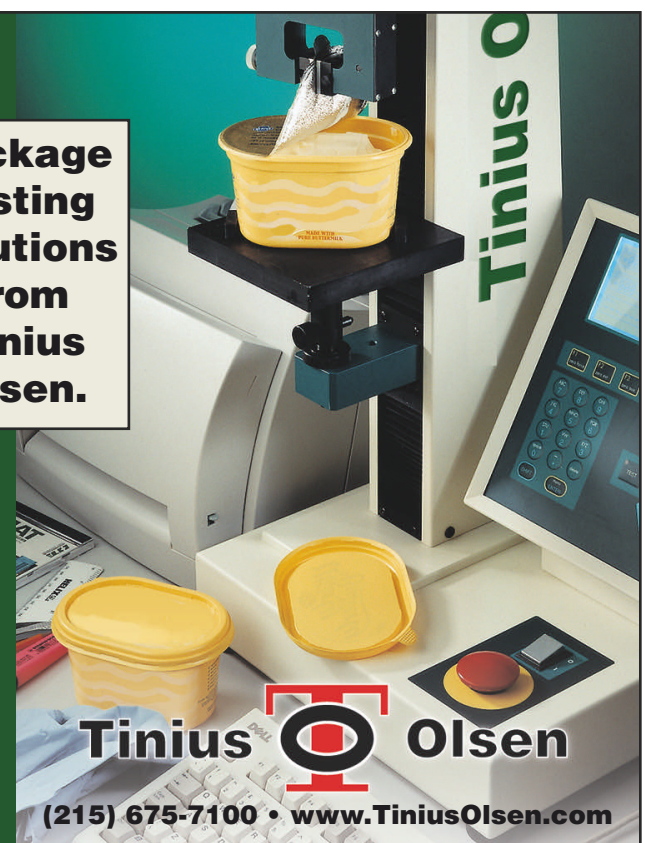
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newsmakers

MOVERS & SHAKERS



Jeff Blackman
Bosch Rexroth Corp.

Bosch Rexroth Corp. appoints Jeff Blackman vp—automation sales. He will be responsible for the linear motion and assembly technologies, electric drives and controls and

pneumatics groups, as well as U.S. semiconductor and medical markets.

Watlow promotes Chad Merryman to vp, global end-user sales and support.



Chad Merryman
Watlow

Prism USA hires Penny Chase on the West Coast and Joe Saro in the Midwest as MIS implementation and support

specialists in North America. Both Chase and Saro will report to Michael Kinnear, the newly named operations manager in North America.



Glenn C. Gilly
Weber Marking
Systems, Inc.

Weber Marking Systems, Inc. names Glenn C. Gilly president and CEO. **Global Closure Systems** promotes Christian Voegeli to CEO.

Multivac, Inc. announces the

retirement of chief technical officer Donald E. Smith.

Barry-Wehmiller Design Group, Inc. names Mike Ripper, Sebastian Vega and Kurt Wirth as partners in the firm.

Rockwell Automation, Inc. names Theodore D. Crandall as senior vp and chief financial officer.

Surefil LLC hires Jamie Stackhouse as its human resources generalist.

Toray Plastics (America), Inc.

appoints Christopher Voght as national sales manager, Torayfan Division.

Walle Corp. names Sean Keeney as CEO to succeed retiring Cecil Keeney.

Wavetrend appoints Saleem Miyan as CEO.

GROWING & GOING

Vacuum Barrier renovates and expands its Woburn, MA headquarters.

IDTechEx relocates its global headquarters to Boston. Susann Reuter, based in Chemnitz, Germany, joins the board of directors to expand the company's activities in Europe.

PTIS launches a new affiliate company, **Global Sustainability Solutions, Inc.**, to meet the rising

global demand for sustainable packaging solutions.

Multi-Color Corp. purchases a 247,000-sq-ft building in Batavia, OH, to expand its manufacturing base.

Rexam builds new beverage can plant in Denmark.

Sidel builds a new 35 million-euro, 40,000-sq-m plant in Beijing.

Unisource Worldwide, Inc. establishes a new Technology Packaging Group that will design precision packaging technologies that meet factory requirements while optimizing supply chain costs.

Americhem opens a new Packaging Design Center.

BUYING AND ALLYING

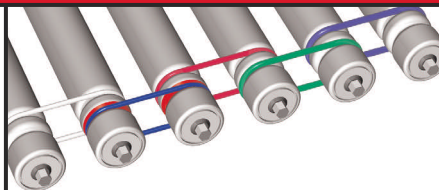
Langley Holdings PLC acquires **Bradman Lake**.

Cargill and **Teijin Ltd.** of Japan announce a joint venture in NatureWorks LLC. Teijin will acquire 50 percent ownership of NatureWorks, effective upon regulatory approvals.

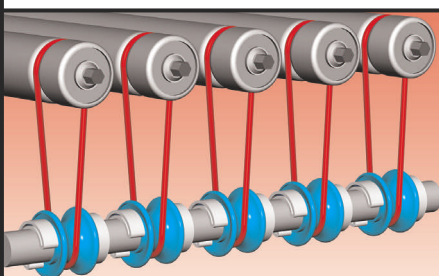
DURA-BELT



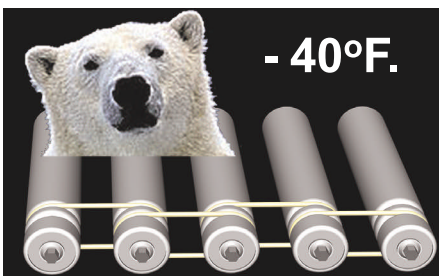
Twin-V Belt with Fins
Catch, Rotate & Push Pkgs.



Long Life HT Belts



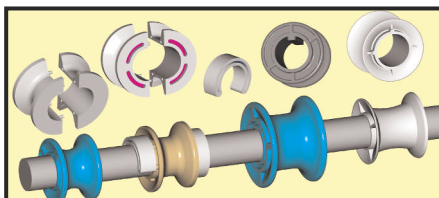
Super Red Belts
Double Conveyor Capacity



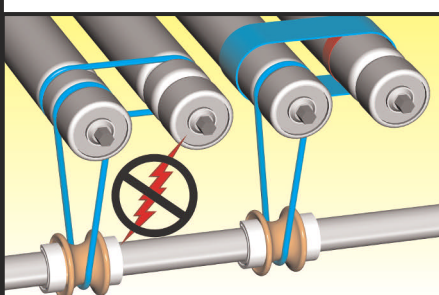
Low Temperature Belts



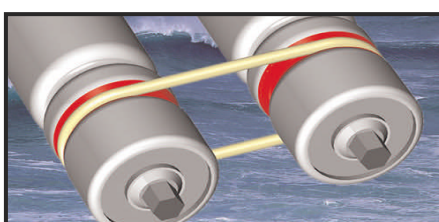
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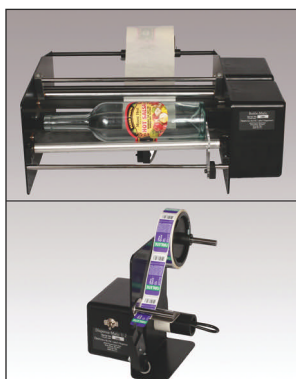
A.B. Sealer Maximum Series Case Erectors are RUGGED, COMPACT and have no tools required changeover. The Maximum Series will give you the widest case range in the industry. View demonstrations of the MAXIMUM SERIES CASE ERECTORS on our website at www.absealer.com. A.B. Sealer, Inc. introduces a new line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

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Tripack., Toll Free: 866-900-1255
 Website: www.tripack.net
 Email: sales@tripack.net



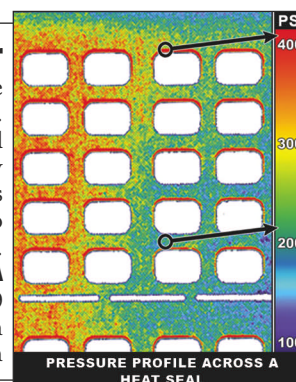
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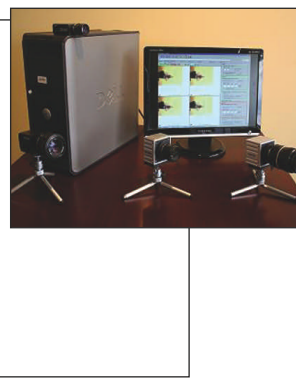
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PSG LEE Model RP-147TZ Duplex/Quadro Operation

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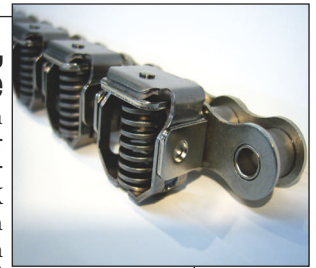
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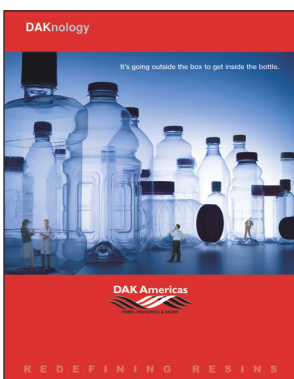
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Silgan Containers

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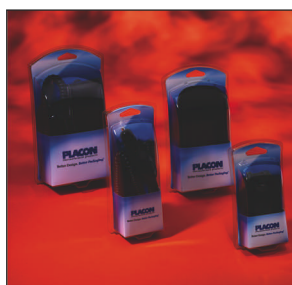
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These systems are designed to meet your specific requirements with a choice of basic, enhanced, and or advanced configurations. Each system is built on a drive-, controller- or PC-based hardware platform.

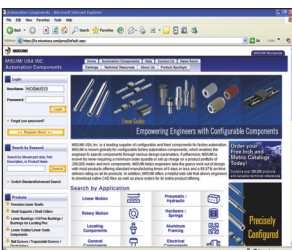
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March 11-13, 2008

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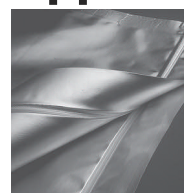
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newsmakers



Bosch Rexroth Corp. marks 40 years of operation in the U.S. with an anniversary party at its industrial hydraulics facility in Bethlehem, PA. The photo shows Bosch Rexroth’s Eastman, PA warehouse in 1969.

CVC acquires a 29-percent stake in **Zhuhai Zhongfu Enterprise Co., Ltd.**, China’s largest PET bottle manufacturer and the largest in Asia by volume, for approximately \$225 million.

Heat and Control, Inc., Ishida Scales Mfg. Co. and **Multivac, Inc.** enter into a strategic partnership to market Ishida tray sealers in the U.S., Canada, and Mexico.

Sonoco acquires fiber containers and plastics assets from **Caraustar Industries, Inc.**

CHEERS

American Packaging Corp. gives **Rochester Institute of Technology** \$1

million to fund a packaging center.

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Inst. of Packaging Professionals calls for presentations for its Packaging Summit Expo and Conference, which takes place May 13 to 15, 2008, at the Donald E. Stephens Convention Center in Rosemont, IL. Presentations will be focused on three topic areas: Innovation, Packaging’s Global Function and Outsourcing. Please respond by Nov. 16, 2007.

DuPont calls for entries for the 20th DuPont Awards. Entries will be accepted until Jan. 31, 2008.

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The analysis of the European market forecasts a continuing squeeze on the supply of beverage cans and possible further price increases in Europe.

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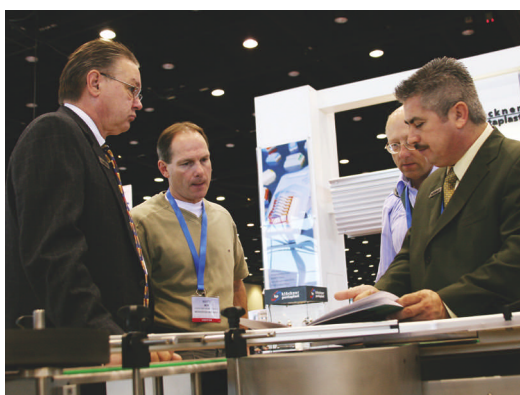
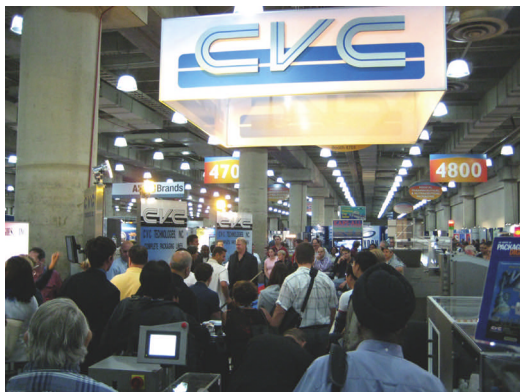
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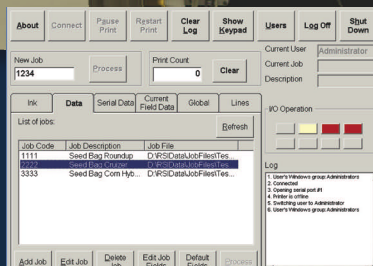
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