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Scoring helps cheese packs open easily. **p. 30**



**DESIGN TRENDS:**  
"Bee Movie" has a honey of a bottle. **p. 6**



**TRIBLOC:**  
Jim Beam toasts its filler/rinser/capper. **p. 36**

 Reed Business Information®

December 2007

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## Fast, fruitful filling

Retort line handles cups **24**

Hormel cans are easy-open **29**

State of green in packaging **40**

Coffee hits the road **46**



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## stories on the web



### ▶ Target seeks to label treated meat

Target Corp., under pressure from congressional Democrats, is seeking government approval to add a consumer warning to labels of meat treated with carbon monoxide to keep it looking red and fresh. Read about it at

[www.packagingdigest/info/target](http://www.packagingdigest/info/target)

### ▶ Prepare for a new barcode, says standards organization

Manufacturers and retailers should start planning for the 2010 deadline to adopt a new, smaller, international bar code that can help improve logistics, says the organization that created the standard. Read more at

[www.packagingdigest/info/GS1](http://www.packagingdigest/info/GS1)





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# design trends

## A honey of a bottle for Seinfeld film

Barry the Bee, the new star of the Dreamworks film, Bee Movie from Jerry Seinfeld, which opened in theaters in early November, may not like how humans use honey, but he probably loves his own

2-oz polypropylene bottle of the sweet stuff. "It's a very organic fit for the movie," says Brent Barkman of Golden Heritage Foods, LLC, Hillsboro, KS, which produces Barry's Busy Bee Honey under a licensing agreement with Dreamworks. Golden Heritage, with honey-packaging operations in Latty, OH, designed the tiny bottle of honey to bear the image of the Barry character, which is printed on the eye-catching, heat-shrinkable film sleeve label. According to reports, Barkman didn't plan to strike any sweet deals with Dreamworks. It just happened. "Opportunities knock, and we saw an opportunity," he notes. Golden Heritage, which won't reveal which company supplies the packages, has already produced over one million of the bottles for national distribution. The buzz is that the bottle is small enough to bring anywhere. It began flying out to Wal-Mart and other stores in October.



## Restaurant gift-cards dress up for the holidays

During the 2006 holiday season, restaurant gift-cards sold amounted to \$3.4 billion and accounted for 27 percent of total holiday gift card sales, reports Phil Rist, retail analyst at BIGresearch. Rist says his firm expects the trend to continue. In time for the holidays, restaurants around the country, such as Bob Evans Farms, are maximizing gift-card sales with innovative packaging. Bob Evans Farms, which has 579 restaurants in the U.S., recently designed a gift-card packaging program with designer **Seastone** ([www.seastone.com](http://www.seastone.com)). Seastone says it has provided such packaging, which is available year-round to Subway, Dunkin' Donuts, Cracker Barrel and Panera Bread. The packaging materials include paperboard, plastic, tin, and wood, among others. Seastone works with a network of converters and printers to decorate the containers using offset, flexo and screen printing, and others methods depending on requirements. Bob Evans' tinplate box is customized with the Bob Evans logo and related artwork. Says Mary Cusick, vp of restaurant marketing for Bob Evans Farms, "Customers are looking for ways to personalize gift cards. Seastone helps us do that within our brand character."

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## design trends personal care

### 'Scentsational' jewel of a cap

For more than 150 years, Cartier has been a creative force in the design and manufacturing of exceptional jewelry, watches, accessories and fragrances. Imagination, craft and inventiveness characterized the renowned French brand's creations. Now, **Axilone** ([www.axilone-sa.com](http://www.axilone-sa.com)) has manufactured a fragrance cap that resembles a jewel for Délices de Cartier to-go, a portable size of the fragrance.

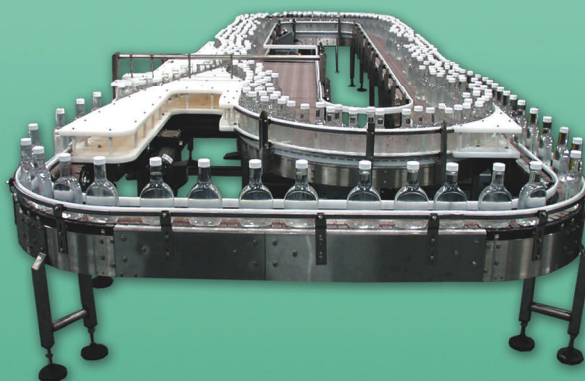
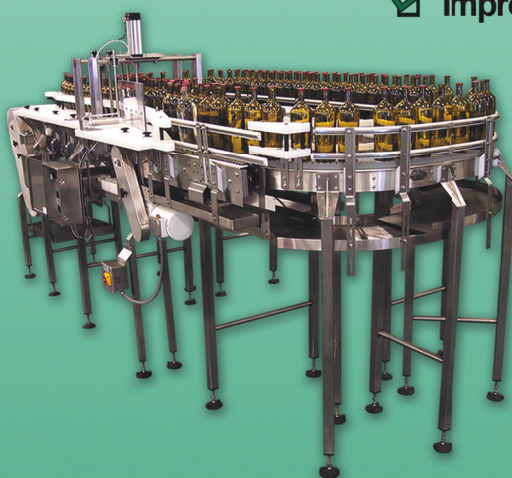
Its flawlessness and glass-clear transparency, against the bottle's deep ruby red tone, is molded in Surlyn from **DuPont** ([www.dupont.com/Surlyn/en\\_US/](http://www.dupont.com/Surlyn/en_US/)), which highlights the bevelled cabochon of the bottle. Axilone, a cap and closure manufacturer for the perfume, cosmetics and cosmetics industry, and a subsidiary of ILEOS, produces plastic and metal components at facilities in Europe, the U.S. and China.

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### Pucci's scarf caps off the inspiration

For its 60th anniversary, Italian fashion house, Pucci, has designed a closure for Vivara fragrance that elegantly conveys the brand's convivial '60s style. The idea was to reproduce the colors and design of one of the famous Pucci scarves with its window-glass lines, bold swirls and almost delirious shapes. **Rexam Dispensing Systems** ([www.rexam.com](http://www.rexam.com)) was chosen to create the exceptional dome-shaped closure, a transparent semi-sphere encasing colored printing, that acts as the visual image for the fragrance. To create this visual effect, Rexam needed to recreate a colorful design in lime, purple and pink from an irregular transparent form, obtain optimal visibility from any angle, perfectly reproduce the sharpness of the graphic detail and depth of the decoration and create a magnifying effect that enables the image to be sufficiently enlarged.

The material and printing techniques were chosen specifically to meet this challenge. Rexam recommended Surlyn from **DuPont** ([www.dupont.com/Surlyn/en\\_US/](http://www.dupont.com/Surlyn/en_US/)) for its transparency and technical properties (fragrance compatibility and injection-molding characteristics), and direct pad printing. The printing technique requires the development of screens and pads conforming to the cap's interior shape. The development was made in collaboration with **Printing Intl.** ([www.printinginternational.be/](http://www.printinginternational.be/)), a specialist in pad printing equipment. Injection-molding mastery by Rexam Simandre (in France) and various decoration techniques made it possible to obtain a faithful reproduction of the scarf.



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C Brewer Company  
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DMS  
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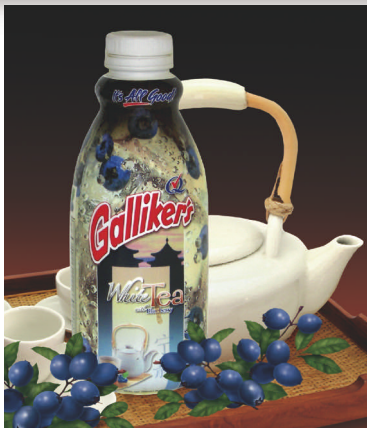
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# design trends

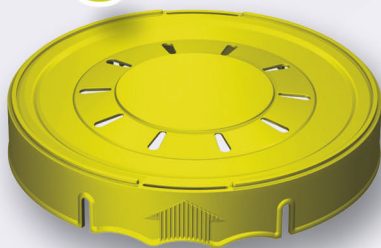
## Blueberry flavor comes through on tea labels

Galliker Dairy Co., Johnstown, PA, adds White Tea with Blueberries to its tea lineup, featuring a dazzling heat-shrinkable sleeve label from **Seal-It** ([www.printpack.com](http://www.printpack.com)), a division of **Printpack**. The elegant and picturesque graphic design for the quart-size bottle presents colorful artwork of blueberries on a scenic Asian background and a pot of tea vignette. The results offer strong shelf appeal to the shrink

sleeve, which snugly conforms to the shape of the bottle. Seal-It gravure-prints the labels in 10 colors on vinyl film rolls. The labels are placed on the bottles with automatic equipment. The all-over design also includes nutrition facts, ingredients, a bar code and more of the colorful graphics, ensuring brand identity for the dairy. There are four other teas in this bottle size and nine teas with shrink labels in a pint bottle size.

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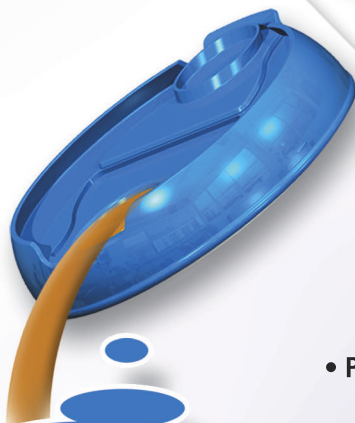
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Heat it then Drink it!



Microwave a Can!



## Sparkling juice shines in gift-ready, silver packaging

In November, Izze Sparkling Juices traded its brightly colored packaging for a more sophisticated look during the holidays. Four-packs of 8.4-oz cans of the sparkling water and fruit juice blends are housed in paperboard containers printed in silver metallic ink.

This is the first year the drinks will be available in the proprietary holiday packaging, which was designed specifically for gift giving.

Describing the concept behind the new packaging, Izze Beverage Co.'s Kelli McCusker states, "We envisioned our version of the Tiffany box — something that uniquely represents a quality 'gift' inside."

Created with input from graphic agency **Vermilion** ([www.vermilion.com](http://www.vermilion.com)), the holiday packaging continues the Izze tradition of a simple, clean design. "So many consumer product goods feel the need to say everything on the pack," McCusker continues. "We avoided that. The simplicity and lack of overcommunication are hallmark styles of Izze and have made it aspirational for discerning consumers from the beginning." The juices are distributed exclusively at Target stores. They come in five flavors: sparkling blackberry; sparkling clementine; sparkling grapefruit; sparkling pomegranate; and sparkling apple.

McCusker says the juices provide a nonalcoholic alternative for holiday gift giving and can be used as a cocktail mixer. The four-pack retails for \$3.19.

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## Popcorn and pretzels slip into slim elegance

In the fall of 2007, Bartons Confectioners launched Heavenly Dark! popcorn and pretzels in tapered cartons, designed for elegance and a small footprint.

"The pretzel container was conceived while trying to find a container that worked for a product that was tall and thin and would have a relatively small shelf footprint," explains Bartons Confectioners marketing director Carrie Madigan. "The popcorn box is styled after retro movie theater popcorn boxes."

The pretzels are packed in 8-oz SBS cartons, and the popcorn is sold in 9-oz SBS cartons. The packages get a rich look from process plus spot color printing by **Seaboard Folding Box Corp.** ([www.seaboardfoldingbox.com](http://www.seaboardfoldingbox.com)), which prints them on a **Mitsubishi** ([www.mlpusa.com](http://www.mlpusa.com)) six-color press. According to Madigan, the color, shape and graphics made the flexible and cost-effective packaging appropriate for products meant for decadent consumption. Heavenly Dark! popcorn and pretzels join Bartons' extensive product line, which includes nutritional and snack bars, chocolate bars, caramel cups, chocolate cherries, mints, molded chocolates, nut clusters, nut crunch and bulk chocolate.

## The rabbit multiplies!

French rabbit, purveyors of fine French wines in the convenient and eco-friendly Prisma package from **Tetra Pak, Inc.** ([www.tetrapak.com](http://www.tetrapak.com)), has introduced the first 250mL, single-serve Tetra Pak carton in the U.S. It is available in Pinot Noir, Merlot/Cabernet Sauvignon, and Chardonnay/Sauvignon Blanc. The 250mL 4-packs retail for \$10.99 nationwide at Wild Oats stores, fine wine shops and other premium grocery stores.

"We're thrilled to offer this new innovation to the wine world. We think consumers will love the convenience of the smaller size in such a lightweight, eco-friendly package," says Jean Charles Boisset, founding Hare of French rabbit and President of Boisset America. "We believe the wine consumer is evolving into single-serve wines. This new entry offers portability, protects the wine quality and integrity, and offers benefits for stadiums, airlines, concert venues and outdoor pools." The dual varietal Petit (Merlot-Cabernet Sauvignon and Chardonnay-Sauvignon Blanc) offers a new experience with French rabbit. The label carries forward the light-hearted, fun winery image with rabbits hopping all over the package. The eco-friendly package is said to reduce packaging waste by 90 percent and has merely 4 percent packaging to weight of package (compared with 40 to 50 percent for glass bottles). The containers are made primarily from renewable resources, and the cos. claim that every shipment reduces greenhouse gas emissions by being lighter, compact and more efficient.



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# comment

Mary Ann Falkman, Editor-in-chief

## Defining the future of packaging operations

What trends, from both inside packaging operations and from outside macroeconomic factors, are likely to impact packaging over the next eight years? To find out, the Packaging Machinery Manufacturers Institute assembled several focus groups of consumer goods companies' packaging personnel during fall's PACK EXPO Las Vegas. The 10 trends they gleaned from these sessions are not surprising and, together, they paint a fairly clear picture of the future of packaging, all

of which will become part of a larger forecast, Vision 2015. Here's what a panel of your peers is predicting:

The proliferation of new products/brands/packaging, stemming from consumer demand, will continue throughout the foreseeable future. This could mean that machine flexibility, rather than speed, will most impact purchasing decisions.

Emphasis on sustainability in materials and operations is being driven by customer needs and consumer sensitivities (read the results

of our research on sustainability, p. 40). Also, CPGs are being challenged to maintain a workforce with the skills required to operate and maintain increasingly complex and sophisticated machinery, and risk assessment of the machinery is critical (see our new column, Eye on Safety on p. 44, for more challenges). Focus group members complain that they often cannot obtain capital needed to invest in improved machinery, and they also fault the machinery makers for lack of post-sales technical

support and training. Line integration services and global sourcing are more important now (as Vance Vandoren explains in his column, p. 23), and CPGs say they want a closer relationship with their vendors. Finally, traceability in the supply chain, especially for pharmaceuticals and some foods, will become even more of a necessity, the participants say. Time will tell.

*Mary Ann Falkman*



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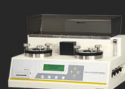


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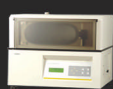
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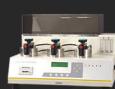
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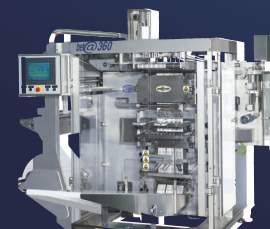
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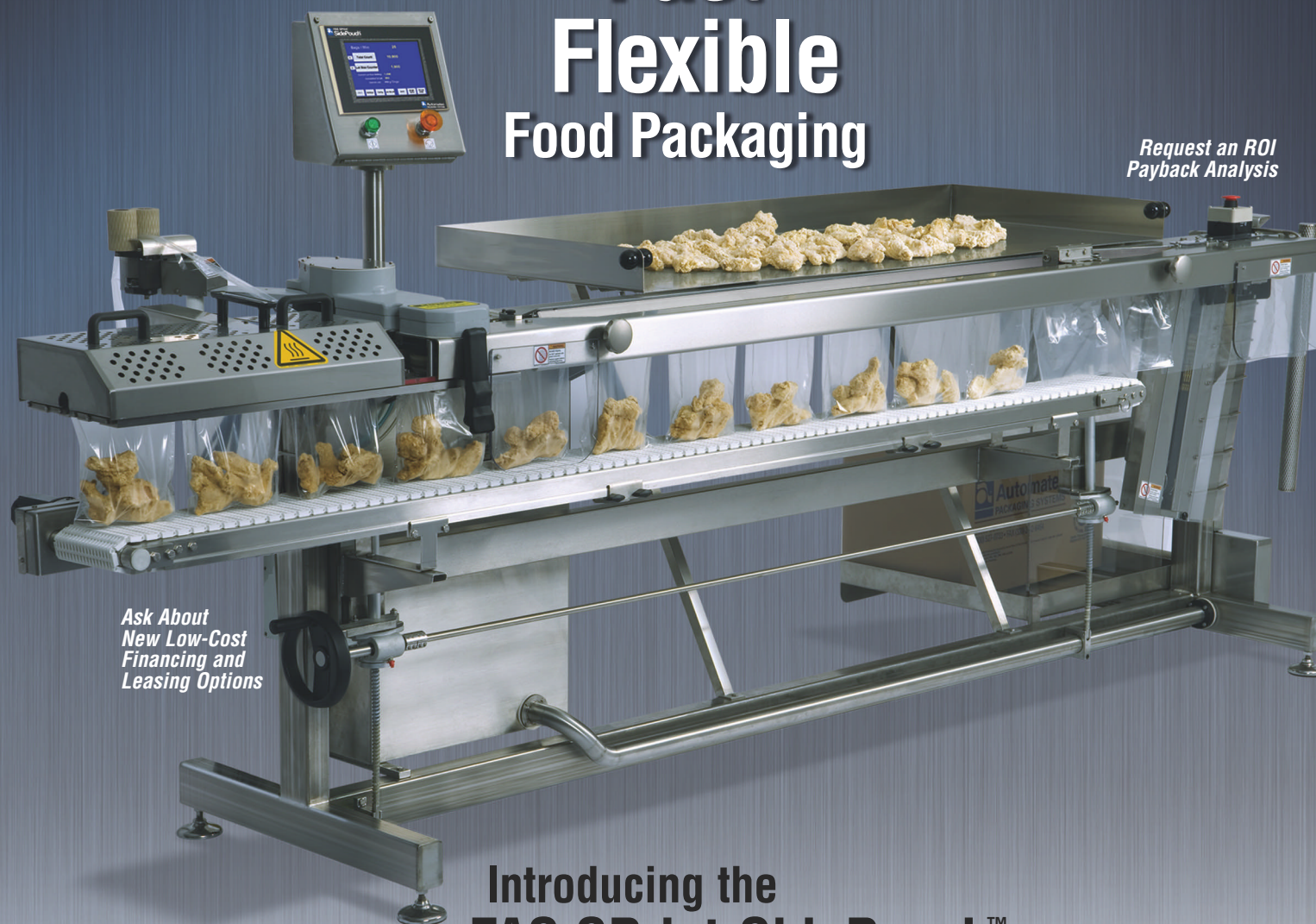
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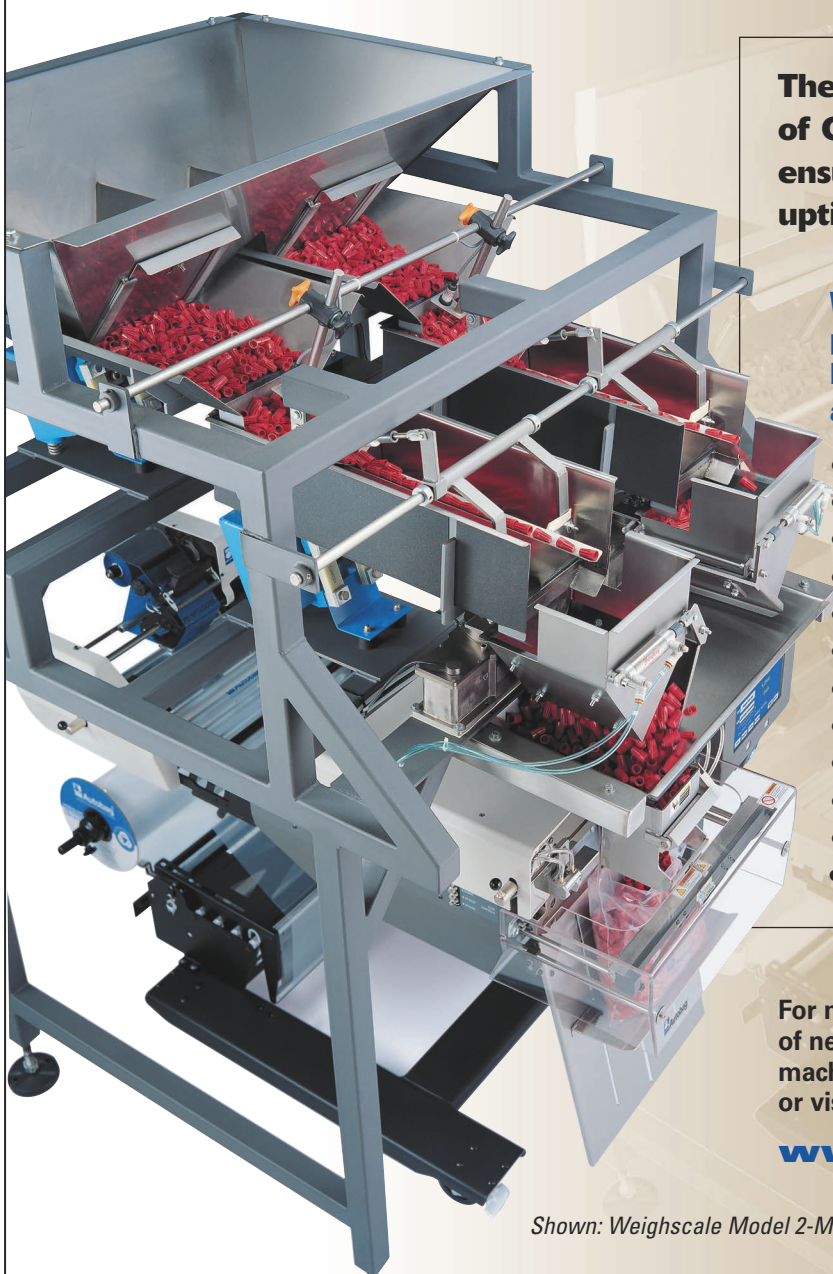
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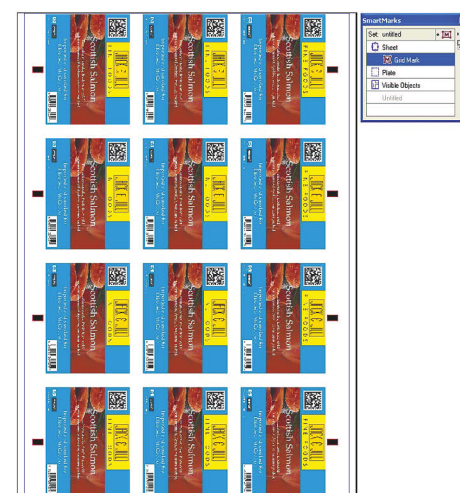
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A variable-data printing module expands solutions for digital packaging and label printing, of which all HP Indigo industrial presses will be able to take full advantage. The variable-data printing is part of the co.'s Software Suite 7, and is available as an Adobe® Illustrator® plug-in. The product was developed specifically as the first variable-data printing solution to fulfill the specific requirements of the labels and packaging market and is fully integrated with the entire pre-production workflow. Using XML and CSV (comma delimited data file) input, the technology ensures that variable elements can easily be tagged and positioned within packaging and label artwork in absolute and relative positions. Variable bar codes can be automatically generated and deliver precise readability, and images and type elements with personalized information can be automatically placed into defined areas within the packaging design, the co. says.

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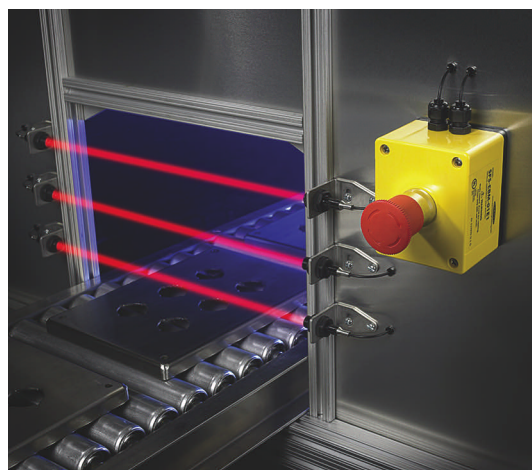
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## new products equipment

**Boxmaker** Pak Master 2800 is aimed at sheet plants requiring the flexibility to produce a wide variety of styles and board grades. The machine can work with either cut-to-size blanks or stock sheets up to 9×32 ft. The onboard computer with a simple-to-use touchscreen enables quick setup time and stores previously run jobs for easy recall. Interchangeable tooling including slot and cutting/scoring knives, creasing bars and tooling for simple die-cuts, is fitted without the need for setting tools. The machine is constructed to withstand the rigors of a modern sheet plant environment, and its servo drives ensure a long machine life with minimal maintenance. Options include a scissor-lift infeed, flexo printing stations for single-color printing and work- and takeoff conveyors for stacking.

**Autobox**, 817/270-1019.

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## Emergency-stop button PICO-GUARD™

fiberoptic emergency stop button can be used with co.'s PICO-GUARD safeguarding system. The E-stop button works in conjunction with the controller and other optical elements in personnel safety and equipment protection applications. Used with the co.'s plastic fiberoptic cable, the button offers a quick and simple means of connecting and disconnecting the fiber. When paired with the PICO-GUARD controller, the E-stop button meets Safety Category 4 applications (per ISO 13849-1) and is certified for use in harsh and potentially explosive environments. The product features a bright red push-to-stop, twist-to-release button with a yellow background (per ANSI NFPA 79 and IEC 60204-1), and provides a

choice of models with fiber connections on the same or opposite sides of enclosure. Offers ATEX, FM and CSA explosive environment certification ratings, is certified to ISO 13849-1 Category 4 requirements, and delivers easy connection for 2-mm OD (1-mm core) plastic fibers.

**Banner Eng. Corp.**, 888/373-6767.

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

**Adapter cables** The co. introduces AS-Interface Flat-to-M12 adapter cables, which are available in straight or 90-deg M12 head angles with single or dual flat cable configurations in lengths of 0.3, 1, 2, or 5 m. The flat cable is a significant feature of the interface, and these cable accessories simplify and speed the connection of I/O devices, which serve as intelligent sensors, emergency-stop switches and modules to the AS-Interface. They also facilitate the simple connection of junction boxes and panels to the trunk line, as well as power supplies and AS-Interface scanners to the bus, the co. says.

**Pepperl+Fuchs**, 330/486-0001.

[www.am.pepperl-fuchs.com](http://www.am.pepperl-fuchs.com)



**DC drives** The new Allen-Bradley PowerFlex DC drives combine the performance capabilities of DC technology with the benefits of digital control, diagnostics, easy programming and system integration through the flexible communication options in the drive architecture, the co. states. The PowerFlex DC drives feature extensive analog and digital I/O options for flexible installation while the PowerFlex drive peripheral interface (DPI) allows easy connectivity to a variety of communication adapters and programming tools. Regenerative and nonregenerative DC drive configurations are available. The PowerFlex drives also feature internal communication options that are designed to help users assemble highly integrated applications in a cost-effective manner. Network connectivity options include DeviceNet, ControlNet and EtherNet/IP, allowing users to integrate their complete data and easily manage information from the plant floor to the top floor, according to the co.

**Allen-Bradley/Rockwell Automation**, 262/512-2369.

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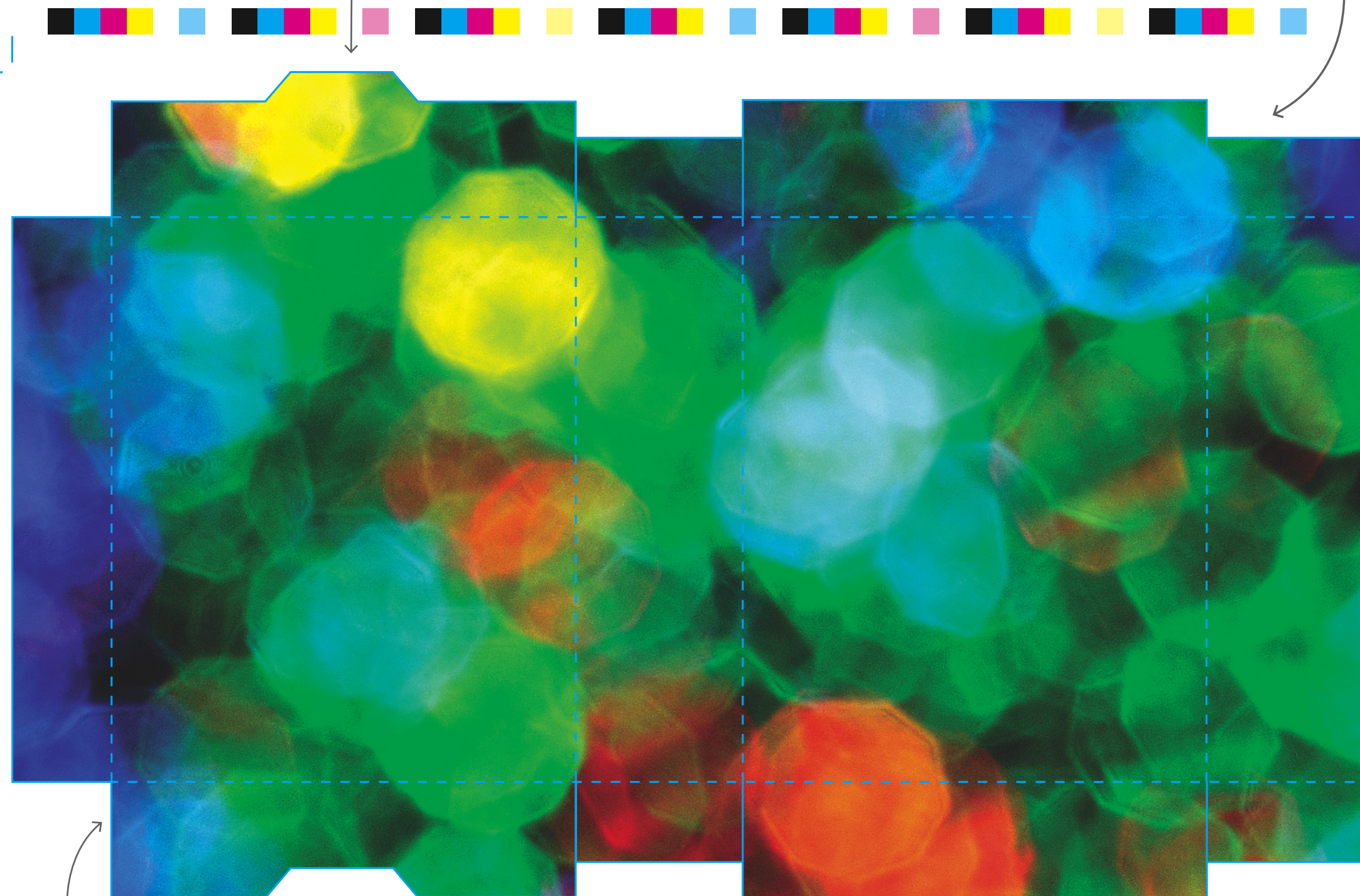




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# new products materials

## Bottles & Closures

**Screw cap for milk carton** The combifitSmall carton is cited for new inroads. The co. says UNIMILK, a Russian owner of 27 regional dairies and production facilities, is using the 300-mL cartons, made reclosable with a screw cap to market its Shadrinskoe brand

of condensed milk in Siberia, the Urals area and Kazakhstan. The cap has a raised 14.3-mm flange for convenient pouring and a cutting ring that slices through the coated board cleanly with a twist.

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## Freezer-to-microwave film

Developed for improved convenience food applications, Pentafood® W-4302 film extends the co.'s line of packaging films. The new series of freezer-to-microwave PP-alloy films, available in exceptionally clear, white and black and in 15- to 80-mil gauges, reportedly balance the heat stability needed for microwave cooking with the cold-temperature impact resistance required for refrigerated and frozen foods. Other suggested uses for the heat-sealable films include fresh and processed meats, fish, snack foods and pre-cooked foods.

**Klöckner Pentaplast Group**,  
540/832-3600.

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



**Stopper A** single-vent, 13-mm stopper joins the co.'s LyoTec™ line for lyophilized pharmaceutical products. The co. feels that as more biotech drugs arrive on market, the new product will enable manufacturers to select the appropriate stopper and vial sizing combination required. Like others in the line, the new single-vent-configured stopper features a fluorocarbon barrier film on its top to prevent sticking to pressure plates of chambers after the lyophilization cycle.

**West Pharmaceutical Services**,  
610/594-2900.

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# system integration



Strictly speaking, the term “outsourcing” refers to the practice of hiring a third-party service provider to assume responsibility for functions that the client no longer wishes to handle in-house. In the packaging industry, that could include such diverse chores as IT services, product design and even entire manufacturing operations.

But in recent years, outsourcing has become associated specifically with the hiring of overseas firms at bargain prices, especially in India and China where labor costs are dramatically lower than in the U.S. According to Ron Hira, chair of the career and workforce policy committee for Institute of Electrical and Electronics Engineers Inc., the Washington policy and lobbying unit of New York-based IEEE-USA, consulting firms are claiming 20- to 70-percent net savings as a result of offshore outsourcing, even with coordination costs factored in.

## System integrators and offshore outsourcing

Russ Novak, research director for automation at the ARC Advisory Group, Inc., adds that “one successful type of outsourcing firm that has achieved a growing client base is the Global Service Providers (GSP). They use an onsite-offshore model that combines economical offshore personnel with a locally-based contingent. Local services are conducted in the traditional manner but are supported by a flexible offshore structure that incorporates an advantageous labor cost basis.”

But with a few exceptions (most notably Tata Consultancy Services in Pune, IN), automation system integration is still dominated by North American firms. More than 90 percent of all the companies listed in the Packaging Integrator Guide ([www.integratorguide.com/packaging](http://www.integratorguide.com/packaging)) are located in the U.S. or Canada.

A few North American integrators are themselves GSPs for international clients. One of the largest is Honeywell Process Solutions ([www.honeywell.com/ps](http://www.honeywell.com/ps)) with more than 3,000 project engineers and designers working worldwide through a network of 50 design centers. Honeywell's onsite offshore model is based on their Global Project Engineering (GPE) methodology, which provides the foundation for consistent engineering processes, tools and standards across the company. It also allows for collaboration among multiple offices around the world when a project calls for geographically distributed resources.

Control System Integrators Association-certified integrator Advanced Automation of Exton, PA ([www.advancedautomation.com](http://www.advancedautomation.com)) entered the GSP business last February by forming a joint venture with Engro Innovative Automation (EIAL) of Lahore, Pakistan. The new arrangement will allow Advanced Automation to localize its capabilities for clients that do business on a global basis. Advanced Automation will support EIAL in its sales and support activities in Europe, the Middle East, China and South Asia in offices formerly maintained solely by EIAL. More international system integrator partnerships are in the works. Stay tuned.

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



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# Retorting fruit cups at Del Monte

A new packaging system at Del Monte's giant plant in Modesto, CA, **FILLS AND SEALS** 700 four-oz fruit cups/min and **THEN STERILIZES** them in two batch retorts. The setup includes a sophisticated tray system that transports the cups to and from the retorts.

## Jack Mans, Plant Operations Editor

Del Monte Food Company's plant in Modesto, CA, started life as a tomato processing facility, before being converted to fruit processing in 1999. It now processes fresh peaches, pears, apricots, grapes and cherries and also produces various combinations of Del Monte's branded finished products such as fruit cocktail, mixed fruit, diced and sliced peaches, Orchard Select, fruit cups, Fruit Chillers, pears and pineapple products in various container sizes and materials including metal cans, plastic cups and glass jars. The plant is housed on 84 acres, has 500,000 sq ft of production floor area and 1,000,000 sq ft of warehouse/shipping space, produces more than 30,000,000 finished cases/year and employs 1,800 people during the peak season.

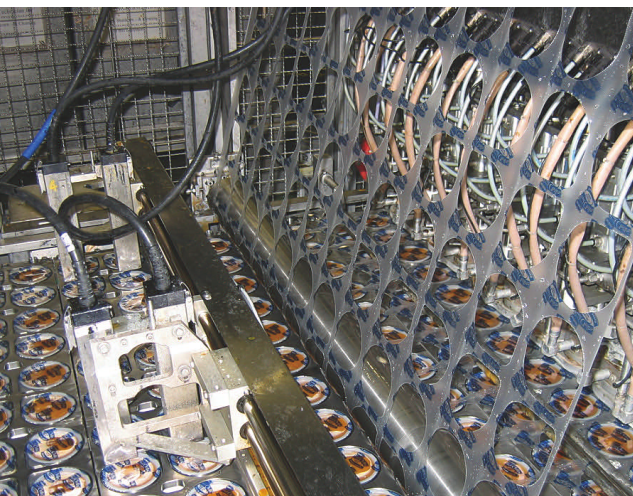
In 2005, Del Monte Foods introduced a line of

shelf-stable, fresh-fruit products in four-oz cups that included varieties of Del Monte mixed fruit with syrup, Del Monte jello cups and other products. "In light of a required production capacity expansion, Del Monte chartered an engineering and operations team in early 2004 with the mission to explore and evaluate the global, single-serve plastic-container fill and seal machine companies," says Robert Waid, plant production manager. The team ultimately created a matrix that was used to rank and rate each of the companies and its machinery offerings in terms of what the members considered to be the most important attributes: superior technology; equipment reliability; engineering knowledge; project-management skills; financial strength; initial purchase cost; and risks. "The team determined that Waldner's fill and seal machine and the company itself best met our needs," says

Waid. "From that point on, we worked closely with Waldner's U.S. agent, **Packaging Technologies and Inspection, LLC**. ([www.ptiusa.com](http://www.ptiusa.com)). PTI was a superior choice because they represented several other top-tier food-machine companies such as LAN for our material handling needs and Steriflow retorts."

The initial work began in February 2005, and by late June, the team presented the Plastic Expansion Project to Del Monte's

The 12-lane wide, intermittent-motion filler indexes two lanes per cycle for a total of 24 cups per cycle. Each four-oz cup contains about three oz of fruit and one oz of light syrup. These are filled by four filling stations—a minor fruit filler, a major fruit filler, a liquid filler and a liquid fill-to-level filler. After filling, the cups are conveyed to the sealing area, where they are steam or gas-flushed and then sealed by conduction heat.





senior management and submitted a final version of a capital-authorization request to finance the project. It was approved by the board of directors in August 2005, and from that point on, the team worked even more closely with PTI, Waldner, LAN and Steriflow to finalize engineering details and layouts. Initial purchase orders were issued starting in October 2005. Team members made several trips to Europe to monitor the progress of equipment fabrication and to perform a final acceptance test prior to equipment shipment. "The project was on a very tight timeline" says Waid. "All equipment had to be installed and operational by the start of fresh-pack in July 2006, in order to capture important first-year savings. The installation also had to be performed while the plant continued to operate on a twenty-four/seven basis, due to high product demand. These challenges were met, thanks to the extraordinary efforts of everyone involved in the project, and the line produced its first finished products by early July."

**F**or this project, PTI compiled a fully automated, turnkey operation that consists of high-speed filling and sealing of the product, retort sterilization and automated package handling from the filler and sealer in and out of the retorts to the downstream equipment. This large-scale operation, which produces more than 700 cups/

## The installation of the new line has proven to be very successful. The plant is now able to produce approximately 60 percent more finished cases per day with 50 percent less labor.

min, consists of a Waldner Dosomat in-line 20.24, two-index by 12-lane-wide cup-filling/sealing system that fills/seals 24 cups/cycle, two Steriflow batch-retort sterilization systems that can hold 21,888 cups each and LAN automated cup-handling systems that provide automated loading, transport and unloading of the retort stacks. PTI is the North American agent for Waldner, Steriflow and LAN. The machinery was indeed successfully installed in Del Monte's Modesto plant in July 2006, and is now operating 24 hr/day, seven days/week. The output is almost three times the production rate of Del Monte's standard filling/sealing line, which averages 240 cups/min and requires several operators for each line. The PTI line has three operators plus two people loading

cups.

Cups, which are supplied by **Printpack, Inc.** ([www.printpack.com](http://www.printpack.com)), are transported through the Waldner cup filler/sealer on slat carriers that have 24 cavities each. Workers manually load the cups into 24 horizontal channel conveyors that deliver them to the front of the machine, where suction cups reach up through the open cavities in the carriers and pull the cups down into the cavities.

The intermittent-motion machine features four filling stations—a minor fruit filler, a major fruit filler, a liquid filler and a liquid fill-to-level filler—followed by the sealing station. The 12-lane-wide machine indexes two lanes at each cycle for a total of 24 cups per cycle. Each four-oz cup contains about three oz of fruit and one oz of light syrup. The first filler on the machine, the minor-fruit filler, fills cherries or pineapple, which are used mainly for decoration and taste.

The minor fruit filler features a hopper with 24 pockets in the bottom. Product is delivered to the hopper by a vibratory feeder, and an open screw inside the hopper distributes the product from the center to the hopper extremities to ensure constant product level in the hopper. A base plate in the bottom of the hopper vibrates to allow product to fill the pockets, after which sliding plates in the bottom of the pockets open to allow the product

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to discharge into the plastic cups. Because cherries and pineapple are so different, filling them presented a challenge. To ensure complete filling of the pockets, stainless-steel rods mounted above the pockets carry out a slow, synchronized, horizontal motion. This system is gentle on the product and ensures that the product is loosened above the pockets and does not bridge.

Next, the cups travel to the major fruit

filler, which fills most of the solid product, such as diced fruit. Here again, the fruit is loaded into a hopper that discharges into 24 pockets and the fruit is delivered to the hopper. The pockets have sliding plates on the top and bottom. The top plates open to allow product to fill the cups. They then close, and the bottom plates open to discharge the product into the plastic cups. As with the minor fruit filler,



Cups leaving the filler/sealer are transferred to retort trays by vacuum grippers. Each tray holds 192 cups.

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



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



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

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

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

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T-1196

two stainless steel rods mounted above the pockets carry out a slow, synchronized, vertical oscillating motion overlapped with a horizontal motion in the opposite direction to ensure complete filling of the pockets. This system also is gentle on the product and ensures that the product is loosened above the pockets and does not bridge.

The third filler dispenses 80 to 90 percent of the syrup into the cups through 24 nozzles.

This is a gravity unit that regulates the volume of syrup by adjusting the time that the valves are open. The fourth filler is a gravity-fed unit that fills the syrup to the top of the cup. This will be a variable quantity that depends on the volume of the fruit in the cup. In this operation, the 24 cups are raised and the spring-loaded valves open. When the product reaches the tops of the cups, the valves close and the remaining syrup is drawn up by a proprietary

For more information about package handling, visit Packaging Digest's  
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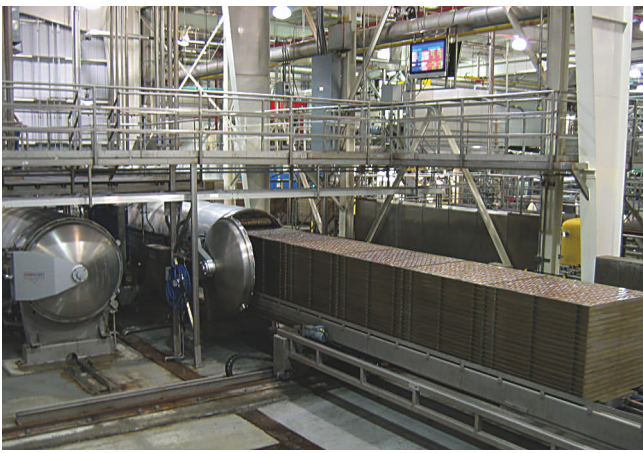
suction system.

After filling, the cups are conveyed to the sealing area, where they are steam or gas-flushed and then conduction heat-sealed using a beaded-type profile sealer. In this operation, film from a roll is pulled across the machine and all 24 cups are lifted against it. Hot sealing heads are driven down by cams and apply pressure to seal the film against the rims of the cups. This combination of heat and pressure will seal through the product and/or syrup on the rim and ensures the integrity of the seal. The lid material is supplied by Curwood, Inc. ([www.curwood.com](http://www.curwood.com)). Next, the cups are conveyed to the cutting station,

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Trays of cups are assembled into stacks that contain 19 trays and 3,648 cups. When six stacks have accumulated, shuttles transport them to the retort.

packaging, all without human intervention. To start this procedure, trays leaving the filler/sealer are assembled into stacks that contain 19 trays and 3,648 cups. When six stacks have accumulated, they are transported to the Steriflow retort by shuttles. This system has two

retorts and two shuttles; one shuttle transports trays to the retorts, while the other transports retorted trays back onto the LAN system. Each Steriflow retort consists of a 5-ft diam chamber that holds six stack-assemblies containing 21,888 cups. The two Steriflow systems run simultaneously to process more than 40,000 cups during a single retort cycle.

The Steriflow retort features a patented, Continued on page 28

## The line is establishing new levels of uptime performance and maintenance reliability measures.

where serrated circular dies descend and cut the film around the tops of the cups. The waste film is pulled onto a roll on top of the machine and discarded.

After sealing, the cups travel past a coding station where four ink-jet printers from **Videojet Technologies, Inc.** ([www.videojet.com](http://www.videojet.com)) travel across the machine and print production information on the tops of the cups. Each printer prints data on six cups while the filler/sealer slat conveyor is at its resting position during the indexing cycle.

The cups then travel to the discharge of the Waldner machine, where they are transferred to retort trays on the LAN system. Each tray holds 192 cups, which is the content of eight carrier slats on the filler/sealer. In this transfer operation, a slide with 96 vacuum grippers in an 8x12 configuration moves over four carrier plates and lifts out the filled and sealed cups. The slide then moves over the retort tray, where it places the cups. It requires two transfer operations to fill the tray with 192 cups. The cups are placed closer together in the trays than they are in the filling/sealing machine, so the pick-and-place transfer system moves the cups closer together as it travels from the filler/sealer to the retort tray. The transfer system then opens up as it travels back to the filler/sealer for another load of cups.

The automated LAN system assembles trays into stacks, delivers the stacks to two retort sterilizers and transports retorted trays from the sterilizers to a point where they are delivered to downstream



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super-heated, cascading water system that operates typically at about 221 deg F with variable internal overpressure to sterilize the cups of product. After the product is sterilized, cold water cascades down over the cups to cool them to 80 deg F, after which the six stacks are removed from the retort. A complete retort cycle takes about 30 min. The stacks leaving the retort travel to a LAN machine that unstacks the individual trays

and places them on a LAN conveyor that transports them to a station where vacuum grippers remove the cups from the trays and place them on a conveyor that takes them to the sleeve wrapper. After the cups have been removed, the trays travel to a tipping station, where each stack is tipped to remove any cups that have not been removed by the grippers. The trays then are conveyed back to the loading station and repeat the cycle.



After retorting, the individual trays are unstacked and transported to a station where vacuum grippers remove the cups from the trays.

A significant advantage of this integrated system is that the controls for the filler/sealer, retorts and the LAN system, all of which are supplied by **Rockwell Automation** ([www.rockwellautomation.com](http://www.rockwellautomation.com)), are also integrated. An operator can observe machine parameters and enter commands or data at any machine and it will be transmitted to all elements of the system.

"The installation of the new line has proven to be very successful," says Waid. "The plant can now produce approximately 60 percent more finished cases per day with 50 percent less labor. The line is also establishing new levels of uptime performance and maintenance reliability measures. In addition to the Diced Fruit product offerings, the new line also has provided the flexibility to produce Del Monte's new Fruit Chillers frozen fruit sorbet products. This new product was successfully developed and produced on the new line shortly after installation, because of its flexible product-handling methods and superior fill-and-seal technology. We are very satisfied with the new line. Not only are we enjoying the benefits of increased capacity, productivity and uptime reliability, but we are now able to produce new products that fulfill Del Monte's mission to continuously create innovative, convenient and wholesome quality-fruit products."



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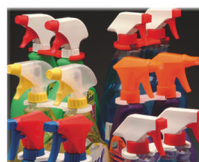
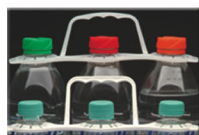
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# Color tabs easy to open

Hormel Foods Corp. has converted its 15-oz steel cans for chili from sanitary to Quick Top® full-panel, easy-opening (EZO) ends from **Silgan Containers Corp.** ([www.silgancontainers.com](http://www.silgancontainers.com)). The brand is the first in the chili category, and one of only a few food products, to use a colored pull-tab to create differentiation. A 300-dia, gold-colored EZO steel end is now accented by a red tab. The colors were chosen to support Hormel Chili's red and yellow brand equity conveyed by the label.

Silgan has incorporated a variety of ergonomic elements into the design. The back of the pull-tab is flat, not rounded, to provide a better tactile surface for grasping and the tab is bent to enable easier finger access. "Putting an EZO end on a package tends to be perceived by consumers as more modern by today's standards," says Bob Pepper, group product manager, Hormel.

The company was looking for ways to increase its already strong usage in the home. Research shows that not only are consumers willing to pay more for the convenience of EZO ends, but they tend to let products with traditional ends sit in the cupboard, while brands with EZOs are selected first. Brands that convert to EZO ends also realize a sales lift, due to consumer preference.

"We had heard from consumers about the benefits of EZO through a variety of research approaches. Silgan worked with us to help validate those findings," Pepper says.

"Putting such a prominently-colored tab on the can end enabled us to leave the EZO communication off the new label design. We felt that the red tab really brought attention to the can and made the conversion evident without it needing supporting copy," says Marty Wolessky, product manager, Hormel Chili. Timing was the other critical aspect of the conversion, he adds. "We stated the clear objective of being ready for chili season, and we hit it."

In total, more than 14 Hormel

chili stockkeeping units are currently in the process of being rolled out with the new EZO end. Although the varieties have just recently reached retail shelves, Hormel Foods

has already received positive consumer feedback. "We've actually gotten calls from consumers already thanking and complimenting us for making the switch," Pepper says.



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# Cheese-pack is sure to please

BelGioioso's line of sliced cheeses opts for **EASY-OPEN PACKAGING** using technology that protects its award-winning taste and texture while providing the 'ultimate' in convenience.

**Lauren R. Hartman**, Senior Editor

BelGioioso Cheese, Denmark, WI, has been making award-winning, all-natural Italian cheeses since 1979. Now, all of its sliced cheese varieties are available in new easy-open packaging from Curwood ([www.curwood.com](http://www.curwood.com)). Introduced in early 2007, the line of high-quality sliced cheeses has transitioned out of a tear tape access method into Curwood's Curpolene® 7202 film with an IntegraScore® opening feature, designed to offer a consistent and reliable means of opening the cheese pack. The opening feature initiates and guides

scored tearing horizontally across the package for convenient opening with slider zippers or tamper-evident hoods.

"We are constantly seeking to improve the quality of our packaging without compromising the quality of our cheeses," says Errico Auricchio, president and founder of BelGioioso Cheese. The company produces and packages its high-quality cheeses in both its Denmark facility and one in Pulaski, WI.

Curwood's Dave Engen, market manager for cheese, describes the Curpolene 7202 film as a 2.6-mil, two-ply, coextruded lamination of



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oriented polyethylene terephthalate, laminated to a proprietary ethylene vinyl alcohol/nylon coex that offers superior resistance to heat and abuse, as well as superior machinability, and barriers and esthetics for nonrespiring sliced cheeses like Provolone and Cheddar. The Curpolene film family also provides stiffness and can seal through contamination, for an attractive, form-fitting package that allows controlled drawdown to ensure that slices or chunk cheese won't stick to the packaging. One other advantage is the films' outstanding aroma and oxygen barriers that prevent flavor transfer and extend shelf life.

**W**ord has it that BelGioioso will move all of its sliced cheese products to this film structure. The cheese packages' IntegraScore opening feature allows consumers to easily and completely remove a tamper-evident hood protecting the pack's press-to-close zipper. The hood is easily removed when the consumer detaches it from the pouch along a precise score in the outer, nonbarrier film layer. This allows the package to tear in a straight line, eliminating any inconsistencies in opening. By using IntegraScore technology instead of tear tape, BelGioioso is able to reduce its setup time and waste as well as increase machine speeds.

Curwood prints the filmstock for the cheese packages by flexo in five colors with BelGioioso's brand identity, American and Italian flag seal graphic, the bright red BelGioioso logo and nutritional information. The film's clarity highlights the cheese's texture and color to enhance its appeal in the retail case. The press-to-close zipper allows storage in the original package to keep BelGioioso's brand in front of the consumer throughout the product's six- to nine-month refrigerated shelf life.

**A**dopted for several cheese products marketed by BelGioioso, including 8-oz retail package sizes of sliced Asiago, Provolone and Cheddar, the structure's IntegraScore technology, which completely enshrouds the press-to-close portion, keeps the packs hermetically sealed. The company required that the seal be completely tamper-evident and the opening feature be hermetically sealed. Hermetic seals resist flex cracking and degradation from natural cheese oils, Curwood says.

Exactly how the IntegraScore feature is added to the film is proprietary, but Engen says that it is incorporated into the film before it is sent to BelGioioso for package making. Curwood pre-applies the score lines and the IntegraScore directional tear system, which is engineered to be pre-applied to the film rollstock so that the customer doesn't have to do anything or make any changes to obtain an easy-

open package.

According to Auricchio, it's a feature critical to the functionality of the package, which is produced on horizontal form/fill/seal equipment.

Recognized with several awards from the **Flexible Packaging Association** ([www.flexpack.org](http://www.flexpack.org)), the IntegraScore feature can be used to enclose either press-to-close packages like BelGioioso's or can

enclose a zipper or slider closure. The feature can be used on standup and traditional pouches and a variety of laminated structures.

**More information is available:**

Curwood, 920/303-7300.

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

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# Converter/copacker embraces sustainability

Winterborne's foldover blister-pack is taking warehouse clubs by storm, showing how sustainable packaging can really work.

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

When it started to see its packaging customers embrace the fledgling sustainability trend, converter and contract packager Winterborne, Inc. took an old idea and made it the new darling of the clubstore set. Headquartered in Chatsworth, CA, vertically integrated Winterborne converts thermoformed plastics, corrugated and paperboard into a variety of two-piece clamshell blister-packs, carded blisters, folding cartons and countertop and floor point-of-purchase displays. Its client base—primarily manufacturers of consumer durables—includes such household names as Microsoft, Toshiba, Samsung, LG Electronics, Seiko, Speedo and Leatherman. Along with the output from a partnership facility in Shenzhen, China, Winterborne's two plants in California produce the finished materials and provide contract-packaging services as well.

"More than two years ago, we started to see signs of the industry changing, from an environmental standpoint," recalls Howard Mallen, Winterborne executive vp. "It began with the anti-PVC movement, as I would call it, which really was the start of the sustainable-packaging movement."

For Winterborne, the evolution of the two-piece plastic clamshell or carded blister away from polyvinyl chloride to a more eco-friendly virgin polyethylene terephthalate, then to a recycled-content PET blister, was not enough. "We asked—from energy, water usage, greenhouse-gas emissions and materials recyclability—what is the best material we could use?" Mallen explains. "We decided fiber was the best if we received the paper from a sustainable forestry (supplier)." For its EnviroShell™ container and long-term eco-awareness plans that may just impact the world at large, Winterborne receives the 2007 Innovator



Award for Sustainability from *Converting* magazine.

Having a trapped blister inside lightweight paperboard is not a new idea; converters have made all kinds of "foldover" blister-cards since the 1980s. Winterborne's innovation with the EnviroShell lies in its ability to mimic strong, all-plastic clamshells via different combinations of mini-flute corrugated and various weights of preprinted liner boards. The patent-pending EnviroShell uses a 100-percent post-consumer-recycled PET blister sealed between two pieces of recycled corrugated. The components easily separate for disposal and recycling, and Winterborne claims the package is cost-neutral to

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traditional plastic clamshells.

For Big Box retailers, particularly the Wal-Marts, Sam's Clubs and Costcos, EnviroShell provides a self-selling package with bold graphics on a larger billboard than typical pegboard-mounted blisters. But like those packages, it passes theft-prevention requirements and also withstands the weight of being stacked three layers high in palletized point-of-purchase displays.

During its development, sealing of the EnviroShell corrugated became the chief issue. "All the qualities that make corrugated the ideal material to replace the plastic created the challenges we had," Mallen says. Hot-melt and cold glue had produced disastrous results in the past, but success came with a water-based, sustainable adhesive activated only by heat.

Winterborne cooperates with Hyannis, MA-based **Sencorp, Inc.** ([www.sencorp-inc.com](http://www.sencorp-inc.com)), to manufacture the HPFlex/EnviroShell sealing equipment. That system bonds the corrugated together while also crushing the outside edges to eliminate unsightly raw flutes.

The merits of EnviroShell were  
Continued on page 34



Winterborne executive vp Howard Mallen (left) and president and chief executive officer Joseph Nazari show off the EnviroShell contract-packaging operations at the company's Chatsworth, CA, headquarters.

**More than two years ago, we started to see signs of the industry changing, from an environmental standpoint.**

## Contract packagers

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**Cosmetic Supplies USA Inc.**, 877/9-cos-usa

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

**LF of America**, 954/963-6226.

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

**Maple Island, Inc.**, 800/369-1022.

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recognized last year as the package won a Best Sustainable Technology award at Packaging Strategies' Sustainable Packaging Forum in St. Paul, MN. Its success is further evident in the more than 2 million packages in the marketplace to-date. Add to that the strategic alliance Winterborne established in late 2005 with Smurfit-Stone Container Corp.'s i2i™ business unit. That agreement has helped Winterborne gain customers in

new markets such as Johnson & Johnson and Neutrogena.

"For Smurfit-Stone, it was a very good deal because ninety percent of the package is corrugated," says Joseph Nazari, Winterborne president and chief executive officer. "They just renewed their license, and they have the right to sublicense [the EnviroShell] with our approval."

Licensing the package is one of



## Did you know?

In addition to honoring Winterborne for its sustainability product, *Converting* magazine also recognizes Disc Graphics with its Innovators—

Community Service Award. At the converter, charitable giving is as much a part of the corporate culture as presses, inks and die-cutters. A third Innovators Award, for Customer Focus, is given to Oliver Medical, where thinking and acting like the customer gives this converter a key advantage with risk-averse medical-device packagers.

Read about both of these companies in *Converting's* November issue or at [www.packagingdigest.com/info/innovators](http://www.packagingdigest.com/info/innovators).

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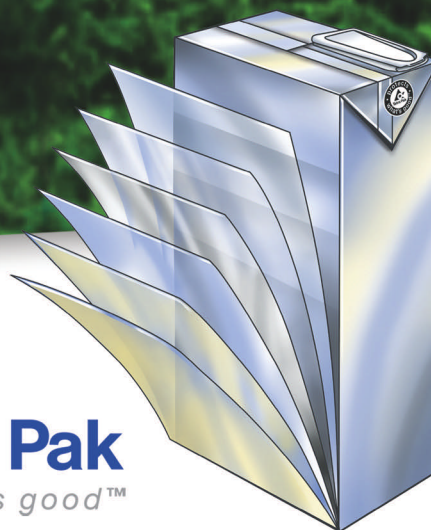
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Winterborne's plans to help spread sustainable packaging worldwide. Five licenses already have been issued—three in the U.S. and two in China—and interested European customers, as well as toymaker Mattel, have made contact. "We are creating a network so we can manage the quality of the EnviroShell," Nazari says. "I'm not interested as much in issuing licenses as I am in keeping the quality intact."

Meanwhile, at the Chatsworth plant, space for EnviroShell contract-packaging operations has been doubled and will expand again by early next year, Mallen says. "The RF sealing [for all-plastic clamshells] and shrink wrap part of our business is getting smaller as we see EnviroShell getting larger. With Wal-Mart's Sustainability Scorecard making every SKU's packaging traits accountable by next February, we're seeing more people becoming reactive, saying, 'we have to change.'"

Further evidence of EnviroShell's success is the converter's latest expansion of its "Take to Register" POP marketing program. Rather than putting high-ticket items such as iPods and media cards out in the open, product is secured in locked displays but promoted via representative packaging on the sales floor.

### More information is available:

Winterborne, Inc., 818/725-2828.  
[www.winterborne.com](http://www.winterborne.com).  
Sencorp Inc., 508/771-9400.  
[www.sencorp-inc.com](http://www.sencorp-inc.com).



# sustainability

In the past, the cost equation for packaging was fairly basic: Materials and labor were the major factors determining total packaging costs. More sophisticated analyses might have looked at total systems costs related to cube and transportation logistics. Steady energy prices meant that costs were relatively easy to predict, so there was not a lot of economic pressure to consider the efficiency of materials or even energy use. However, as the sustainable packaging momentum grows, it is clear that synergistic trends are developing, altering the landscape that defines cost and environmental performance.

This winter, the price of oil may well exceed \$100 per barrel. The increase



## Energy, transport factor into the total cost of packaging

in energy and materials prices and the consequent marketplace reactions, suggest a growing awareness that our natural resources are limited. This poses numerous challenges and many opportunities,

Every niche in the economy is influenced by energy prices. The burden on municipalities is higher than ever, as increasing transportation costs equal higher costs for waste management and hauling. Localities and states are re-examining costs to save by being more efficient or offsetting expenses.

In 1990, Swedish environmental economist Thomas Lindhqvist coined the term, "Extended Producer Responsibility (EPR)." As a 2007 California Waste Management Board report explains, "Extended producer responsibility is a policy to promote total life-cycle environmental improvements of product systems by extending the responsibilities of the manufacturer of the product to various parts of the product's life cycle, and especially to the takeback, recovery and final disposal of the product."

For packaging, this policy in practice shifts the end-of-life costs of collecting, sorting and managing post-consumer packaging costs typically born by localities to the producers of packaged goods. Since the early 1990s, this policy has taken a number of forms in Europe. The U.K. has instituted shared producer responsibility, where each member of the supply chain plays a role in financing collection and recovery initiatives. Other countries have embraced direct producer responsibility, where Green Dot fees are levied on brand owners based on the amount, type and recyclability of the packaging sold in a country to fund organizations like France's Eco-Emballages or Germany's Duales System Deutschland (DSD). Closer to home, Canada has introduced a form of producer responsibility through Blue Box fees in Ontario and in Quebec. EPR, as used by the U.S. Environmental Protection Agency, refers to the extended responsibility that includes consumers and disposers.

While the principle driver to EPR legislation in Europe was a combination of limited landfill space and a strong environmental ethic, in the U.S. it may be that rising energy and transportation prices—in combination with growing environmental awareness and the prospect of carbon taxation—cause states and localities to factor waste into the cost calculation for packaging.

**Resources:** Chris Van Rossem, Naoko Tojo and Thomas Lindhqvist, *EPR, An Examination of its Impact on Innovation and Greening Products*, 2006.

Fishbein, Bette, *EPR: What Does It Mean? Where Is It Headed?* 1998.

[www.informinc.org/eprrppr.php](http://www.informinc.org/eprrppr.php)

U.S. Environmental Protection Agency, [www.epa.gov/epaoswer/non-hw/reduce/ep/abou/index.htm](http://www.epa.gov/epaoswer/non-hw/reduce/ep/abou/index.htm)

Eco-Emballages, [www.ecoemballages.fr/index.php?module=page&action=Display&pageref=17711](http://www.ecoemballages.fr/index.php?module=page&action=Display&pageref=17711)

Duales System Deutschland, [www.gruener-punkt.de/?L=1T](http://www.gruener-punkt.de/?L=1T)

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

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# New tequila line sizzles at Jim Beam

**JIM BEAM** runs 300 bottles/min of Sauza tequila at its Frankfort, KY plant on a sophisticated new packaging line that features a tribloc rinser/filler/capper.

**Jack Mans**, Plant Operations Editor

In 2005, Jim Beam Brands Co. bought half of Allied Domeq from Pernod Ricard, and last year it installed a new line at its Frankfort, KY, plant to run Sauza tequila, which was part of the Allied Domeq acquisition. The Frankfort plant has eight bottling lines that run 300 stock-keeping units and last year produced 5.7 million cases of product.

The key to the new tequila line, which has a rate of 300 bottles/min, is a new Fowler/Perrier/Zalkin MATS 49/49/10 rinser/filler/capper tribloc, which was assembled by **Fowler Products Co.** ([www.fowlerproducts.com](http://www.fowlerproducts.com)). Fowler is the exclusive representative for Perrier and Zalkin in the U.S., and essentially “Americanizes” the equipment. This includes the complete

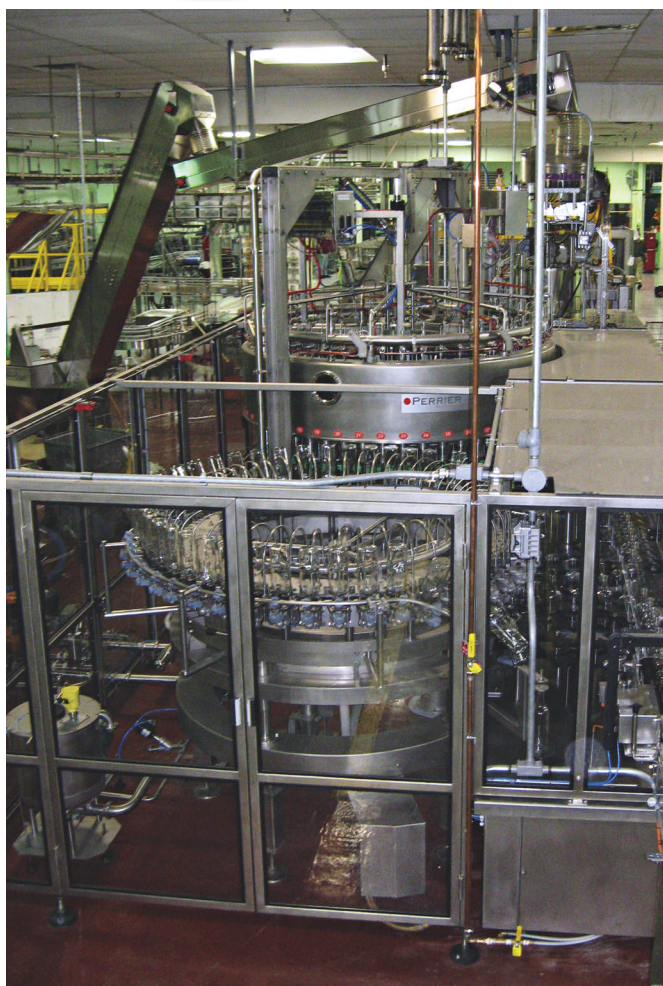
electrical and control systems, including programmable logic controllers and human/machine interfaces from **Rockwell Automation** ([www.rockwellautomation.com](http://www.rockwellautomation.com)).

“We’re basically partnering with Fowler on this line,” says corporate packaging engineer Robert Land. “We’ve used Zalkin cappers, which are represented in the U.S. by Fowler, for years, and we now have twenty-two Zalkin cappers at Jim Beam. We had bought a Perrier rinser in 2006, and Perrier visited us at that time and asked us what we would like to see in a filler. They then developed a filler specifically for liquor. We are very concerned about chipping the neck finish when the lift plates on fillers push the bottles up against the fill valves. Perrier uses grippers that transport the bottles by the neck, and this has eliminated this potential problem. The grippers can also handle different size bottles without requiring change parts, which reduces costs and changeover times.

“Another feature we really like on this filler is the ability to adjust the fill height in the bottles without stopping the machine. Any time you stop a filler for any reason, you’re asking for problems, and this lets us make adjustments on-the-fly, while the filler is running. We also like the automated clean-in-place system. If we are only making a minor flavor change in the products we’re running, we can select a quick clean that only takes a short time. On the other hand, at the end of a run or for a major product change, we can select a complete cleaning and sanitizing procedure.

“The rinser/filler/capper has run very well, and we’ve been very impressed with it. And service from Fowler has been excellent. This Fowler/Perrier/Zalkin rinser/filler/capper will certainly be at the top of our list when we buy more equipment.”

The new tequila line has mostly new equipment, although it does include an



A new rinser/filler/capper tribloc runs 300 bottles of liquor/min. The rinser and filler transport bottles by grippers beneath the neck, which minimizes chipping. In the 10-head capper, individual sealing heads descend onto the bottles with a 200-lb top load force to seal the caps onto the tops of the bottles.







During filling, a light vacuum draws the air from the bottles allowing the tequila to enter by gravity and fill the bottles to the proper level.

Another feature we really like on this filler is the ability to **adjust the fill height in the bottles** without stopping the machine. This lets us make adjustments on-the-fly, while the filler is running.

existing case unloader and case packer and a rebuilt labeler. During PD's visit, the line was running 1-L bottles of Sauza Tequila Blanco. The operation starts with the receipt of empty bottles, which are supplied by **O-I (www.O-I.com)**, packed upside-down in reshipper cases. Workers place the cases on a conveyor feeding the uncaser, which uses belts to grip the sides of the cases and carry them upward at an angle. This lifts the cases off of the bottles, which remain standing on the takeaway conveyor. The bottles are fed single file and

conveyed to a new Dynac Model 6400 three-level bottle accumulator from **Hartness Intl., Inc. (www.hartness.com)** that provides first-in/first-out sequencing and has a capacity of 380 bottles. The system incorporates Hartness' unique "spider" bottle-transfer mechanism, which moves up and down the dual spiral conveyors to transfer bottles from infeed to outfeed conveyors.

After the accumulator, bottles are conveyed to the new rinser/filler/capper tribloc. The tribloc configuration enhances bottle handling, shortens

the time the product is exposed to air and reduces floor space requirements. Another advantage is that all three machines have a common drive, control cabinet and operator interface.

The tribloc is housed in an enclosure that includes a top cover over the front tables of the rinser and filler to maximize hygienic design. The empty bottles enter the 49-station rotary rinser, where a patented gripping system picks them up by the neck. As the turret rotates, the bottles are

Continued on page 38

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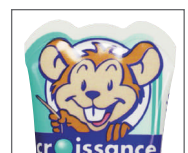
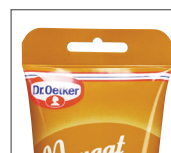
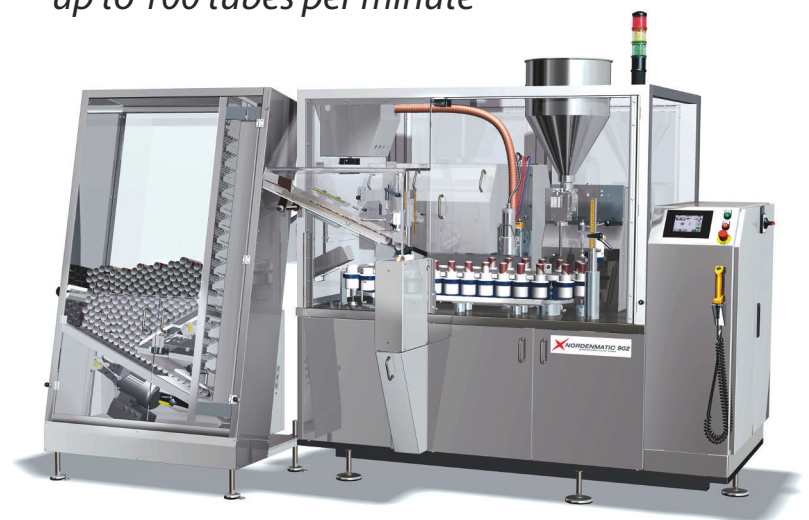


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inverted over individual nozzles that spray tequila (or whatever product will later be filled) up into them. To maximize the cleaning efficiency, a solid column of tequila is sprayed with enough velocity to strike the bottoms of the bottles and cascade down the interior walls. The tequila used for rinsing is collected, thoroughly filtered and recirculated

through the rinser system. The entire rinsing fluid circuit is enclosed to minimize proof losses in the tequila. As the bottles are turned back upright after the tequila has drained, they pass over a suction device that removes any hanging drops remaining on the neck finish. The bottles exit the machine through a starwheel that delivers them to the infeed screw of the filler.



A feedscrew on the 20-station, cold-glue labeler spaces the bottles properly and meters them into the infeed star, which, in turn, places them onto individual bottle plates as the unit rotates.

Next, the bottles pass around a starwheel into the 49-valve vacuum-gravity filler, which also uses grippers to transport the bottles by the neck. As the turret rotates, the grippers first center and then lift the bottles against spring-loaded valves, and the tequila is filled. During filling, a light vacuum draws the air from the bottles allowing the tequila to enter by gravity and fill the bottles to the proper level. In this laminar flow operation, spreaders at the outlet of the valves gently disperse the product against the walls of the bottles to minimize foaming and air incorporation. To ensure a uniform fill level, product is slightly overfilled, so at the end of the fill cycle, the cam-controlled bottle gripper lowers the bottle off of the valve weal and removes the excess by vacuum. The bottles are then lowered, released from the grippers and discharged from the filler through a starwheel into the infeed screw that transports them to the capper.

The rinser/filler includes automated clean-in-place systems that can provide both quick and complete machine cleaning and/or sanitizing as required.

A starwheel meters the bottles into the 10-head capper, which applies aluminum, roll-on pilfer-proof (ROPP) caps. The caps, which are supplied by Alcan Packaging ([www.alcanpackaging.com](http://www.alcanpackaging.com)), arrive in corrugated boxes that are dumped into a floor hopper outside of the enclosure. A flighted, inclined conveyor transports them up into a rotary sorter that orients the caps and delivers them down a chute to a point directly above the starwheel, where the bottles entering the capper pick them off. In the capper, individual sealing heads descend onto the bottles with a 200-lb top load force to seal the caps onto the

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The capped bottles are conveyed to a three-level accumulator that provides first in/first out sequencing and has a capacity of 380 bottles.

tops of the bottles. Thread rollers then form the caps into the bottle threads, after which tucking rollers form a tamper-evident seal that includes perforations.

As mentioned previously, the rinser/filler/capper incorporates a single control system and HMI that communicates with all three machines. Operating parameters for different bottles can be stored in memory and recalled at the touch of a button. This system also allows the fill height to be adjusted while the machine is in operation.

The capped bottles are conveyed to another new Hartness Dynac Model 6400 accumulator and then travel past a new Model Lasotec II laser printer from **Industrial Dynamics Co., Ltd.** ([www.idcfiltecna.com](http://www.idcfiltecna.com)) that applies a 15-character code to the bottom of the bottle. The bottles are then conveyed to a rebuilt Solomatic 20-station, cold-glue labeler from **Krones, Inc.** ([www.kronesusa.com](http://www.kronesusa.com)). A feedscrew separates the bottles to the proper spacing and meters them into the infeed star, which, in turn, places them onto individual bottle plates as the unit rotates. A centering bell descends to hold the bottle in place as the label is applied. The labels, which are supplied by **Fort Dearborn Co.** ([www.fortdearborn.com](http://www.fortdearborn.com)), are placed in label magazines, and fingers pick the labels out of the magazines, wipe them across glue stations, and apply them to the bottles. Brushes then complete the label application by wiping the labels as the bottles rotate.

The bottles exit the labeler through a starwheel, and a Krones Check Mat inspection system checks the bottles to ensure the presence of the label. If a label is missing or misplaced, the bottle is rejected. After the Check Mat, the bottles are separated into multiple lanes and, in order to provide accumulation

capacity, travel through a long S-shaped section of conveyor before entering an existing case packer that was transferred from another line. "We've been standardizing on Model 939 Versatron case packers from **Standard-Knapp, Inc.** ([www.standard-knapp.com](http://www.standard-knapp.com)) in all of our plants," says Land, "but we ran a little over budget on this project, so we installed a case packer from an old line. We've got the Versatron in next year's budget."

#### More information is available:

**Alcan Packaging**, 773/399-8000. [www.alcanpackaging.com](http://www.alcanpackaging.com).  
**Fort Dearborn Co.**, 773/774-4321. [www.fortdearborn.com](http://www.fortdearborn.com).  
**Fowler Products Co.**, 706/549-3300. [www.fowlerproducts.com](http://www.fowlerproducts.com).  
**Hartness Intl, Inc.**, 864/297-1200. [www.hartness.com](http://www.hartness.com).  
**Industrial Dynamics Co., Ltd.**, 310/325-5633. [www.idcfiltecna.com](http://www.idcfiltecna.com).  
**Krones, Inc.**, 414/409-4000. [www.kronesusa.com](http://www.kronesusa.com).  
**O-I**, 567/336-1434. [www.o-i.com](http://www.o-i.com).  
**Rockwell Automation**, 414/382-2000. [www.rockwellautomation.com](http://www.rockwellautomation.com).  
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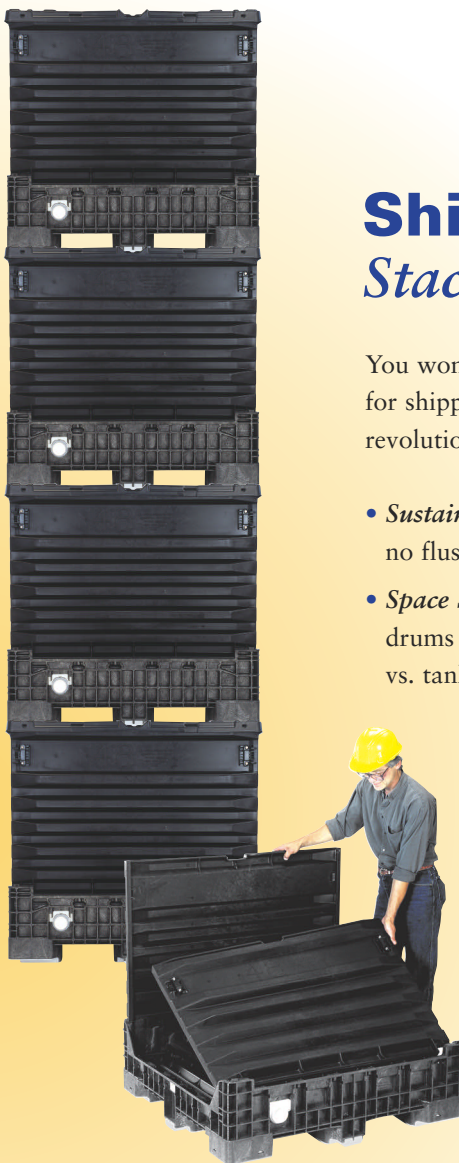


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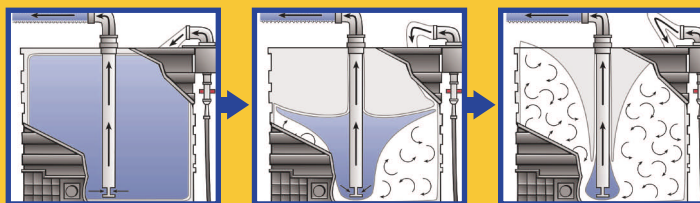
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# State of 'green packaging'

A recent survey by *Packaging Digest* and the Sustainable Packaging Coalition shows that **SUSTAINABILITY IS A HOT BUTTON** for the industry, and its impact is likely to grow in the coming years.

**John Kalkowski**, Editorial Director

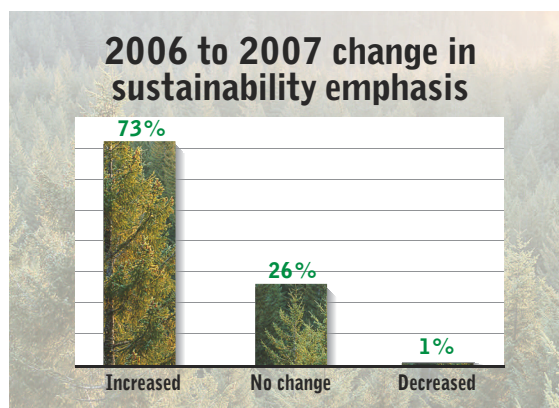
Sustainability is a rapidly increasing concern to those who manufacture and use packaging, according to the results of a just-completed survey sponsored by the **Sustainable Packaging Coalition (SPC)** ([www.greenblue.org](http://www.greenblue.org)) and *Packaging Digest*. The benchmarking study, which includes responses from 1,255 persons involved in packaging, shows that 73 percent of the respondents report that their companies have increased an emphasis on packaging sustainability during the last year. And while the awareness factor surges, adoption rates seem to lag as packaging businesses slowly incorporate sustainable practices into their business strategies.

No doubt, sustainability is a hot button for the industry, and its impact is likely to grow over the coming years. Driven primarily by environmental concerns, such as global warming, energy consumption and limited natural resources, sustainability in packaging increasingly generates interest due to its pervasiveness across cultures and geographic boundaries. Modern lifestyles, which demand longer product shelf life and create intense competition among brands, have been major drivers for increased usage of packaging, now seen as a leading contributor to wastestreams. Pressure is mounting on the industry to act now.

**W**e collaborated with *Packaging Digest* because with all the recent hype and misinformation circulating about sustainability, we felt it was really important to provide a far-reaching and unbiased research benchmark for the industry," says Anne Johnson, director of the SPC.

"The results of the research show how different packaging stakeholders are addressing 'green' issues in four key areas," says Mark

DiVito, group research director for Reed Business Information. "These issues include awareness and adoption levels on sustainability, how it is affecting business strategies and decision making, what activities are being undertaken and how companies are setting goals and measuring their success in the implementation of sustainable practices."



Survey respondents were drawn from the SPC membership, as well as subscribers to *Packaging Digest* and *Converting Magazine*. The companies they represent are drawn from a cross section of those involved with packaging. The largest number of participants comes from the consumer products goods companies (CPGs), followed by materials manufacturers, converters, machinery manufacturers, packaging services and retailers.

Interest in sustainability practices apparently cuts across many roles within a company. About one-quarter of the respondents identified

themselves as executive management on corporate staffs, while respondents from engineering, marketing/sales and research and development each accounted for about 20 percent of the survey participants. Roughly 10 percent were involved in packaging design. The study also revealed that a number of companies are creating positions for persons whose job it is to shepherd sustainability efforts within a company.

As one respondent said: "The challenge is to get everyone on the same page about the relative importance of sustainable packaging. Various departments are applying practices and principles to varying degrees. We've had a vice president of Responsible Livelihood (Sustainability) for the past eight months and have begun the coalescence of all functions."

**F**rom the research, it appears that sustainability is reaching new levels of awareness across the industry, especially among companies with more than 1,000 employees and those with formal, written sustainability policies, where 46 percent of respondents rated themselves as "very familiar." Still, only 21 percent of all respondents claimed they were very familiar with the issues of sustainability in packaging. Nearly 40 percent said they were "somewhat familiar," while 10 percent said they were not familiar at all.

Overall, 14 percent of respondents said their companies have formal sustainability policies. Among companies with more than 1,000 employees, 67 percent of respondents say they have established formal sustainability policies. Among privately-owned businesses, 62 percent say they have no sustainability policy or that it is under development.

DiVito pointed out that, over time, the adoption rates for most new ideas and technology tend to follow a classic bell curve, with a few early

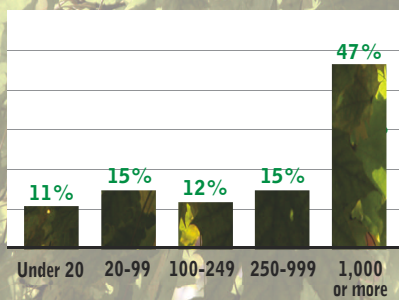
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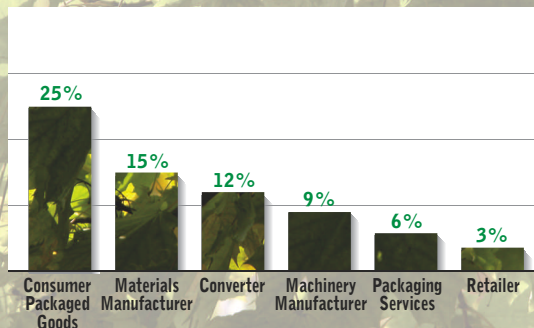
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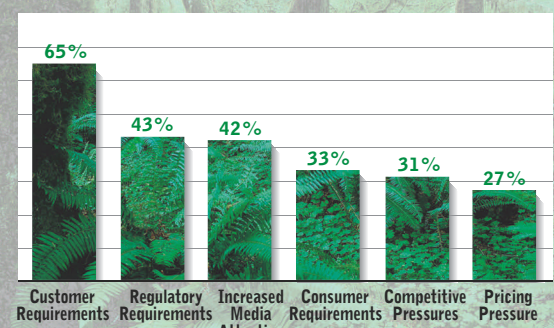
Survey respondents by company size



Primary activity of respondent company



Factors influencing sustainability activities



adopters pioneering an innovation, then rapid adoption among secondary adopters, followed by a rapid decline in adoption rates, leaving only a few stragglers behind. However, he says, the data from this survey shows a slower-than-expected implementation of sustainability practices, in which the adoption rate looks like it will be spread over a more substantial period.

Among the sustainability innovators and early adopters, a few characteristics did emerge, according to Divito. This group tends to work for larger organizations that have a high level of commitment at the corporate level, with staff dedicated to the sustainability function. Their primary activities include the CPGs, materials manufacturers and packaging converters.

The survey showed that early adopters are implementing sustainable practices across a number

of areas and in an in-depth manner. Another key factor is that the innovators say they are being pushed by customers, who are either seeking or requiring suppliers who utilize "green" protocols.

Once packaging companies have become aware of the need for sustainable practices, the survey shows they have some difficulties defining "sustainability" and how they develop and implement practices that make it a reality. They were asked to rate the importance of factors included in the SPC's definition, which is widely accepted as the industry's best characterization of sustainability.

Recognizing that packaging is an important part of business, respondents from all groups said sustainability must meet market demands for performance and cost. This translates into the market saying that it wants to protect the

environment, but not at any cost. The next most important factor is that packaging be beneficial, safe and healthy throughout its life cycle.

"Based on all the junk science being touted as fact by the Kool-Aid drinkers, the definition is the challenge," says one respondent. "How do you define what no one can agree on?"

**F**ar and away, the biggest challenges to making their current processes more sustainable are higher costs and being able to produce packaging of comparable quality, respondents say. However, about a third of the group also expressed concerns with increasing raw materials prices and their ability to institute sustainable practices using their existing packaging systems.

One participant pointed out how difficult it is to find cost-effective solutions that meet the sustainability criteria. "Without cost-effective solutions, they (sustainable practices) are not sustainable in the long run,"

he said.

Being able to find good metrics that measure the success of their programs is also a consideration. Some are using lifecycle analysis (LCA) to assess the environmental impact of a given product or service throughout its lifespan. The goal of LCA is to compare the environmental performance of products and services and be able to choose the least intrusive alternative. The assessment, which can be costly and time consuming, requires a review of the raw material production, manufacturing, distribution, use and disposal and all transportation steps.

Another survey participant emphasized the importance of accuracy and honesty in reporting sustainability efforts to customers. "We've seen competitors explain how a product meets sustainability initiatives and found their statements to be ludicrous. It seems you can twist anything to put it in a more positive light," the respondent said.

Continued on page 42

**With all the recent hype and misinformation circulating about sustainability, we felt it was really important to provide a far-reaching and unbiased research benchmark for the industry.**



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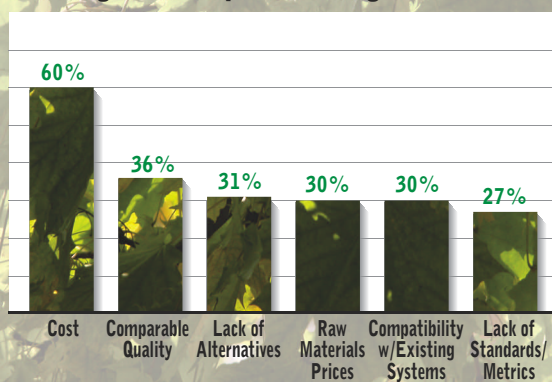
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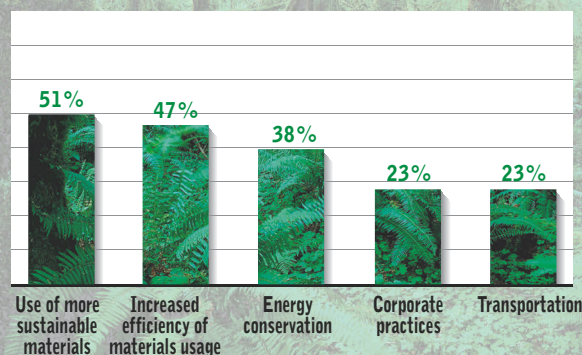
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### Challenges to implementing sustainability



### Types of sustainable practices implemented



The mantra of sustainability has become "Reduce, reuse and recycle." Survey respondents say packaging should be designed to optimize materials and energy consumption, while maximizing use of renewable or recycled materials. Nearly one-third showed concern that the packaging be made from materials that are healthy in all probable end-of-life scenarios. Among the criteria used to evaluate sustainable practices, the highest rated was use of recycled material, followed by careful consumption of materials, controlled energy consumption and packaging manufactured without the use of toxic or harmful chemicals.

Of those who participated in the survey, over two-thirds said their first priority is to make use of recycled materials, followed closely by ensuring that all materials used in the packaging are renewable. Utilizing renewable energy resources is also a priority, but there were indications that they face a lack of affordable alternatives for energy.

**W**hen it comes to impact on corporate decision making, Divito says, the leaders tend to tie their efforts into an overall sustainability strategy. While they are more apt to have customer requirements drive

their sustainability activities, other factors also influence their involvement in sustainability. Costs, comparable quality and metrics all are challenges to their efforts to conduct business in an environmentally friendly manner.

Another respondent summed up, saying: "There is corporate-wide interest in sustainable packaging. Without a mandate from 'on high,' it will be challenging to implement a program or process which addresses sustainable packaging to its fullest."

Finally, respondents also revealed some of their personal attitudes toward sustainability, saying Wal-Mart is generally regarded as the "greenest" company. About half of those who work at companies with sustainability policies believe this makes a difference in their personal purchasing decisions.

As for the most environmentally friendly form of packaging, respondents favor paper-based products. However, they also recognize that any form of packaging has some impact on the earth's environment.

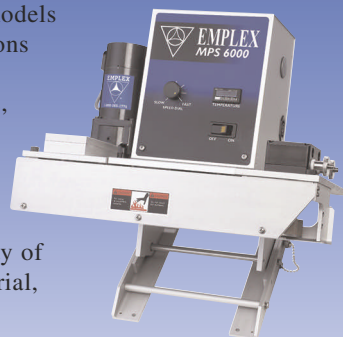
Participants in the survey also said that they rely on a number of sources for credible information on sustainability, with industry associations and trade publications rated as the most authoritative sources.

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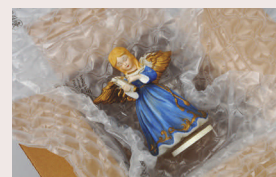
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# Heinz U.K. launches shelf-stable food cups

Thermoformed multilayer PP/EVOH/PP cup construction for baked beans and pasta with sauce are as **SHELF-STABLE** as a metal can.

**Lauren R. Hartman**, Senior Editor

The new, shelf-stable microwaveable Snap Pot, a revolutionary packaging concept made possible by multilayer thermoforming, has been adopted by H.J. Heinz in the U.K. for its Banz baked beans. Produced by **RPC Bebo Plastik GmbH** ([www.rpc-beboplastik.de](http://www.rpc-beboplastik.de)), the Snap Pot marks a major change in the packaging of Heinz Banz in the U.K. market. They have been available in a conventional metal can since the product's launch in 1901. Heinz is also adopting the Snap Pot package format for its Hoops pasta product, also sold in the U.K.

The move was prompted by two important changes in eating habits that have occurred in recent years, Heinz says. The first is a need for smaller

portion sizes. Research that Heinz commissioned suggests that single households in Britain have risen by 30 percent in the last 30 years to account for one in five of the population. Similarly, with almost half of all meals now eaten alone, Heinz decided to create a new container size that would be suitable for this demographic.

The second factor is one of providing convenience in an increasingly busy world. "Snap Pots are perfect for people with time-pressured lifestyles, who want a light snack without adding to the washing up or taking up of valuable fridge space storing the remainder of the can," comments Nathan Ansell of Heinz U.K. The microwavable Snap Pot can be heated in one minute. Heinz approached RPC to facilitate its move into plastic portion packaging.

The four individual 200-g cups are integrated in a splittable four-pack. The multilayer polypropylene/ethylene vinyl alcohol/PP barrier construction enables the pack to be stored in ambient conditions while maintaining the same product taste and freshness as a metal can, according to RPC Bebo Plastik.

Each Snap Pot is sealed with a film membrane lid, branded with the Heinz logo and ink-jet-printed with cooking instructions. The package includes a paperboard oversleeve with an overall decoration covering the lids.

#### More information is available:

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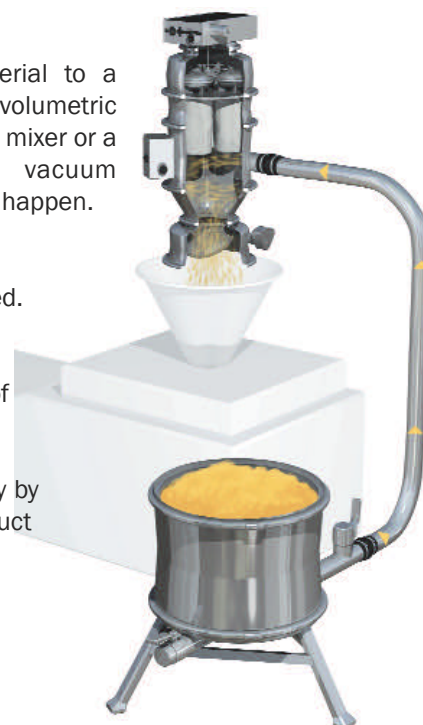
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# eye on safety

One of the main concerns of packaging machinery manufacturers is not knowing exactly how a customer will use the machine once it is installed and the service technicians have departed.

Some of the challenges include:

- Owners changing or modifying the machines without the manufacturer's knowledge after

## Modifications to machine can introduce unforeseen safety risks into its operation

installation and testing;

- Owners defeating or removing safety devices such as guards, interlocks and warning systems;
- Failure to perform proper maintenance;
- Job procedures or job tasks that are not compatible with the machinery involved.

Making machines run faster and more efficiently is the main reason why machinery is frequently modified. The owners do not necessarily take into account what ramifications those modifications have on the overall safety of the machine. Of course, not all end users have this mindset, but you might be surprised how many do. Production pays the bills; safety doesn't.

Of course, employers are concerned with the overall safety of the personnel who work on or around their machinery. Nobody wants anyone to get injured. However, it is alarmingly common for those same safety minded end-users to modify machines for efficiency purposes, running production with guards off, interlocks defeated and

personnel reaching into the moving machines.

In our litigious society, the machinery manufacturer can be sued even if the accident on the machine was caused by modifications made to the machine by the owner. Some states allow comparative fault or contributory negligence actions to be brought against the end user, some do not. The machinery manufacturer still must spend time and legal fees to show the accident was caused by modifications to the machine that they knew nothing about. Even then, they may not always be dismissed from the case.

In an ideal world, all packaging machine owners would inform the machine manufacturer of any

changes made to the machines. These modifications on the plant floor can affect the safety features of the machine. If not corrected, a simple change can lead to haunting injuries.

If you contemplate modifications to your machinery, it would be prudent to contact the manufacturer. Even the slightest alteration may have an adverse effect on some safety features already incorporated into the machine. On larger machines, which may have hundreds of pages of electrical ladder diagrams, what may seem a minor adjustment to increase machine speed could inadvertently affect the functionality of a safety feature elsewhere on the machine.

Keep in mind that the safety features of a packaging machine were designed based on a specific, intended use. A change in intended use may have unintended consequences.

*Mike DeRosier, a board-certified product safety manager, is director of safety for AH&T Insurance, specializing in machinery manufacturing risk management and insurance. For more information, email [manufacturing@ahins.com](mailto:manufacturing@ahins.com).*



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2090-UXNFBMP-S09	CBL,ULTRA,NON-FLEX,MOTOR FEEDBACK, 9M	9 (29.5)	P28763-M9	\$142.50	\$73.32	<b>-\$69.18</b>	-49%
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# Tripping with crafted coffee can



Silver Joe's Coffee links with **AIRSTREAM MOTOR COACHES** via a sleek, silvery can that invites consumers to taste the adventure of sipping on the road.

## Bernard Abrams, Contributing Editor

What a long, strange trip it has been. To traveling coffee lovers, at the rainbow's end, the pot of gold is really a sleek, silvery can, and they probably will prefer it that way.

Connecting visually, emotionally and viscerally, the departure from the common round can could

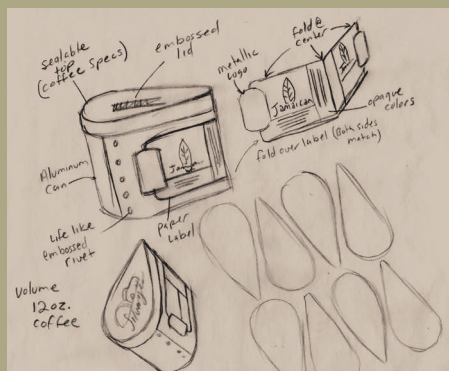
help Silver Joe's Coffee Company of Everett, WA, make new inroads on the marketing map with a can that also forges a new link as the official coffee of DNR Airstream, Jackson Center, OH, marketer of the Airstream™ Series of travel trailers and touring coaches.

And all this before the first completed trade package of Silver Joe's® coffee is shipped. That's

supposed to have happened late in November, when this issue of PD went to press.

For Silver Joe's, the slogan, "taste the adventure" is more than a theme. Since its agreement with DNR Airstream, it has been selling its line of premium coffees in traditional gusseted bags, while traveling to events where outfitters and related businesses and some consumers who take their overland travel

## timeline



From the left: Early sketches of a teardrop-shaped can with the look of an Airstream trailer; 3D cut, formed and glued mockups of the can's evolution in paperboard; and the can's iconic graphics, which later included recessed spot labels and direct embossing of a cup and steam rising. Satin-finish tinplate steel can material won out over aluminum.



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for quality.” So from several perspectives, the two packages evolved with ideas bouncing back and forth between them.

Early on, too, Clement’s sketches for the can tend toward the teardrop configuration, becoming malleable as the 3D possibilities of the sidewalls eliminated some materials from

consideration for performance, cost and other reasons.

“The teardrop shape came as the idealization of the travel trailer body captured me,” he says. “When my son, Fischer, and I began cutting, forming and gluing the shape out of paperboard, I felt the possibilities in my hands.”

The one direction that changes during this phase is the identification graphics factor. “Originally, I was thinking in terms of paper or film labels, which would simplify everything,” he explains. “Then I asked myself: What about metal? Why not direct printing?”

Continued on page 48

seriously have been given samples of the coffees.

Meanwhile, the new can has also been traveling to those events since the summer, creating an instant icon aimed at setting Silver Joe’s on the path to growth. It’s working: But more on that further along.

The can itself, seen from above, seems like an exclamation point that lost its dot and went off its diet. It’s

**...The need would be for a can that had a premium look and built-in expectations for quality.**

a “streamlined teardrop” from the perspective of its designer Cameron Clement, brand development director of **C3 Brandworks** ([www.c3brandworks.com](http://www.c3brandworks.com)) and a partner in Silver Joe’s.

The start of can shipments appears to be simply the next phase in a conceptual continuum that began several years ago, Clement indicates to PD. In preparing for what’s happening now, his identity system was starting to evolve.

Its first appearance is on the 12-oz bag from **Pacific Bag, Inc.** ([www.pacificbag.com](http://www.pacificbag.com)) for whole beans resulting from the agreement with DNR Airstream. Its key elements are a logotype containing the Silver Joe’s signature script, an idealized travel trailer and the suggestion of a coffee cup with a plume of smoke rising from it, all elements delicately intertwined. These graphics are framed in studded, satin-silver finish that recalls riveted seams in a travel trailer. Then there’s the script, selling line “Taste the Adventure.”

“When I first started on this system,” Clement recalls, “I knew Silver Joe’s was using premium, 100-percent Arabica beans, and after the bag introduction, the need would be for a can that had a premium look and built-in expectations



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With the dawning of 2007 came the first pieces of the can from **Planet Canit** ([www.planetcanit.com](http://www.planetcanit.com)), which also produces the conforming friction-fit lid. From the beginning, the streaming structure worked.

The silvery material is not the anticipated aluminum. It is 25-ga tinplate steel. It is satin-

finished and deeply embossed with the intertwined elements of the logotype. The Silver Joe's component is printed in red, the coffee cup in a café latte color and the idealized travel trailer shows through as a bright silver. Planet Canit prints the can via four-color-process lithography plus one tan tone and an overall varnish post-printing.

On the line, it feeds smoothly for automated filling with 11-oz quantities of ground coffee. Every other can nestles neatly, head-to-toe, for efficient casing and projected retail display.

How about identification for the projected initial eight varieties (these are house, organic decaf, Kona, mocha Java, espresso, French, hazelnut and

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vanilla)? Simple; Clement designs a circle emboss with two speed lines appearing on two sides and the wide end of each can.

The spot labels from **WS Packaging Group** ([www.wspackaging.com](http://www.wspackaging.com)) are color-coded. They're produced on a 2.6-mil white polypropylene pressure-sensitive stock, flexographically printed in one color, with the coffee variety printed in reverse. When applied to the can, the labels are recessed for protection from scuffing.

At the can's wide curved end, the embossed graphics are limited to the cup and smoke plume, the selling line, the label circle and the Silver Joe's web address.

Behind the Silver Joe's red signature, the can's narrow, curved end imparts copy: "Be relentless. Be unstoppable. Be good to your body and the environment. And don't forget the coffee, because for every victory big or small, when it's just you and your moment of personal adventure, it's nice to toast it with something pure, unadorned, uncarbonated [sic], something decidedly Joe."

At the can's base, required copy regarding the company and its location, a brewing suggestion, the coffees' Fair Trade origins and the Airstream connection and website featuring Silver Joe's coffees, is something rather unusual. It's a credit for Planet Canit, run together with the can's design patent number.

"The folks at Silver Joe's and I felt Planet Canit did such an excellent job of producing and decorating this can, that it fully earned the credit," Clement acknowledges.

There's one other component of his design system that especially delights him when turned into the tangible reality of a three-dimensional package: The embossed rivets on debossed vertical seams (one is real) on both sides of the can at its wide arc. They add so much to the package's tactile quality.

Completing that presentation is



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the stackable friction-fit lid, replete with Silver's Joe's signature graphic, printed with the café latte shade that stands out prominently against the satin silver finish.

The ability to hold, turn over and carefully scrutinize the can, even when it isn't yet a trade package, adds immeasurably to its mystique at travel events involving DNR Airstream and Silver Joe's, Clement says. That's unsurprising. "During the initial design phase," he says, "a prototype can was tested among several groups and ninety-nine percent of those tested stated they would buy the product at least once just to own the can."

Silver Joe's president Terry Smith is pleased to provide consumers with that opportunity. "While we were showing the can at Airstream events and to premium-quality outfitters, outdoor retailers, bicycle shops and some catalog firms," he informs PD, "we also started to talk with top-level grocers and specialty shops."

"Once their representatives held the cans, we realized that this package will travel far beyond the Internet, which also has tremendous potential. We learned this when we started selling the bags."

"So all of these people were just waiting for the first cases of trade packages to ship."

That's supposed to be happening in late November, as Silver Joe's Everett facility took delivery of a custom sealing head from **Enercon Industries Corp.** ([www.enerconind.com](http://www.enerconind.com)), coupled with equipment from **M&S Automated Feeding Systems** ([msautomated.com](http://msautomated.com)).

And that's another surprise. Rather than a conduction-sealed outer tamper-evident band, Silver Joe's is sealing the can's flange with a film structure. The custom membrane material, produced by **Selig Sealing Products** ([www.seligsealing.com](http://www.seligsealing.com)), is (from the outside) .005-in. polyethylene terephthalate/.001-in. foil/.005-in. paper/.0015-in. heat-seal layer. Selig regional account manager Jay Kelley explains that the paper layer facilitates the coffee's off gassing. Adds Enercon regional sales manager Al Szukalski, "It was our job to come up with a custom sealing head that would seal a container shaped like an Airstream trailer. We developed the capless induction sealer that would automatically instill tamper-evidence without cumbersome conduction sealing equipment."

Enercon's induction cap sealer

with a special tunnel directs the induction field across the film structure for in-line output. Thus, it avoids the traditional problem of induction sealing eddy currents that move in a circular path.

The solution is ingenious enough for Enercon to include it in its Induction

Sealing Hall of Fame, with literature distributed at PACK EXPO Las Vegas 2007 (see PD, Oct. '07, p. 107 or at [www.packagingdigest.com/newProductsAll/Equipment/2007-10-01.html](http://www.packagingdigest.com/newProductsAll/Equipment/2007-10-01.html)).

Now, Silver Joe's can answer the question: Is coffee a recreational vehicle?

#### More information is available:

**C3 Brandworks**, 479/461-0231. [www.c3brandworks.com](http://www.c3brandworks.com).

**Enercon Industries Corp.**, 262/255-6070. [www.enerconind.com](http://www.enerconind.com).

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**Planet Canit**, 312/706-0691. [www.planetcanit.com](http://www.planetcanit.com).

**Selig Sealing Products, Inc.**, 630/922-3158. [www.seligsealing.com](http://www.seligsealing.com).

**WS Packaging Group, Inc.**, 800/236-3424. [www.wspackaging.com](http://www.wspackaging.com).

**Pacific Bag, Inc.**, 800/562-2247. [www.pacificbag.com](http://www.pacificbag.com).

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# new products equipment



**Vertical cartoners** The ASV Series of automatic vertical cartoners is part of a complete packaging line, the co. says. The cartoners offer choices in speed, footprint and product handling for cartoning ampules, vials and syringes, including integrated partitions that are either preformed or formed from flat blanks. Designed to handle small to medium size cartons, the vertical cartoners meet cGMP requirements. All models offer quick changeover and a variety of options for leaflet or booklet insertion, closure, embossing and ink coding and infeed configurations. Cartoning is achieved using either continuous or intermittent motion, depending on speeds and the application. Changeover times are 15 to 20 min when all dimensions change. Closure options include hot-melt glue or fold and tuck. All models can handle pre-glued cartons and can accommodate reverse or straight tuck closures.

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

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

**Checkweighing capabilities** Checkweighing capabilities are added to co.'s x-ray inspection units by developing X-weigh software, which can be integrated into existing x-ray systems. The software enables the unit to weigh, reject and provide product reports, in addition to performing contaminant inspection/missing component functions traditionally associated with x-ray inspection. This capability allows for multi-lane checkweighing, which means a number of lanes can be converged through the system, with each package inspected according to its own target weight parameters. X-weigh also

offers combined weighing and object checking, which will ensure that packages with more than one weight zone are compliant in both overall weight and individual weight zones. The X-weigh supports a comprehensive report

package showing trends, giveaway and batch analysis, and the software also can be networked via Ethernet to a central plant computer or SCADA system.

**Loma Systems, Inc.**, 630/681-2050.

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



**Fat-analysis x-ray system** The co. introduces its new Eagle™ FA, an advanced fat analysis x-ray system, which utilizes dual-energy x-ray Absorptiometry (DEXA) technology, enabling real-time scanning of both meat and poultry for foreign objects and meat composition. Designed to meet the rigors of AMI sanitary standards, the 6-ft, in-line system enables the inspection and processing of up to 160 tons/hr of all meat products, whether fresh or frozen. The automatic system includes a rejection device that ensures foreign objects are removed from production. Also features a 45-sec automated calibration routine, batching and blending control functions and a small footprint.

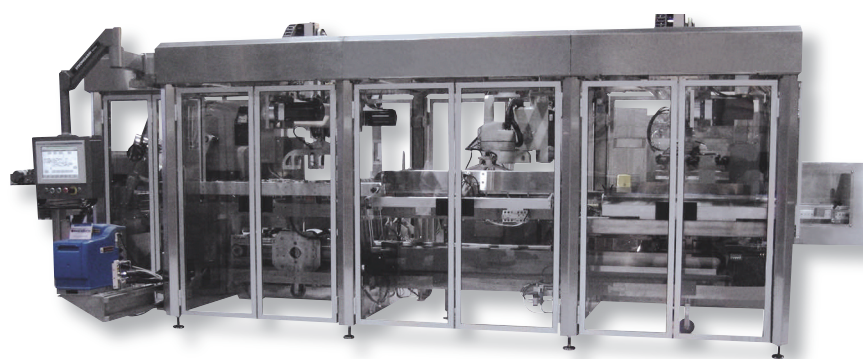
**Smiths Detection**, 865/379-1670.

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

**Top-loading cartoner** The co. introduces the new Ascent™ robotic toping-load cartoner, which is able to reach speeds of up to 120 cartons/min. The cartoning system blends the elements of traditional cartoning with function-specific robotic devices, facilitating virtually any carton size change within the adjustment range to be produced, the co. says. It is configurable for various product shapes, orientations, layering, counts and speeds by simply changing the appropriate tooling. Product features include single horizontal magazine with a blank feeder, a blank pulldown and vacuum conveyor staging, carton forming with glued bottom, flexbot® transport, flexbot or scara robot loading, flexbot closing with glued or tuck top and a Nordson adhesive dispensing tank and guns.

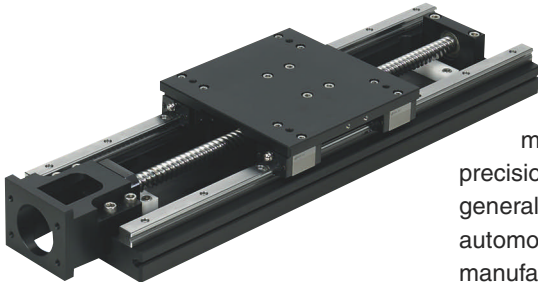
**R.A. Jones**, 859/578-4497.

[www.oystar.rajones.com](http://www.oystar.rajones.com)



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





### Single-axis actuators

Single-axis actuators are compatible with most servo motors and are designed to provide precision linear motion in a variety of general industrial assembly, as well as automotive, packaging and medical manufacturing applications. Each unit is a ball-screw-driven device, built on a

sturdy, extruded 6063-T6 aluminum base with a black anodized finish and 1045 steel side supports. By configuring the precision-grade C10 ball screw diameter and lead, as well as the base width, stroke and table length, machine and equipment builders can literally design these actuators to suit the application at hand, without the need for customizing

a standard unit or building it themselves, the co. says. Features include a linear slide for medium or heavy loads, a grooved base for sensor mounting and a top plate with tapped holes for switching flags on both sides. Maximum velocities are available up to 1055-mm/sec.

**Misumi USA, Inc.**, 800/681-7475.

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



### Stretch sleeves

The BrandPak Multipack system uses a stretch-sleeve applicator and a moisture-resistant PE film as an environmentally-friendly alternative to paperboard containers for multipacking applications. The stretch sleeve applicators have a built-in, zero-downtime material accumulator that facilitates continuous machine operation; there are no stoppages for roll changes. The patented technology positively controls the flow of sleeving material, producing consistency over long production runs. There is no adhesive or heat applied, and the system will accommodate thin gauge material. The stretch sleeving process is engineered to allow operators to switch quickly from one job to the next with a tool-less changeover. Other user-friendly features include a motorized height adjustment and production and I/O monitoring on an HMI touchscreen.

**PDC Intl.**, 203/853-1516.

[www.pdc-corp.com](http://www.pdc-corp.com)

### Development software

The co. announces the release of GP-Pro EX 2.1 HMI and logic-development software, which includes connectivity features such as: Web server, FTP server, Network Printer Server, plus a remote HMI operator interface screen viewer with control. New security enhancements allow users to track user log-in and review the HMI operation log or historical trending. Also allows testing and debugging without having I/O connected. Features live video input and recording, reduced maintenance overhead and investment protection.

**Pro-face America**, 734/429-4971.

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

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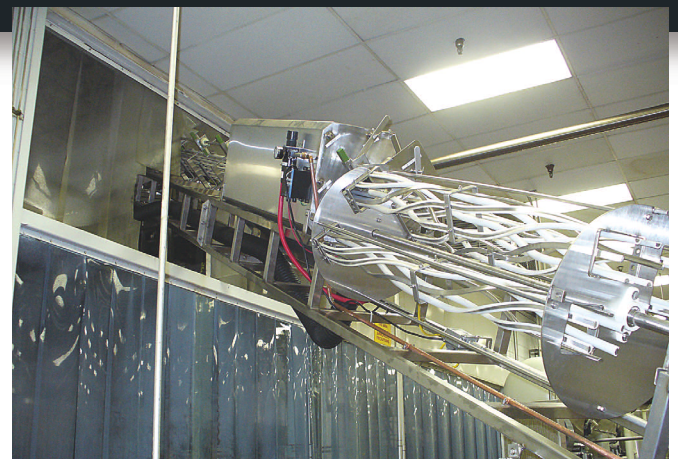


# new products equipment

**Can infeed/inverter** A new rotary can infeed called the Gatling Gun™ for can lines is introduced. The container infeed/inverter system used with can rinsers accepts multiple can sizes and can be used wherever multiple can sizes are needed, with minimal changeover downtime between fittings. New can sizes can be added at a minimal cost. Can twists are stored within the unit. The ability to change can sizes is done with the flip of a few levers. Eliminates the need for hours of downtime to replace can fittings. The system can hold 9 different can sizes.

**Entech Fabrications, Inc.**, 708/597-5568.

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



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**Encoder interface** EnDat 2.2 encoder interface is available with a clock frequency of 16 mHz for high-response applications with direct drives, especially those found in the electronics industry. The encoder interface is fully digital for high-response drives, with analog scanning signals that are digitized and subdivide directly at the place of measurement to ensure positioning accuracy and speed stability. Along with automatic self-configuration of encoders and drives, the transmission of additional information to the subsequent electronics is possible without additional wires. **Heidenhain Corp.**, 847/490-1191. [www.heidenhain.com](http://www.heidenhain.com)



**Discharge gate** The co. releases its patented FastBack Revolution proportional discharge gate to keep the main product supply flowing as it allocates proportional amounts to individual weigher/bagger stations. Downstream stations will no longer have to wait for the product, and the discharge gate will also eliminate the product damage caused by "chopping" slide gates. The product's cylindrical outlet rotates to divert a portion of the main product flow and to prevent product breakage, seasoning loss and seasoning buildup.

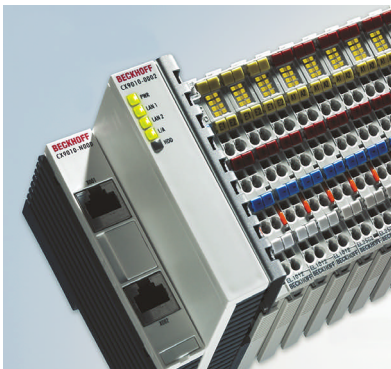
**Heat and Control**, 510/259-0500.  
[www.heatandcontrol.com](http://www.heatandcontrol.com)





**Operator panels** The co. releases the EXTER M70, a new member of its user-friendly series of operator panels. The IP65-rated operator panel has been designed for industrial use and is configured with the intuitive software information designer. The product focuses on safety and has an emergency button that can make an emergency stop at any time. It has been designed for both left- and right-handed use, and features a high-resolution TFT display. With 640×480-pixel resolution, objects and images are presented with a high level of detail, leaving no room for misinterpretation, the co. says.

**Beijer Electronics, Inc.,**  
847/619-6068.  
[www.beijerelectronics.com](http://www.beijerelectronics.com)



**Embedded PC** The co. introduces its CX9010 embedded PC, an EtherCAT-ready device that features a Windows CE operating system and TwinCAT automation and control software. The CX9010 has a slightly higher performance processor and a larger memory configuration than its predecessor, the CX9000. It also features an energy-efficient Intel® IXP420 processor with XScale® technology and 533 mHz clock frequency. In its basic configuration, the product includes the CPU, an internal flash memory, a main memory (RAM), NOVRAM as a nonvolatile memory and one switched Ethernet port with two external RJ 45 interfaces. Additional Compact-Flash, DVI/USB or serial RS232/RS422/RS485 interfaces are available.

**Beckhoff Automation,**  
952/890-0000.  
[www.beckhoffautomation.com](http://www.beckhoffautomation.com)

**Ultraviolet system** The co. releases its UltraLight™ ultraviolet system, which boasts 400 w/in. of UV power for efficiency and speed. The system has an easy-to-use touchscreen control panel that mounts anywhere on a conveyor, machine or system and has the ability for one panel to control and monitor up to 10 power supplies. The system operates on 208/220/230/240 or 460/480 v, single phase for maximum possible operating efficiency. It features a low-voltage control power, a built-in main power disconnect, a PLC and a 200/300/400 WPI Tri-Power System.

**Systematic Automation,** 860/677-6400.  
[www.systauto.com](http://www.systauto.com)



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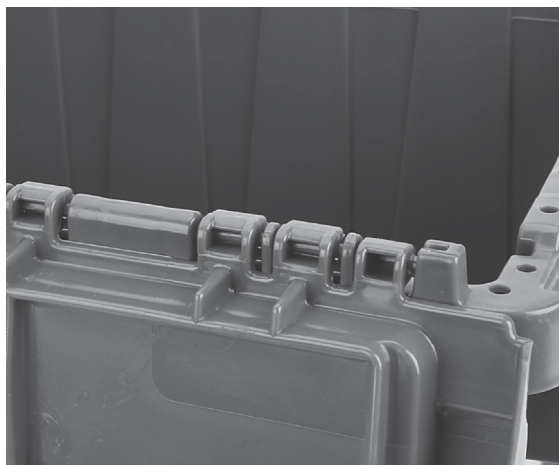
**[www.schneiderequip.com](http://www.schneiderequip.com)**



# new products materials

**Easy-open end** Easylift™ easy-open can end is launched by the co., which reports it's testing it on 400-g packages of cat and dog food together with Nestle Purina Petcare Europe in the Netherlands. The co. says the new end, now available in a 73-mm-dia, significantly improves tab access while retaining all the opening performance of its flagship Eole™ technology, making it easier and faster for consumers including seniors, children and the physically impaired to open food cans without openers or other tools.

**Crown Holdings, Inc.**, 215/698-6056.  
[www.crowncork.com](http://www.crowncork.com)



**Attached-lid container** With a 50-lb capacity and 21×5×12-in. dimensions, the co.'s molded HDPE attached-lid container reportedly features extra-secure hinges that snap lock when the lid is closed. With tie holes for TE seals, the container is also said to have a smooth interior for easy cleaning, ID areas for labels, a textured bottom to prevent slippage on belt conveyors and ergonomic molded-in handle grips for easy lifting. It's also recyclable, the co. says.

**Buckhorn**, 800/543-4454.  
[www.buckhorninc.com](http://www.buckhorninc.com)

**Snack-cup label** Targeting on-the-go packaging needs, the co. develops a promotional shrink label for PP snack cups with a printed foil die-cut lid, demonstrating the efficacy of single-sourcing all components. The cup-conforming PVC label is printed in five colors flexographically, the technique also used for the lid, which reportedly incorporates a proprietary peelable sealant film for easy opening.

**Seal-It/Printpack**, 800/325-3965.  
[www.sealitinc.com](http://www.sealitinc.com)



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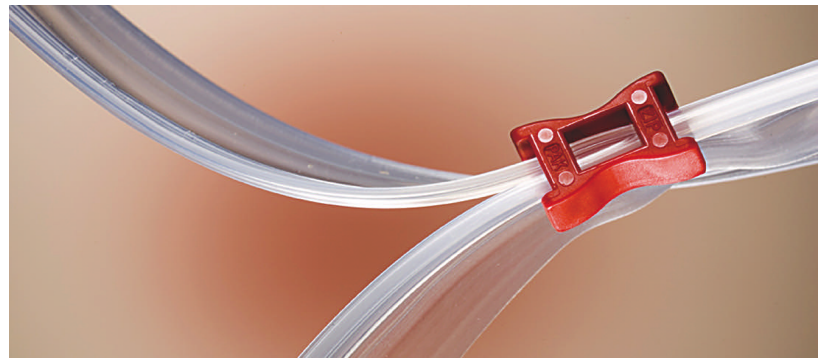
**PACKAGING**  
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**Slider zipper for large bags** What is seen as a pioneering effort, the first slider zipper adding convenience and resealable closure to large-format laminate and multiwall paper bags makes its debut. For packages to 55 lb, as well as the reported only slider system available for woven pouches, the zipper is aimed at applications including pet food, wild bird seed and potting soil. The co. cites elimination of the need for storage containers, plus the ability to keep the brand name before the consumer throughout the usage cycle.

**Zip-Pak**, 800/488-6973.

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



**Lid dispenser** An alternative to open-stacked dispensers at retail and institutional levels is EZLID™, a system designed to avert ambient dust and other contamination sources. With only one moving part working with all types and sizes of drink lids, the system, the co. claims, can be made to handle any coffee or soft drink lid, and is adaptive for any activating device, including pushbutton, lever, turn knob or electronic sensor.

**Kennick Innovations, LLC**,  
515/473-5856.

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



**Bottle strips** New merchandising strips made of recyclable plastic extend the co.'s range, combining visual impact with economy. Newest Quickstrip, the co. says, obtains an original locking tab loop designed to accommodate bottles, allowing for effortless loading, removal and rehanging of products, at the same time saving money by increasing production rates and decreasing warehouse space.

**MCD, Inc.**,  
800/261-7765.  
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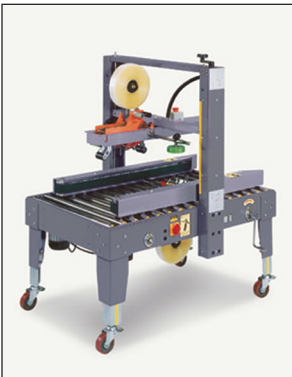
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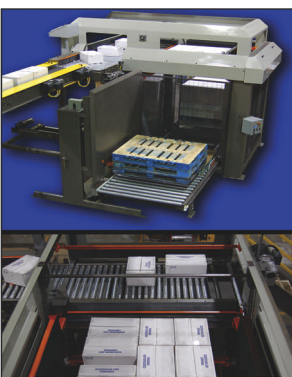


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314-739-1202, [www.enviropak.com](http://www.enviropak.com), [info@enviropak.com](mailto:info@enviropak.com)

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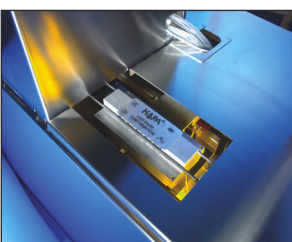


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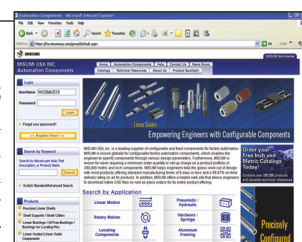


## Hapa 800 Series On-Line Digital

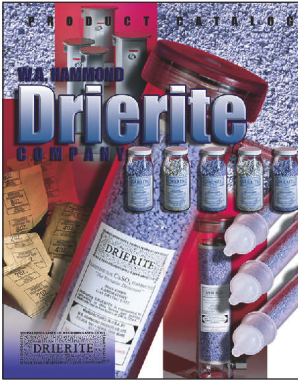
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ALFA Series Servo Stick-Pack Machine delivers superior output with web widths up to 1200mm. Designed for wet and dry products such as condiments, sweeteners, drink mixes and pharmaceutical products. Features include easy opening sticks, ink jet coding, gas flush, automatic Stick-Pack collation, PLC controls and servo motors.

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www.fresco.com

### PakTech Develops 6Paks Handles for Yogurt/Dairy Cups

PakTech has developed new 6Pak carriers for six to ten ounce yogurt or dairy product containers. The lightweight design offers a low-waste, readily-recyclable alternative to paper-board and shrink wrap multi-packs. The 'sunburst' shape covering the top makes the handle more lightweight, while at the same time protecting foil tops from being punctured. Handles fit securely over both foil and plastic topped containers.

**PakTech**

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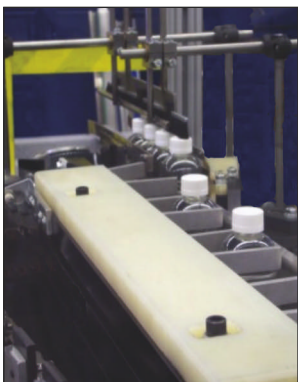
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The Bivans Model 74A707 fully-automatic vertical cartoner automatically loads bottles and vials at speeds of 80 to 120 cartons per minute. The product is positioned vertically to eliminate leakage and ensure product integrity. The machine erects, loads, and closes the cartons, for an operator-free production line. The cartoner includes an infeed conveyor, which can be mated with a rotary table or other accumulating device to feed in the bottles. A wide range of sizes and styles of cartons, including glue, tuck, and fifth panel display, can be accommodated.

**Bivans Corporation**

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### Shure-Glue/Melton Introduces Full-Featured C Series Piston Pump Hot-Melt Units

Shure-Glue/Melton's C-series hot-melt units deliver flexibility, performance and durability. The C-series melt units are market-standard compatible and are available with 4, 8, 16, 30 or 50 liter capacity tank sizes suited for a wide range of application needs. Standard features include PTFE-coated tank, full-featured microprocessor control, and accurate PID temperature control system. Options include RS485 communication interface, integral adhesive pattern control and auto-feed tank system.

**Shure-Glue/Melton Systems Inc.**  
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### J.W. Winco Web Site Offers eStore, 3D-CAD

J.W. Winco, Inc.'s Web site includes an eStore for online purchasing. Check pricing on over 18,000 parts, and purchase by credit card. Free UPS Ground shipping for orders over \$15. The Web site also offers free 3D-CAD models in all formats, plus an online CAD viewer. Visit our website.

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## NEW Case Erector from Pearson Capable of 15 Cases Per Minute!

Pearson Packaging Systems New CE15-T Case Erector (patents pending) is an innovative case erector capable of forming and sealing cases at speeds up to 15 cases per minute. The 45 degree angled powered magazine allows for a small machine footprint while maintaining positive case advancement into the machine. The CE15 is the newest machine in the Pearson Case Erector series which includes machines ranging in speed from 15cpm to 70+ cpm. Visit Pearson's website for more information!

**Pearson Packaging Systems,** 800-732-7766, [www.pearsonpkg.com](http://www.pearsonpkg.com)



## Esko Software Suite 7

Esko Software Suite 7 is a complete update of EskoArtwork's packaging design and pre-production software tools. It sets a new benchmark for package design and pre-production productivity, flexibility, collaboration and integration with third party software. Highlights of this release include full Adobe® CS3 compatibility, stronger CAD and graphics integration, and capabilities for variable data printing and more.

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## Bosch Rexroth Lean Production Resource Kit

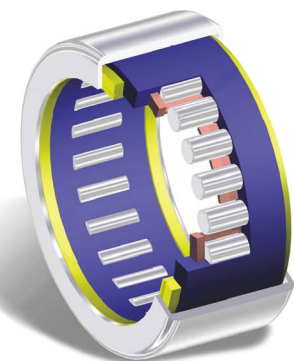
Originally developed to introduce lean manufacturing concepts to packaging OEMs this lean resource CD can help you put together the right approach to your own lean applications. Everything on this disk will help you cut waste, get leaner and make more money with the right technologies. To request a copy of your own, visit [www.boschrexroth-us.com/lean](http://www.boschrexroth-us.com/lean).

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# new products



## Bearings

Standard bearings are replaced with Lube-for-Life bearings featuring a permanently applied micro-poly lubricant, specially designed to meet the unique needs of the co's conveyors. With this change, the conveyors are now maintenance-free, the co. says. The new greaseless design eliminates the need to periodically lubricate the bearings and the possibility of grease escaping the bearings and contacting product on the surface of the conveyor. The micro-poly lubricant comprises polymers and oils. The oils retained by

this porous structure continually lubricate the bearing surfaces through capillary action. The precision roller bearings provide an increased surface area which offers greater load capacities and longer bearing life. All Lube-for-Life bearings are approved by the USDA and the FDA for H-1 food processing applications, where there may be incidental contact between food and the bearing. They contain corrosion inhibitors, anti-oxidants and an extreme pressure additive.

**QC Industries,** 513/753-6000.

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

## RFID inspection/verification system

The new RFID inspection/verification system inspects RFID chips embedded in plastic bottles, which is one of the latest authentication techniques used by bottle makers to defeat counterfeiting. The inspection/verification system begins with a visual inspection of a bottle to determine its size and type. An RFID antenna then verifies the presence of the chip embedded in its base, writes information to it and then verifies its capability by reading the information. Bottles containing no chip or inactive chips are automatically rejected. The system conducts this verification at rates up to 240

bottles/min. RFID information enables pharmaceutical companies to instantly authenticate products on filling lines to ensure proper labeling. At later stages in the distribution chain, the chips also provide companies the opportunity to continuously monitor the authenticity of the product, to gather information about its travel and to write further information, if necessary.

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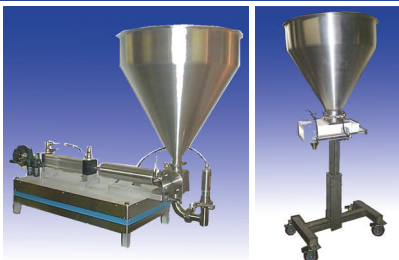
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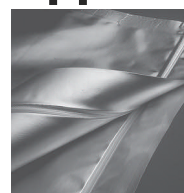
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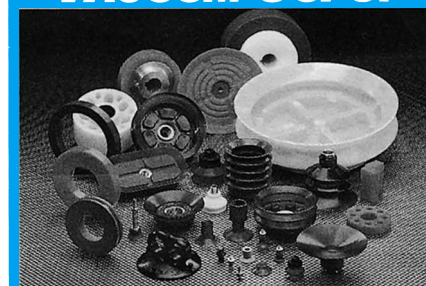
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# newsmakers

## MOVERS & SHAKERS

**Lenze-AC Tech** appoints Christine Clancy customer-service manager.

**B&R Industrial Automation** hires Jerry Golden as manager, end users



Linda Ray  
Nordson Corp.

**Nordson Corp.** hires Linda Ray as global business-development manager for new markets in the Adhesive Systems Group. **Display Pack, Inc.** hires

Kelly Ritter as advanced purchasing manager and Tim Harms as controller.



Trevor Jones  
Motoman, Inc.

**Motoman, Inc.** hires Trevor Jones as senior general manager of Yaskawa Motoman Canada. **Georgia-Pacific, LLC** names William A. "Bill" Frerking vp and chief sustainability officer.

**SATO America, Inc.** names Greg Simmons technical support supervisor for its operations in the Americas and appoints Cynthia



Michael J. Brown  
Domino Printing  
Sciences

Jameson technical writer. **Printing Sciences p.l.c** appoints Michael J. Brown president, North American Operations. **Huston Patterson Corp.** promotes Lee

Tirey to a new client services manager position representing the Mid-Atlantic region, which includes NJ, PA, VA and WV.

**Crown Holdings, Inc.** promotes James D. Wilson to president, CROWN



John R. Davis  
Great Northern Corp.

Aerosol Packaging USA. **Great Northern Corp.** promotes John R. Davis to the position of corporate CEO in addition to his role as president of the Packaging Group, and



William A. Raaths  
Great Northern Corp.

William A. Raaths, CEO since 2002, will become chairman of the board. The changes will be implemented at the annual meeting in April 2008.

**Milacron, Inc.** hires Brian T. Bishop as vp of marketing, global plastics machinery.

## GROWING & GOING

**Vacuum Barrier** renovates and expands its Woburn, MA headquarters.

**Sonoco's Matrix Packaging** unit opens a new rigid plastic container plant in St. Louis. in the first quarter of 2008 to produce extrusion blow-molded bottles for household chemical and personal care markets.

**Amcort** expands its Apriso FlexNet deployment into its Flexibles Division.

## BUYING AND ALLYING

**Markem Corp.** (Keene, NH) and **Imaje S.A.** (Bourg-lès-Valence, France), two of Dover Corp.'s Dover Engineered Systems companies, combine to become **Markem.Imaje**, and Serge Kral is the newly appointed president of Markem.Imaje.

**Bemis Co., Inc.** partners with **Plantic Technologies, Ltd.**, an Australian company specializing in starch-based biopolymers, to develop and sell renewably resourced flexible films using patented Plantic® technology.

**Cloud Packaging Solutions, LLC** acquires **Automated Packaging, Inc.** and **Nature Clean Products, LLC** located in Winder, GA.

**Rockwell Automation, Inc.** buys **Pavilion Technologies, Inc.**, which is headquartered in Austin, TX.

**Multi-Color Corp.** acquires **Collotype Intl. Holdings Pty., Ltd.**, which is headquartered in Adelaide, Australia.

**International Paper** acquires **Fidelity Container Corp.**

**WS Packaging Group, Inc.** purchases **SenecaSalem, Inc.**

## CHEERS

**Alcan Packaging's** president and CEO, Ilene S. Gordon, is named to *Fortune Magazine's* "Global Power 50," which recognizes the most powerful women executives in international business.

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**Naturally Iowa to produce PLA bottle preforms**

Naturally Iowa says it will become the first U.S. dairy company to manufacture PLA bottle preforms. The co. has ordered the necessary molds for the manufacturing and production of PLA bottle preforms.

**Pennsylvania bars hormone-free milk labels**

The state Department of Agriculture announces a ruling that non-hormone labels imply that one brand of milk is safer than another. The department asserts that there are no distinguishable characteristics between the two types of milk.

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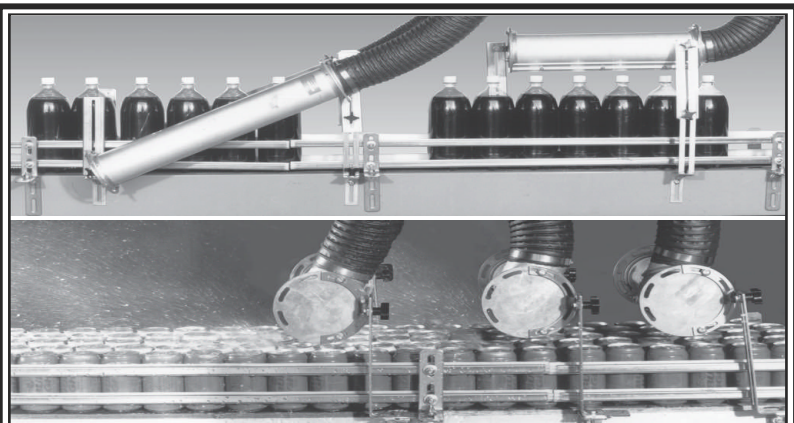
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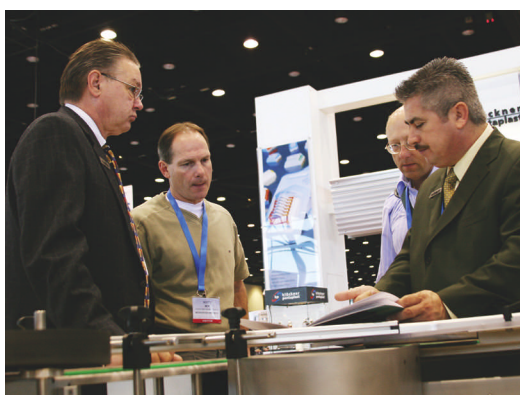
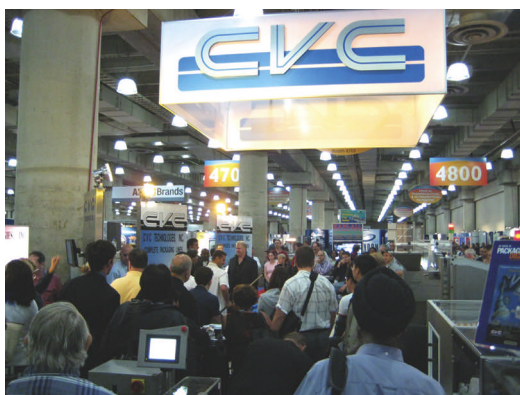
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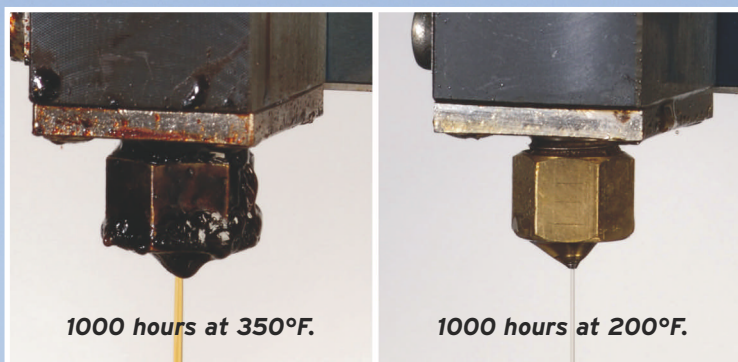
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