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 Reed Business
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January 2008

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▷ Topco to launch a food-scoring system on packaging

Grocery co-op Topco Associates announces a food-scoring system that rates food items, allowing consumers to make comparisons of foods within and across food categories. Read more at www.packagingdigest.com/topco

▷ Bagmakers defend plastic

The plastic bag industry is tired of being cast as an enviro-villain. It's challenging proposals to limit the use of plastic bags at supermarkets and other retail stores. A few top plastic bag manufacturers, including Houston's Superbag Corp., are behind the effort. Read more at www.packagingdigest.com/superbag

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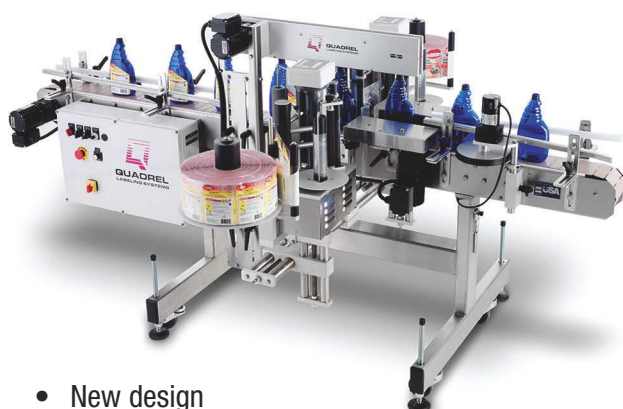
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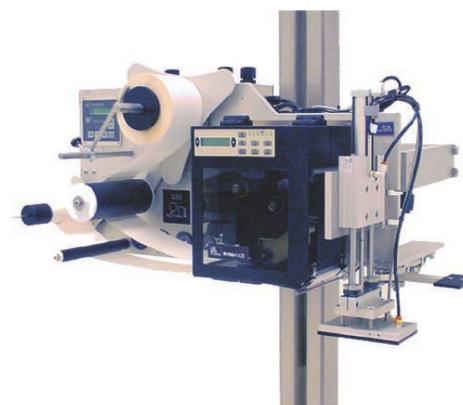
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Food-scoring system to premiere

Topco Associates (www.topco.com), a cooperative of thousands of grocery stores across the country, says it will introduce a new food-scoring system in its stores that could change the way consumers evaluate their food purchasing decisions. Called the Overall Nutritional Quality Index (ONQI), the system uses a simple numeric score from 1 to 100 to rate any individual food item or recipe, enabling consumers to make choices based on an unbiased assessment of a food's nutritional value across food categories. The scoring system was created by David Katz, M.D., head of Yale University's Griffin Hospital Prevention Research Center, and a group of leading nutritionists.

A number of food marketers have introduced their own version of food labeling or rating systems, but Topco says the ONQI was developed by leading health and nutritional experts. It allows for a meaningful nutritional comparison of foods to allow shoppers to actually look at two brands of

crackers and determine at a glance which one offers the most nutritional value. This helps eliminate confusion often associated with product nutritional labels and marketing claims. The algorithm used to assign the food score incorporates 30 nutrient factors so that the ONQI can give a much fuller assessment of a food's true nutritional value and its relation to today's public health needs.

The ONQI has applications for food manufacturers, schools and restaurants, an important factor, especially as discussions continue about moving toward a universal guidance system for consumers. Package labels would include a percentage rating on a 100-point per-serving basis, along with the fat content and other nutritional information. The ONQI is expected to be made available through thousands of retail grocery stores beginning in the second half of 2008.

Says Dr. Katz: "Epidemics of obesity and diabetes suggest the toll of poor dietary choices on the public health. Dramatic improvements in health are possible with changes in diet, and the way to a

better diet is through

one informed choice at a time.

The ONQI provides a powerful tool—perhaps the most powerful tool—designed for that very job. The science behind the ONQI is very sophisticated, yet the tool is simple to use."

By joining forces, Topco Associates and Griffin Hospital will be able to introduce the ONQI with a national footprint in 2008 through grocery stores across the nation. The ONQI will also be available to consumers through food manufacturers, restaurants and online.



Canned fruits, vegetables come out of the can

A new plastic, resealable jar for CanGro Foods, Inc., a leading Canadian processor and marketer of canned fruits and vegetables under the Del Monte brand, cuts weight while enhancing convenience. The container, from **Graham Packaging Co., L.P.** (www.grahampackaging.com), working with **Bapco Closures, Ltd.** (www.bapcoclosures.com), of the U.K., is a clear polypropylene jar with an innovative design said to improve the bottle structure and overall product performance. The neck threading has been removed and incorporated into the Bapco three-part closure system, which includes an overall foil membrane that's completely welded into position. The foil creates a secure vacuum seal, providing a tight, leak-resistant package. The membrane may be removed by the consumer using an easy-to-use pull ring. The container is resealed with a screw-on overcap. The cylindrical jar has a wide-mouth opening for easy filling and convenient access to the contents.

"We had been making a similarly sized jar for CanGro, but wanted to respond to their market's desire for a wider opening



and to 'lightweight' the container and minimize packaging waste," says Terry

Keener, business development manager for polyolefins in Graham Packaging's food and beverage business unit. The new 82-mm closure system is exclusive to Bapco Closures, and saves about 20 percent of the previous container's weight, Keener adds. The original CanGro package was a first-generation in moving from a metal can to consumer-friendly plastic, notes Moe Fedyszyn, Graham Packaging's director of sales for Canada.

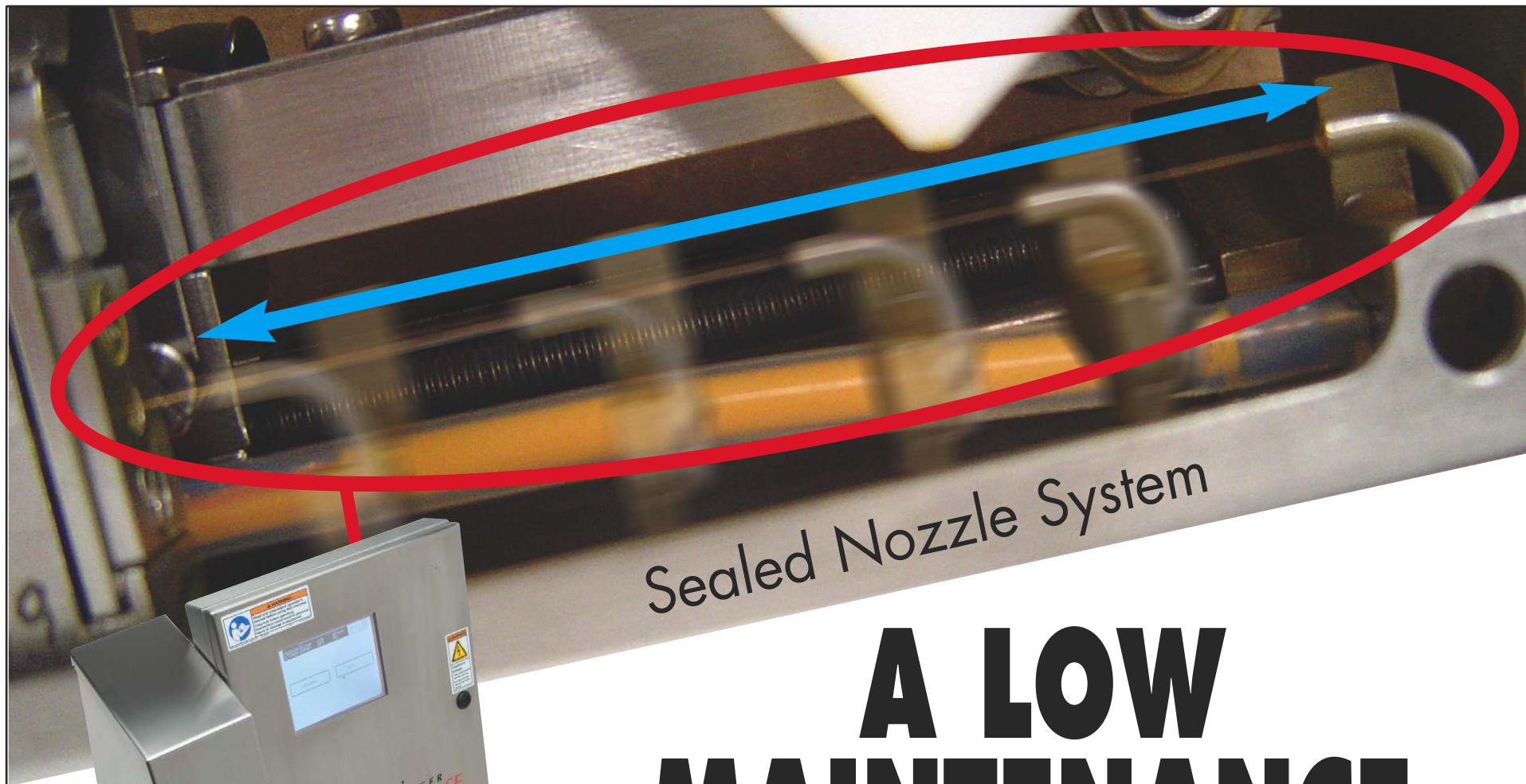
The large jar opening gives CanGro manufacturing efficiencies while avoiding the potential breakage of glass, he says. Mark Hagar, director of research and development and quality for CanGro Foods, says he was particularly pleased with the packaging system's sealability and opening size. "The system seals on one surface and peels or opens on a separate one," he explains. "This eliminates the tradeoff that occurs with conventional conduction sealing where peeling and sealing occur on the same surface. The large opening is great for the processor to fill the food product and for the consumer to remove it."

End of an era for Jarritos

More than 50 years ago, when Novamex created its line of natural fruit-extract soft drinks for the Mexican market, it launched them in a 400-mL glass bottle that hit store shelves in 1950, becoming the first national brand of Mexican soft drinks. Jarritos has since established a market for Mexican products and is now available in Hispanic markets across the U.S., ensuring its status as a key Mexican soft drink brand here. The soda line of 10 fruit flavors is the largest export soft drink from Mexico to the U.S. The Jarritos brand has grown at close to 20 percent per year in the U.S. marketplace over the past five years. Now, Novamex is modernizing the Jarritos brand with a fresh new bottle label, with the help of Spear, Inc. (www.spearsystem.com).

Novamex recently decided to change the image of the nostalgic Mexican/Hispanic brand in order to compete in today's crowded, nonalcoholic drinks market. Historically the embossed flint Jarritos bottle displayed a two- to three-color applied ceramic labeling (ACL) decoration, which was later followed by a flexo-printed roll-form label for many years. With help from Spear to update the brand's image using its SpearSystem, Jarritos is taking a new direction with clear film pressure-sensitive labels. Spear screen-prints the film labels in four colors on the front and two colors on the back. Novamex also updated the bottle shape with a more contemporary look to ensure easy application for the new p-s labels, and continue the modern theme. Due to the flexibility of p-s label decoration and their dramatic appearances, the company says it will continue to grow Jarritos aggressively as an international Hispanic soda brand. Novamex says it plans to export the drink to Canada, Spain and other European countries throughout 2008.





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design trends

Black XS is anything but basic

After the success of the men's version, Black XS Pour Elle is now available from Paco Rabanne in a mysterious, sensual version for women. The curvy bottle in a ruby-toned glass is topped with a matte black overcap from **Alcan Packaging Beauty** (www.alcan.com) and is molded

of "bi-injected," copolyester encasing a heavy, dark Zamak component under a smooth, highly glossy, deep black outer layer. A band is then snapped onto the cap to enhance the base of the stunning black part with a thin metal collar. The results are "as daring as they are glamorous."

Coole Swan cream liqueur takes flight in the U.S.

Coole Swan super-premium cream liqueur has taken flight from Ireland to New York. The brand was launched in Ireland in March 2007 and has been rolled out to key international markets, including the U.K., Duty Free/Travel Retail markets and the U.S. A sales and sampling blitz began early in October in New York city that will continue through the holiday season with a target list of approximately 800 outlets. The two elements at the heart of cream liqueur—Irish cream and Irish whiskey—have been sourced to meet the highest standards and are combined with a blend of natural chocolate, Madagascar vanilla and cocoa from the Ivory Coast. More than 200 blends were tested before a perfect balance was achieved that was worthy of the "superior" distinction. "We recognized that there was a genuine gap in the super-premium category for a luxury cream liqueur," says David Phelan, Coole Swan's co-creator. "Combined expertise helped produce a new, exciting and authentic brand that delivers in every way the best ingredients, creative packaging and most importantly, a delicious taste."



The stylish yet simple bottle and literary reference of the brand name borrow from its Irish heritage and local ingredients. A premium frosted bottle, supplied by **SaverGlass** (www.saverglass.com) in France, invokes the design of traditional glass dairy quarts and is accented with a striking blue label. Coole Swan draws its inspiration from the imagery and lyrical imagination of Ireland's great poet, William Butler Yeats; specifically from his famous poem, "The Wild Swans at Coole." The beauty of the surroundings that inspired this great work are delicately featured on the frosted bottle, reflecting the liqueur's strong Irish roots.

Renowned film director Mike Figgis created a series of short films titled "Coole Stories" for the brand's debut in Ireland. The Irish liqueur is currently available in the U.S. only in New York so far, in 750-mL and 1-L bottles, at an average retail price of \$24.99 and \$34.00, respectively.

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design trends

Thermoformed pack debuts for soup

Germany's Keunecke Frischemenue GmbH, a fine-food specialist, has launched a new ready-meal soup line in a compartmented, thermoformed polypropylene container designed and produced by **RPC Bebo Plastik** (www.rpc-beboplastik.de). Keunecke Frischemenue's new fresh soups are said to provide a minimum 28-day shelf life when stored

in a chiller cabinet or refrigerator, and can be heated in the microwave for three minutes to offer a fast, tasty meal. The collection includes both gourmet recipes and "healthy" soups. Formed in a round custom shape, the black soup container allows the soup to be consumed directly from it. It is available in two formats, one with a compartment for certain



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soup varieties that include croutons to be added after heating. Two winged hand grips on the rim ease carrying and add more convenience. A colorful paperboard sleeve features product photos of each soup recipe to maximize on-shelf appeal. "We chose RPC Bebo Plastik because of its reputation in the production of ready-meal containers," says Keunecke Frischemenue.



New organic juice drinks have less sugar and calories

Faribault Foods, Minneapolis, has introduced Nutri-Squeeze certified organic juice drinks for children as part of its popular line of 10-percent-juice drink products in 200-mL (6.75 fl oz) foil-laminated, standup pouches. The pouches have a straw attached to the outside that can be removed and punched through the top of the pouch for easy consumption. Made from water, organic juice concentrate and organic cane sugar and containing no high-fructose corn syrup, the new Nutri-Squeeze product contains 35 percent fewer calories and 1/3 less sugar than conventional pouched drinks, according to Frank Lynch, Faribault's executive vp of sales and marketing. "This is a critical factor for mothers, who are very concerned about health issues," says Lynch. "NutriSqueeze is a great way to keep kids hydrated and refreshed." Read about the production and packaging of these stand-up pouches at Faribault's plant in Elk River, MN, in a future issue of *Packaging Digest*.



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comment

Mary Ann Falkman, Editor-in-chief

Retail food trends may impact package design

As the retail food scene changes over time, package design needs to evolve, too, to take advantage of new opportunities. The Food Marketing Institute (FMI) recently polled its members—retail grocers and supermarket managers—on what they predict for 2008. The results appeared in early December in a SmartBrief Special Report.

Food safety will remain a significant issue for consumers, the entire food industry and government, the report notes. Industry initiatives

should make food recalls faster and more efficient. Congress will be asked to pass laws addressing food safety, and lawmakers will consider measures to combat organized retail crime. Discussions will likely continue about food from cloned animals.

While the FMI members ranked food safety as the issue that had the greatest impact on their company during 2007, more than 40 percent of them voted organic foods as the issue that will grow in importance in 2008. Also mentioned are private-

label brands, prepared foods, in-store marketing and niche marketing.

Food safety emerges again, however, as the dominant legislative issue the industry will face during this year. Seventy percent of FMI survey respondents voted for that topic, but another 20 percent cited country-of-origin labeling. Organized retail crime came in very low on the list.

Grocers were also asked what new features they are likely to introduce this year. An in-store nutritionist and nutrition counseling came in highest,

at 30 percent. Also mentioned are on-premises medical clinics, sit-down cafes or restaurants, cooking classes and online shopping capabilities. Niche marketing is also growing, with emphasis on ethnic, organic, nutritious and gourmet foods. All of these trends leave plenty of room for package designers to tap into consumer appeal and demand.

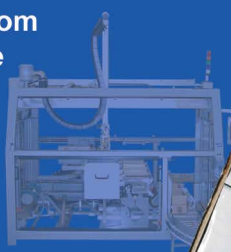
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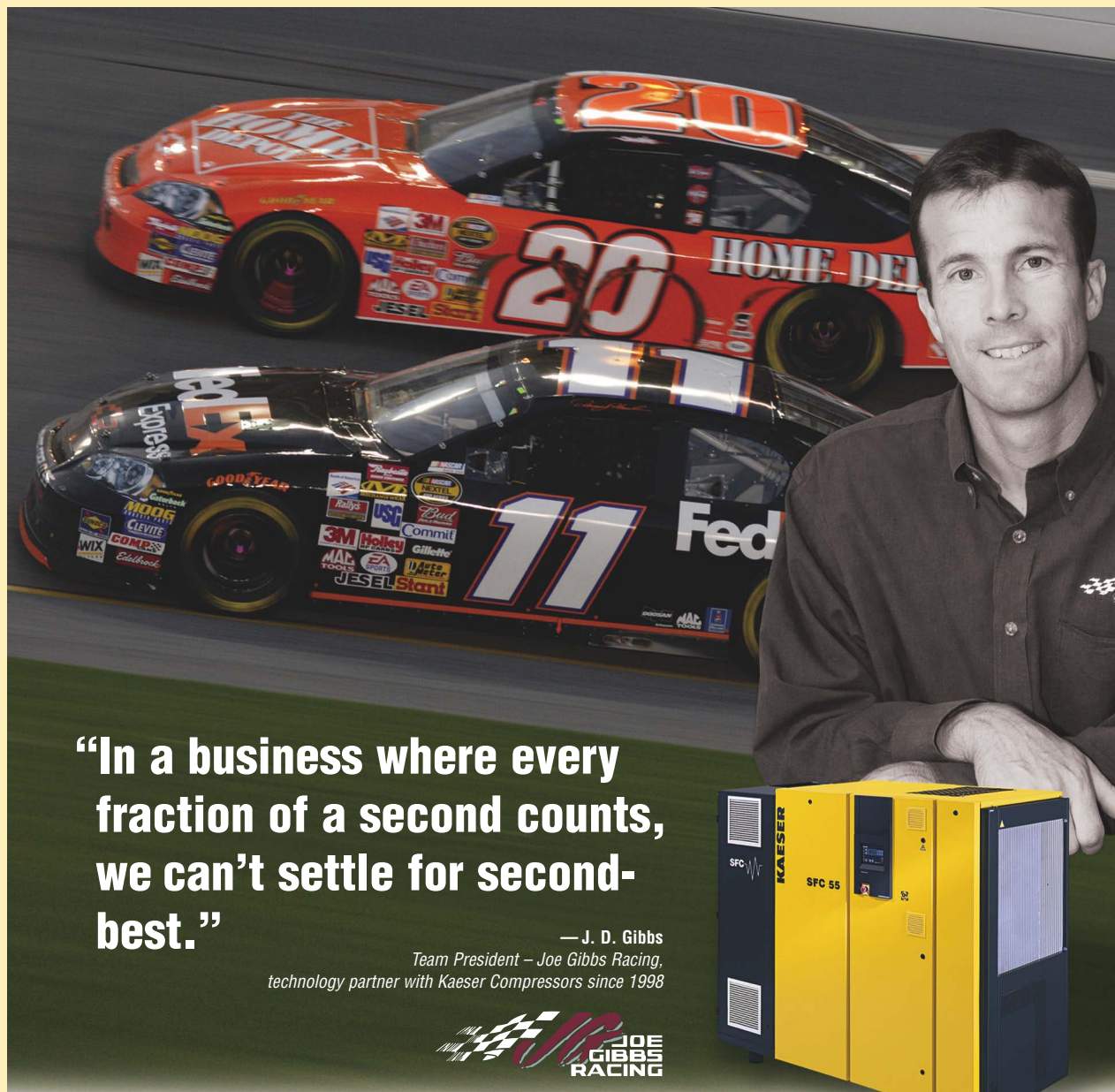
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Case erector The co. introduces its Model 335 case erector, which gives packagers flexibility to erect and seal RSC, HSC and tab-lock cases. The case erector can erect and seal up to 35 cases/min and features intelligent machine control, providing accurate PLC/electronic control and supervision of operation. The variable speed drive automatically adjusts the machine to accommodate line fluctuations and maintain top productivity. The erector's tab-lock module is the key to quick changeover capability, as it operates to fold the tab-lock flaps smoothly and eliminates tab stress; when running other case styles, the cases simply bypass the tab-lock section to be erected and sealed as usual. The cases can be loaded at any time during the casing operation.

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



Motion controller The co. has developed the SPiiPlus SA Series, a standalone, multi-axis motion controller that provides high resolution and high-speed motion and supports a wide range of motion modes, including point-to-point, job, segmented motion, master/slave and arbitrary path with PVT cubic interpolation, on 2, 4, 6 or 8 axes of motion. Is suitable for OEM machinery that requires multi-axis synchronization, such as semiconductor manufacturing, wafer inspection and flat-panel display assembly and testing. The motion controller series can also control systems with both servo and step motors, the co. says. Featuring I/O handling with advanced logic capabilities, the system can simultaneously host communication through multiple channels, 10/100baseT Ethernet, Ethernet/ModBus and RS-232/RS-422.

ACS Motion Control, 800/545-2980.
www.acsmotioncontrol.com



Servo motors The co. introduces its AM3500 Series servo motors, which are suited for machine-tool axes with stringent synchronism requirements. The motor flanges, connectors and shafts are compatible with the co's AM3000 motors, and are available with flange sizes from 3 to 6, torques between 1.9 and 15 nm and rated speeds of 3,000 and 6,000 rpm.

Resolvers or absolute encoders (single- or multi-turn) are available as a feedback system. The standard protection class is IP 64 with IP 65/67 available as an option. This motor series is also CE-, UL- and CSA-listed, the co. says, and the series features low-inertia servo motors, including a compact size, which is achieved via pole wound stator winding.

Beckhoff Automation LLC, 952/890-0000.
www.beckhoffautomation.com



Lid processor The co. has teamed up with DJS Systems, Inc. to provide a lid processor with the first integrated servo-actuated trim press that has a three-tier lid automation and packaging system. The trim press is based on the precision-guided linear moving platen system. The servo drive provides the capability of slowing down for a controlled, long ejection into an automation system, speeding up to make up the loop and then maintaining cycle time with a thermoformer. The automation system utilizes a servo pusher to contain the stacked lids through the transfer process; a two-axis robot arm then grasps each tier of lids independently and positions the lids into an indexing conveyor. The lids are then transferred to bagging and boxing stations. These motions are accomplished while forming, trimming and handling lids at a high rate, the co. reports.

Brown Machine LLC, 989/435-7741.
www.brown-machine.com



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Mini drive The co. presents the new IBL2401, a compact, intelligent mini drive based on the MotionChip™ DSP control technology. The mini drive embeds a motion controller and drive and PLC functionalities in the same compact unit and controls brushless, stepper, DC or linear motors up to 25 W. Motion programming can be done from a CANopen master via a PC/PLC using the appropriate motion

library, or directly at drive level, using the built-in motion controller and the EasyMotion Studio platform. Its embedded motion controller uses the same high-level motion language for all motor versions, making their technology differences transparent to the user. Motion modes such as contouring, profiling, gearing, electronic camming and PVT can be executed in standalone or multi-axis

operations. The company also equips the mini drive with several sensors, such as incremental encoders and digital and linear halls. Communication can be done over CANopen, CAN, RS-232 networks, or Ethernet through an external adapter. INL2401 weighs 60 g and measures 58×44×16 mm.

Technosoft, 41 32 732 55 00.
www.technosoftmotion.com

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Platform For sanitary vertical conveyor applications, the co. says its new AquaPruf LPZ Series Platform provides a high level of sanitation with virtually no spillage of product on incline or decline applications. The platform is sprocket-driven and can be disassembled for cleaning by one person without tools in a matter of minutes for effective sanitation. The product utilizes a positive-driven Mol Industries® USDA-approved solid urethane belt for smooth, consistent operation in wet, humid environments. The ThermoDrive® urethane belt will not stretch in humid conditions and has no bacteria-harboring hinges or pins. The platform also features an open-frame design that allows for easy access to cleaning the frame and both the top and bottom of the belt. The platform also comes in three configurations: Z-frame, which has two angle points; horizontal-to-incline, a design that has a section of the conveyor up an incline; and nose-over, a design that has a section of the conveyor on a decline. All three configurations come in either plastic chain or belt options.

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

Palletizer cell The co.'s M-16iC Robotic Mini palletizer cell incorporates a FANUC M-16iC robot to create single-pallet, dual-pallet and multiple-pallet cell configurations. The M-16iC robot can be specified for payloads of 22 or 44 lb and has a reach of 68 or 59 in., depending on the payload capacity. The system features a controller and an easy-to-use teach pendant that simplifies setup and operator training. Conveyors of 4 or 6 ft in length feed the filled and sealed cases to the palletizer. Interlocked guarding assures operator safety. Palletizer options include: a pallet-discharge conveyor; a pallet-infeed conveyor; a pallet magazine; a pallet dispenser; a tier/deck sheet rack; and a number of case printing, labeling and stretch wrapping accessories. The robot lifts the cases using either suction cups or mechanical grips, depending on the application. The case is placed on the pallet following a user-defined pattern conveyor or using a robotic vehicle. The pallets may be filled simultaneously from multiple infeeds or one at a time, allowing the system to operate continuously.

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

www.esstechnologies.com



Thermal printers The co. releases its line of ZPL-based thermal printers that communicate directly and seamlessly with Oracle® XML Publisher. With direct communication capability between the thermal printers and Oracle applications, the printers can receive and process XML output from any Oracle application quickly, to improve operational efficiencies. The integration and communication between Oracle XML Publisher and the co.'s printers allow customers to print from any of Oracle's current application products without extra steps or delays. This direct connection saves time by eliminating the need for multiple systems to integrate thermal label printers with Oracle XML Publisher. It provides thermal label printing efficiency within the customer's operations to result in improved first-label out time and cost savings, the co. states.

Zebra Technologies, 800/423-0442.

www.zebra.com



Roll-wrapping system The co. introduces its roll-wrapping system for carpet cushion wrapping, carpet padding, felt products, rugs, insulation and many other rolled products. The wrapping system features the ability to handle random diameters and lengths, the ability to process up to 12+ rolls/min and single production line applications to multi-line packaging consolidation. Helps reduce material costs.

EDL Packaging Engineers, 920/366-7744.

www.edlpackaging.com



Weigh-batching system The co. introduces its weigh-batching system for mezzanines and other low-headroom areas, which utilizes low-profile, flexible, screw conveyors. The flexible screw conveyors are configured with motor drives at the inlet end of the conveyor, significantly reducing height and width requirements at the discharge end. The weigh-batching system is comprised of eight low-profile conveyors fed by roof-mounted storage vessels, with each group of four conveyors feeding either of two gain-in-weight hoppers that discharge by gravity through the mezzanine floor to a ribbon blender on the plant floor. A system controller starts and stops each conveyor to weigh ingredients in sequence, then opens a slide-gate valve to discharge the batch.

Flexicon Corp., 888/353-9426.

www.flexicon.com

Tray formers The XP-F4000 TrayGenie Series vertical tray formers incorporate an innovative design and a small footprint. The series includes three models: The XP-F4000 glue-based system; the XP-F4200 fold-and-lock-based system; and the XP-F4300 dual-mode system for both glued and fold-and-lock trays. Can reach speeds up to 40 trays/min. They feature tool-less changeover, an open-access design and a robust construction.

XPAK USA, 888/972-5872.

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Flexible packaging adhesives A variety of adhesives and components are available from the co. to meet the needs of manufacturers and converters of flexible packaging. Custom conversion services include the narrow web slitting of closure tapes; the lamination of tapes to various packaging films and substrates; the application of finger lifts on tape release liners; and both EtO or steam-on "indicator ink" printing of graphics on liners and tapes. Products include spool- or traverse-wound tape for in-line application, sequential numbered labels or identification products and bar coded labels. Converting abilities, combined with 3M's advanced tape technologies, offer customers the top-performing, cost-effective solutions with options that can help drive down manufacturing costs, the co. states.

M&C Specialties Co., 800/441-6996.
www.mcspecialties.com



Valve bag The Airstream bag debuts for fine, powdered bulk material as a reported solution for quick de-aeration without perforating the PE barrier/foil. The co. says that air freed in the valved bag during filling forms a stream that's directed to a high-capacity outlet, an interrupted longitudinal seam, and escapes to accelerate the filling process. The co. adds that the

Airstream also supports reduction of dimensions toward an optimized size and cleaner bags.

Mondi Packaging Bag Converting, 31 43 3299 218.
www.mondigroup.com

Bi-color bottles A line of coextruded HDPE bi-color bottles is introduced in what the co. calls a wide variety of sizes, neck finishes and shapes including round, oval and flat-sided. Two colors can be introduced as stripes of equal or varying widths, the co. notes. The colors are limited to the broader sides of an oval or in two stripes to form a half-and-half configuration in a round bottle. Suggested retail uses include cosmetic, personal care and promotional packaging.

Silgan Plastics Corp., 800/274-5426.
www.silganplastics.com



Header-bag labels Promotional produce header-bag labels are introduced in single-piece standing or hanging formats, classic or inserted booklets. They come in envelopes printed in 4- to 10-page text, photos or graphics, the co. says. For cross-promotions, seasonal promotions, co-branding, coupons or private labeling, the labels can be printed in up to 10 colors and can be laminated, varnished, die-cut or perforated. They are all available for use with header bags or netting.

Conwed Global Netting Solutions, 800/368-3610. www.conwedplastics.com



Vacuum pouches The Flavorseal® name embraces a new line of clear vacuum pouches said to be nonshrinkable. The pouches are made with a nylon/PE blend and are stocked in a 3-mil gauge with custom sizes and 2- and 6-mil thicknesses available. The co. says custom printing is available as well as other value-added options, and that no minimum order on stock items is required.

CMS, 866/769-1500.
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PLA shrink labels get the 'green' light

AgroLabs brings glass bottles of liquid nutritional supplements to market featuring **ECO-FRIENDLY, SUSTAINABLE** polylactide film shrink labels.



Lauren R. Hartman, Senior Editor

Four-year-old AgroLabs, Inc., Hillside, NJ, a manufacturer and marketer of healthful, nutritional products, has been a driving force in human nutrition, combining product innovation with clinical science. The subsidiary and nutraceuticals business of Integrated BioPharma, Inc. distributes these products nationwide through mass market, grocery, drug and vitamin retailers. Integrated BioPharma is a group of companies serving the varied needs of the health care industry. Through its nutraceutical business, the company creates, develops, manufactures and markets products worldwide.

AgroLabs says it's committed to bringing consumers products and research that are accurate and targeted to provide maximum health benefits.

It's also interested in the environment, and ethically harvests its products to ensure the safety of the environment, while promoting use of environmental packaging for its health and nutrition products—a growing product trend on the market.

Introduced in 2006, AgroLabs' Naturally brand of liquid dietary supplements includes Naturally Pomegranate, Naturally Thai Mangosteen, Agrolabs Cranberry and Naturally Noni. The products, which have a two-year shelf life and keep refrigerated for 60 days after opening, are available nationally in clubstores in 32-oz glass bottles. A 24-oz size is available regionally through mass merchandisers, health food stores and other health product retailers.

Soon after the introduction of the beverages, the company decided to move the bottles from paper pressure-sensitive labels to full-body shrink film labels made of polylactic acid

(PLA), a biodegradable polymer made from corn or plant sugar. A culmination of about six months of research and application, fueled by the desire to curb dependence on finite environmental resources, the breakthrough labels are converted and printed in rollform by the **Seal-It Div. of Printpack (www.sealitinc.com)**, which says the AgroLabs' application is the first use of its PLA shrink labels for a beverage such as these supplements. Seal-It

We decided, as a company, to be more eco-friendly.



We made the switch to PLA labels to start using more environmentally friendly packaging.

began working on the project nearly a year ago and trials took place over the summer.

Each full-sleeve label provides convenience, with the look, feel and performance of petroleum-based films, yet is made from a 100-percent annually renewable, natural resource.

One of the fastest-growing segments in labeling, shrink labels seemed to make sense for AgroLabs. Shrink labels made from annual crops seemed to make even more sense. While the proprietary, long-neck, flint glass bottles remain structurally the same as before, the move to PLA labels coincides with its decision to eliminate the use of a printed, paperboard folding carton containing each bottle.

The full-sleeve labels provide ample room for graphics and product information. "The initial thought about packing the bottles in cartons was to protect the glass, and it would continue the product theme with a full-carton graphics design, but we replaced the carton because the bottle breakage is minimal during shipping," explains Christina Kay, vp of logistics at Integrated BioPharma and vp/director of AgroLabs. "We decided, as a company, to be more eco-friendly. We made the switch to PLA labels and wanted to 'come out of the box,' if you will, to start using more environmentally friendly packaging. The PLA label is a biodegradable product. Since we already use recyclable glass containers, it made sense to label them with these custom sleeves, which aren't harmful to the environment."

Attractive and eye-catching, the new shrink sleeve labels began appearing on the 32-oz bottle size in November 2007 and will appear on the 24-oz bottle in early 2008, Kay says. The labels help to reinforce the "purity," "natural" and "close to nature" commitment and positioning of the Naturally line of liquid nutritional supplements, while the biodegradable PLA film requires less heat to shrink the label onto the package, says the co. That can increase line efficiencies and save energy and resources.

The film in AgroLabs' case is called EarthFirst®, made by biopolymer resin converter **Plastic Suppliers, Inc. (www.plasticsuppliers.com)**, Columbus, OH, using **NatureWorks LLC's (www.natureworkslc.com)** Ingeo™ biopolymer resin made from plant sugar. Plastic Suppliers spent considerable research and development time on the project and got input from EarthFirst cobranding Continued on page 24

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partners like Seal-It in engineering a commercially viable, shrinkable material for packaging applications such as folding-carton windows, bag windows, bag laminations, container lidding, twist-wraps and floral wraps, as well as shrink film. Seal-It reverse-prints the film for Agro's 50-micron (nearly 2 mils) bottle labels by gravure in eight colors at the Printpack converting plant in Farmingdale, NY.

Seal-It says the film has proven to be competitive with most petroleum-based films in both its characteristics and its cost. Seal-It began offering EarthFirst PLA labels commercially just more than a year ago and says they are heat-shrinkable and suitable for any shrink-sleeve labeling project. The NatureWorks resin technology involves harvesting starch stored in natural plant sugars that is fermented into lactic acid. The lactic acid is used to create clear plastic resin pellets, or PLA, that can be used for rigid packaging and film.

NatureWorks (formerly Cargill Dow) christened its first large-scale production facility in Blair, NE, in 2002 for the manufacture of PLA, with an estimated output of 300,000 million lb of resin per year—half of which was slated for packaging applications. Unlike polyethylene terephthalate or petroleum-based plastics, products made from EarthFirst PLA film have the flexibility to be disposed of in several ways, such as commercial composting. The Biodegradable Products Institute (BPI) approved EarthFirst PLA film as a compostable material, which undergoes degradation by biological processes during composting to yield carbon dioxide, water, inorganic compounds and biomass at a rate consistent with other compostable material and leaves no visible, distinguishable or toxic residue.

According to Rich Eichfeld, vp of business development for Plastic Suppliers, his firm first began making PLA film nearly four years ago: "We had considered using it prior to that, but it was too costly. Once NatureWorks LLC's manufacturing methods gained economies of scale, it became more feasible for us."

During EarthFirst's year in development for use in shrink film labeling, Plastic Suppliers asked Seal-It to test EarthFirst PLA TDO film on its converting equipment. Demonstrating excellent printability and machinability characteristics, the label film is now available from Seal-It in

We hope that people like the new design and appreciate that we are looking toward more environmentally friendly products.



2- and 2.4-mil thicknesses. The film is scuff-resistant, compliant with U.S. Food and Drug Administration regulations and offers about a 75 percent shrink in the transverse direction.

Luxurious and vividly colored, the revised label graphics for AgroLabs, designed by Pelham, NY-based **Made by the Girl** (www.madebythegirl.com), showcase a lush illustration of the primary fruit ingredient in the drink on a graduating background in color-coded tones keyed to the fruit ingredients, such as warm reds, oranges and yellows or deep purples, golds, greens and plums or pomegranate pinks, reds and creams. On some of the bottles, the shoulders feature an eye-catching swirl design in deep colors.

The full-body label for AgroLabs' Cranberry nutraceutical beverage features a scenic lighthouse landscape illustration and a cluster of cranberries against a graduated blue/green background. The AgroLabs logo appears at the bottle shoulder for each of the flavors, followed by the brand name, product description and the Oxygen Radical Absorbance Capacity per oz, or ORAC statement.

"We just began including the ORAC statements on the products with the conversion to the new PLA labels," Kay says. ORAC is a method of measuring antioxidant capacities of different foods, according to the bottle label.

The back panels tell the product story, list the supplements' health benefits and in some cases describe the prime ingredient's history. Also listed is a facts statement and an understanding of the ORAC scores of the beverage.

With a main goal of "changing the world, one healthy person at a time," according to a company slogan, Agro recognizes the importance of package

sustainability and the environment. Now, its bottle labels also include a statement headed with, "Where's the Box?," followed by, "In an effort to help protect our environment, reduce trash and conserve, AgroLabs has redesigned our products without the box. Furthermore, the shrink label used is made from corn, so it is environmentally friendly as well. We embrace the tremendous responsibility we have, as leaders in our industry, to use our talents, resources and technologies to provide the finest products in a manner that protects our precious environment."

Adds Kay: "We have done shipping tests on the bottles without using the printed carton and the shipping damages are no greater. The new labels are quite scuff-resistant and provide colors that are vibrant and glossy."

While she admits that AgroLabs experienced a learning curve with the new labeling format and some challenges involved in adopting PLA labels, representatives from Seal-It and Plastics Suppliers helped sort through the production issues and sleeve application.

"We found out that some colors don't work very well and there were some production issues to start with," she notes. "But the graphic distortion is minimal on our packaging. We avoided putting graphics in those areas that cause distortion, such as the neck area. And Seal-It provided us with grid film so that we knew where most of the distortion would take place. We had samples made with our art before we went to press so all in all, the package development took only a few months."

Paul Prichett, sales and marketing manager for the Seal-It Div. of Printpack, says that the performance and characteristics of PLA are competitive with traditional petroleum-based films. "Seal-It's labels are one-hundred-percent PLA. There are no special handling requirements for PLA versus any other film. PLA behaves similarly to other shrink films and yet it's different in that it has a higher shrink percentage on the container than most other films. Also, the shrink initiates at a lower temperature in the heat tunnel."

Seal-It's converting process is similar, he observes, to those for petroleum-based films. "PETG is the only other shrink film that has a comparable or slightly higher shrink," he says. "We also offer PETG [shrink labels] and have significant experience working with that substrate.

NatureWorks launches new natural plastic and fiber

NatureWorks LLC showcased its latest Ingeo™ innovations made uniquely from NatureWorks® biopolymer at the ninth Eco-Products 2007 Exhibition at "Tokyo Big Sight" Ariake, in Tokyo in December 2007.

The aim of the assortment of new natural plastic and fiber products now carrying the Ingeo brand is to help transform eco-options from a niche to the mainstream, providing a new generation of natural plastic and fiber products in more than

20 different "lifestyle categories," from at least 100 commercial partners that sell in more than 70,000 retail outlets worldwide. NatureWorks also launched a new Ingeo brand campaign at the Eco-Products exhibition to support its partners and products with a message that it hopes will resonate clearly with retailers and consumers alike. "The presence here of NatureWorks LLC and its unique Ingeo brand signifies the growing importance for more sustainable options in the market today, a reality we are pleased to recognize that matches our LOHAS credo" said Toshi Ide, founder and chairman of

Lohas Business Alliance in Japan at the exhibition.

NatureWorks says that its biopolymers use 65-percent less fossil fuels and produce 80 to 90 percent less greenhouse gas emissions in their production than conventional polymers.

In addition to commercial demonstrations of Ingeo products at the Japanese show, NatureWorks also highlighted its new joint venture with Teijin Ltd. of Japan, one of that country's biggest and leading innovators in the fields of fibers and plastics. The company also has invested with Cargill in a 50/50 joint venture in NatureWorks.





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PLA is suitable for all shrink sleeve-packaging applications. It has excellent printability. We have thoroughly tested PLA, but prefer to keep our test methods confidential. Overall, working with PLA has been smooth. Our experience with it is that it machines well."

The key petroleum-based plastics that compete with PLA, both in film and rigid container applications, are polyethylene terephthalate glycol (PETG), recycled PETG (RPETG),

environmental issues," Kay points out. "Retail buyers like the new bottle labels for the environmental benefits." As of presstime, the newly labeled bottles were just making their way into stores. "They're so new that we haven't gotten a response from consumers yet," she relates. "We hope that people like the new design and appreciate that fact that we are

looking toward more environmentally friendly products. The 32-ounce is just going into clubstores now, but the 24-oz size currently available in stores isn't labeled in PLA yet." Kay says the package for additional products in the Naturally line will more than likely incorporate PLA labels. "We have three new items that will be available in the PLA label in 2008," she tells

More information is available:

Seal-It, Inc., a div. of **Printpack, Inc.**, 800/325-3965. www.sealitinc.com.
Made by the Girl, 914/740-3318. www.madebythegirl.com.
NatureWorks LLC, 877/423-7659. www.natureworksllc.com.
Plastic Suppliers, Inc., 800/722-5577. www.plasticsuppliers.com.



The aspect here is that we're looking at environmental issues. The new labels are scuff-resistant and glossy.

polyvinyl chloride and oriented polystyrene (OPS). Each has its advantages. PVC is less expensive and is highly machinable, but it continues to raise pollution issues because it is said to emit small amounts of vinyl chloride monomer during compounding.

Popular outside the U.S., OPS is generally less expensive than PETG and as a shrink film, tends to perform smoothly, PD is told. But OPS and PET aren't without their own environmental concerns in terms of acidification, eutrophication and photochemical oxidation.

AgroLabs uses a contract packager near Dallas to apply the bottle labels, PD is told, and they needed new applying equipment parts and shrink tunnel parts to run the PLA sleeves. "The significant aspect here is that we were looking at the

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sustainability



The start of a new year is a good time to look back and reflect on trends that influenced the momentum and direction of sustainability in packaging in 2007. One thing is certain: the sustainable packaging arena was a whirlwind of activity last year.

I think even the most optimistic were surprised by the profound impact that Al Gore's movie *An Inconvenient Truth* and Nobel Prize had in raising awareness about global warming and bringing reluctant policy makers to the table. We enter 2008 with global consensus that climate change is real, it is happening quickly and human activity is largely responsible. What we lack is any comprehensive plan for what to do about it.

Business is not waiting for the plan. The calculus is not hard—energy is

Developing standard metrics would be ideal goal for 2008

more expensive, carbon is being taxed in many parts of the world, and while our government may be slow-moving, global multinationals cannot afford to be. A year ago, carbon footprinting was novel; now there is the Carbon Trust carbon-reduction label. The label, currently limited to the U.K., is designed to help consumers identify companies with a commitment to reducing their carbon footprint and communicate the carbon footprint of a product from manufacturing, packaging and transport.

In 2007, we also witnessed a transition from defining what sustainable packaging is to figuring out how to measure progress toward it. While Wal-Mart was the first retailer out of the gate in the U.S., sustainable packaging has been a major area of focus for European retailers for some time, and they too have scorecards. Consumer product goods companies and their suppliers are now on the receiving end of a complicated set of environmental expectations from retailers. This is not an enviable position and often not a particularly economically efficient either, especially if the goal is improved efficiency from suppliers.

One of the challenges is that there is currently no broadly accepted set of metrics for this purpose. Standardization would help the entire packaging industry. This year may be the time to consider the American National Standards Institute (ANSI) or another consensus-based standard for measures of sustainable packaging. Clear standards might also help establish better guidelines for marketing claims.

Many will remember 2007 for its dramatic headlines about recalls. From pet food to the millions of toys with excessive lead levels, toxins captured mainstream attention. In a matter of months, long-simmering concerns over the presence of toxins in all types of products became a prominent issue for the consuming public. This demonstrates the power of kids and pets. It is not a stretch to see this extending to packaging in the near future. These incidents have severely undermined the confidence in the quality assurance practices of Chinese manufacturers. Companies who were not prepared are scrambling, and rightly so, to figure out what they must do to remedy these issues. Supplier performance and the need for clear standards, expectations, and audits of environmental, health and safety performance are key sustainability issues.

For those on the fence about whether sustainable packaging is just the new flavor of the month, 2007 also provides strong evidence that sustainability is part of the new sonar system for navigating the waters of a rapidly changing business climate that is connected more than ever to critical environmental and social issues. Here's to making strides toward a more sustainable future in 2008.

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



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One-piece IML canister shakes up spices

UNILEVER'S clever one-piece seasoning canisters are a hit in South Africa with a built-in shaker fitment and self-cleaning flip-up lid. An in-mold label decoration is also an integral part of the canister.



Lauren R. Hartman, Senior Editor

Unilever South Africa has used an innovative package to transform what could have been a marketing nightmare into a merchandising dream. Sales of its popular Knorr® Aromat® brand of spice blends and seasonings had been eroding since 1999 as competitors copied the Aromat style, notes Louis Lindenberg, regional packaging director for Unilever in South Africa at the time of the project, and who has since moved to the company's Centre of Excellence for Savoury (products) in Germany to head up packaging for the company's savory brands.

Aromat is described as an all-purpose, balanced seasoning in powder form. "There have been significant numbers of competitive, copycat brands entering this lucrative market—some with names so similar to Aromat that they could only be designed to fool consumers," Lindenberg says. "We were not prepared to tamper with the product itself—the basic issue was to propel Knorr Aromat into a growth phase, and to accomplish this by improving the relevance and modernity of the brand through its packaging."

Aromat's original canister was a simple, three-

piece design featuring dry offset printing, which was an easy look to copy, and unfortunately, one that was not protected by a trademark. A packaging redesign surprised even Lindenberg and his team after the innovative, new, 75-g, one-piece canister and lid was introduced in July 2006. The unique container design, created with help from local South

The issue was to propel Knorr Aromat into a growth phase by improving the relevance and modernity of the brand through its packaging.

African designer **Hardy Boys** (27 31 263 0940), was targeted to grow sales volumes of about three percent, but instead experienced an 8.3-percent jump, breezing past its market-penetration target of 48.6 percent, to reach an impressive 58.8-percent penetration. Lindenberg credits the bold packaging.

The Unilever packaging team developed and

trademarked a flip-top canister, which is formed in a single injection mold. Standing about 3.5 in. tall, and tapering elegantly toward the top, the new canister features an integral, removable tamper-evident strip that joins the 38-mm lid to the body. An in-mold label is fused into the sidewall of the polypropylene canister during the molding process to create a seamless, no-label look. Fusing the label to the canister during the molding process allows Unilever to curb printing leadtimes versus the former dry-offset printing process for the labels, which it says complicated manufacturing.

The in-mold labels boast outstanding graphic sharpness, a dramatic improvement, as the former dry-offset-printed versions experienced smudging and had a relatively coarse look, according to Lindenberg. The new wraparound labels, produced by **Tadbik Pack, Ltd.** (www.tadbik.com) of Teradion, Israel, on an eight-station **Drent-Goebel** (www.drent-goebel.com) combination press, feature six-color offset-printed graphics and a gravure-printed UV varnish and release coatings.

Continued on page 30

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The embossed Aromat logo above the in-mold label and topping the flip-up lid adds sophistication and is a feature that's rather "expensive to copy," in order to ward off imitators, says Lindenberg. While the tamper-evident seal connects the lid to the body, it opens easily with a thumb tab. With its butterfly design, the hinged lid features protrusions that clean out the sprinkle holes in the package's built-in sifter fitment when the canister is closed. Anti-nesting ribs inside the canister were added relatively late in the design process after trials with earlier prototypes. But they facilitate handling on the filling line and strengthen the container walls.

A contoured, recessed base plug with a design that follows the lines of the flip-top lid allows grocers to stack the canisters for easy display and

consumers can stack the containers at home. What's especially notable about the base is its design makes the canister refillable. Turning the canister upside-down, the user pulls a tamper-evident tab on the sidewall, and uses a spoon to lift open a bottom seal. The base opening can then be refilled with what Unilever describes on the back of the label as a "sachet refill pack" of seasoning.

Though it was no small feat to create the molds to handle such a complex design, switching from a three-piece canister to a one-piece container eliminated a costly assembly step, Lindenberg adds. He points to Dave Murgatroyd of mold builder **Spec Tool and Die** (www.spectool.co.za/) in Durban, South Africa, with "being extremely innovative in overcoming mold issues to bring the concept to life," says Lindenberg. "Murgatroyd has a world-class team that epitomizes the concept of blue-sky thinking."

Color-coded according to the seasoning contents, the canister is injection-molded on equipment from **Ferromatik Milacron** (www.ferromatik.com), which also acted as system integrator, and is decorated with in-mold labels via robotic label placers built by **Beck Automation** (www.beck-automation.com) of Switzerland.

Tapered sidewalls, a removable base plug, left, a hinged flip-top lid and a built-in shaker are all molded in one piece. The base opens for refilling.

Unilever pushed the bounds of the packaging, yet Lindenberg notes that surprisingly, the new canister ended up being no different in cost than the former, conventional package. Several carefully considered elements contribute to the cost efficiencies, he points out. For one, the new PP resin grade has a better melt flow index that improved molding cycle times, which are now 14 sec each. The molder cranks out eight canister/lid combinations at a time, PD is told.

In-mold-labeling the canister requires a well-tuned assembly process, Lindenberg notes. "Initially, we had some challenges with label alignment when picking and placing the labels—the size of the labels has to be one-hundred-percent correct," he explains. "However, once we got through the teething problems, we never looked back."

In the sophisticated South African market, in-mold labels have experienced mushrooming demand, explains Tadbik Pack's David Bragge, based in the company's office in Johannesburg. "We're seeing in-mold labels on dairy products, detergents and other consumer goods, and they're quickly replacing dry offset printing and even some pressure-sensitive labels," Bragge notes. "In the case of Aromat, it's an ideal technology because it's a sharp look that's difficult to copy, and the fact that the label is integral to the canister eliminates the challenge of applying a label in an environment where powdery product could impact



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The next wave of improvements in packaging will spark a tremendous demand for in-mold labels here.

placement and adhesion.

In-mold labels are poised for a similar boom in North America, predicts Leslie Gurland, president of Logotech (www.logotech-inc.com), the New Jersey-based sister company of Tadbik Pack, which represents Tadbik in the U.S. "Companies like Unilever South Africa are demonstrating that in-mold labels can create a phenomenal upgrade in brand image, and that the technology can smooth the manufacturing and filling side of the business," she says.

"Anyone who has seen an Aromat canister or a yogurt cup with an in-mold label will never look at a dry offset package the same way again," Gurlick adds. "I think the next wave of improvements in packaging—especially in dairy, powdered products, and detergents—will spark a tremendous demand for in-mold labels here."

To fill the new Aromat canister, Geoff Sysum, an engineer at the Knorr plant in Durban, and his

team, worked with companies around the globe to assemble a state-of-the-art packaging line. Running about 200 canisters/min, the line is equipped with a Posimat (www.posimat.com) Posipuck canister unscrambler, a Mateer Burt bottom-fill auger filler from Barry Wehmiller Companies (www.barry-wehmiller.com), a Filtec Automation (www.filtec.com) automation and conveying system, an eight-head rotary capper from AVE Industries (www.aveindustries.com), a checkweigher from OCS (www.ocs-cw.com) and a shrink wrapper from Levy & Smith (now known as Starpak [www.starpak.co.za]).

In all, the one-piece canister represents a \$3-million investment by Unilever, according to Lindenberg's group. Despite having to obtain a private mold, Unilever hit its cost target—a net per-package increase of zero, which kept the project viable. To-date, the bold canister is only available in African markets, but could pop up in others soon, reversing the fortunes of more Unilever products. "It has been one of the most successful packaging-driven projects ever," Lindenberg concludes.

More information is available:

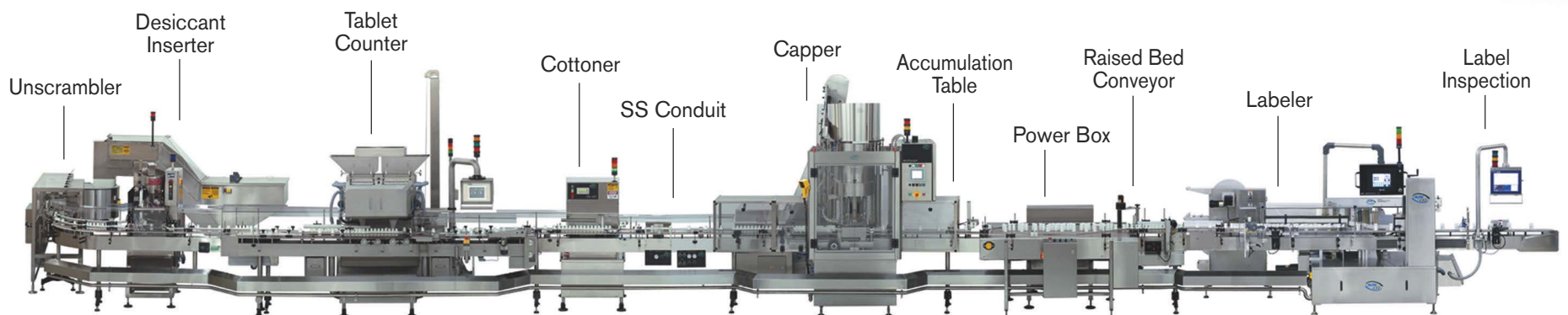
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Recently, Knoll added an automatic material-handling/order-tracking system for its office chair production and packaging operation that is significantly cutting costs, eliminating order-processing mistakes and expediting the shipping process. The system combines radio-frequency identification

(RFID) technology, bar-coding technology and equipment from **Accu-Sort Systems** (www.accusort.com), new conveyors and handling units from **Stokes Material Handling** (www.stokesmhs.com), which also coordinated the project, and system software, controls, scanners and other components from **BP Controls, Inc.**, (www.bpcontrols.com). Knoll's production complex in East Greenville, has a chair-production building incorporating four primary office-chair manufacturing lines that produce its Chadwick, Life, RPM® and Bulldog® brands of furniture.

Previously, after a chair was assembled, tested and completed, it was labeled by hand

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with a manufacturing tag that included a shipping date, a routing code, a case/pallet number, an order type and number, an item number, the product quantity and more.

The chair was then wrapped in a protective film or it was loaded into a shipping case and palletized with up to four chairs per pallet.

The pallets were then forklifted to the shipping area, across the building, approximately 1,000 ft away, to one of three Knoll "mixing," or staging centers, where the chair might be combined in a shipment with other pieces of office furniture. From there, the chair was distributed to retail outlets or directly to customers.

The setup kept the facility in a constant flurry of activity, with forklifts shuttling back and forth between the plant's manufacturing and shipping areas. This raised a number of concerns, including forklift maintenance and fuel costs and warehouse safety, according to Knoll. But, the biggest concern was order integrity; the chairs could accidentally be delivered to the wrong staging area, causing costly shipping mistakes or delays.

To alleviate the traffic problem and streamline the order-tracking process, Knoll contacted Stokes Material Handling to develop an automated material handling system that could:

- Identify chairs by order number, purchase-order number and by their destination.
- Automatically convey the chairs to the correct sorting area.
- Automatically direct the shipments to the proper dock door.

Stokes Material Handling provided new conveyors (including those from Hytrol [www.hytrol.com]) and automatic chair lifts to facilitate the new process and recommended RFID systems from Accu-Sort and controls from BP Controls to create a new tracking method.

Today, Knoll designates chairs as either Packed (case-packed) or Wrapped (film-wrapped). A Packed chair is case-packed into a two-piece corrugated shipping case, labeled with production details that include product information and a chair description, customer identification, an order number and a line item.

To optimize use of shipping trailer space, Knoll also recently modified its Packed-chair product line so that 80 percent of production is shipped disassembled, with the chair base detached from the rest of the assembly.

All of the chair parts are then packed into a smaller, downsized case. The Wrapped chairs,

however, are fully assembled, so they cannot be conveyed the same way. Instead, they are draped for shipment in a clear film shroud and are conveyed through the plant and shipped upright.

When a chair is complete, the production department produces a bar-coded label from a desktop printer containing information about the chair, including the mixing-center destination (or direct shipping). Applied to the front of the case, the labels for the Packed chairs can be easily scanned using fixed-position scanners at the conveyor level.



RFID stations with a control console and scanner, above, are in place in the 'induction areas' at the end of each packaging line at Knoll Mfg.'s production facility.

But labels applied to the film on the Wrapped chairs, which can swivel and rotate up to 360 deg, make bar-code-scanning a challenge, as the label location on the Wrapped, assembled chairs are placed in a reusable conveyor tray that makes them easier to transport down the packaging lines.

Knoll realized that the conveyor tray became an ideal application for radio-frequency identification (RFID) tagging. Each tray incorporates an RFID tag from Accu-Sort, encased in plastic and affixed to the tray with Velcro®. Acting as a sort of 'license plate,' the information on the RFID tray tag is easy to read as the chair is convey downline in a closed-loop system.

Positioned in the center of the square conveyor tray to make orientation a nonissue, the tag is written with Accu-Sort's RFR-02 RFID tag reader/writer with new order information each time the tray receives a new chair. Once the chair reaches the end of the line, the tray is brought back to the start of the production line and the tag is overwritten with new information when another chair is loaded into the tray.

Both Wrapped and Packed chairs are processed on any of the four production lines. At the end of each chair line, the chairs enter what Knoll calls an "induction area," which houses an RFID station that "inducts" the chair into Knoll's computer system using chain transfers and merge-control logic. It's equipped with a small control console designed by BP Controls, consisting of a selector switch with a send button, a hand-held scanning gun, a two-stage beacon and an Accu-Sort RFR-02 RFID tag reader/writer.

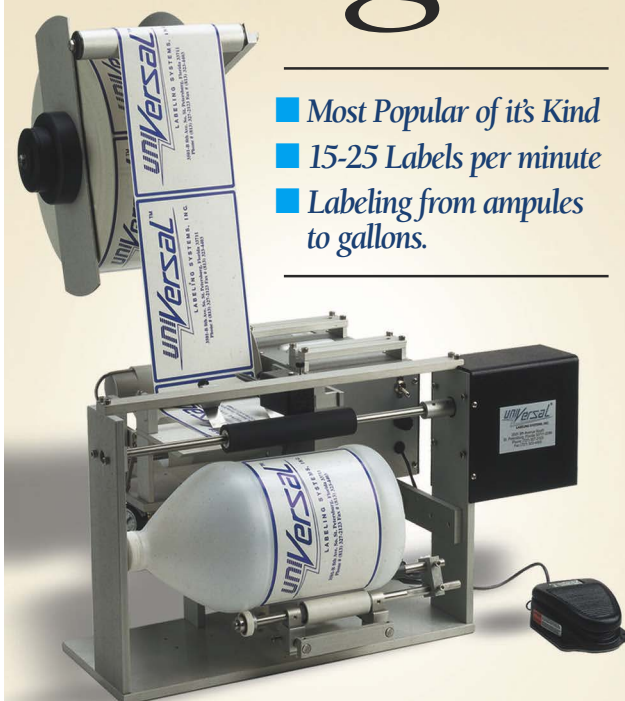
Compatible with the ISO 15693 standard, the high-frequency, fixed-position tag reader/writers operate at 13.56 MHz, reading and writing Knoll's passive tags (RF transponders). The UHF reader/writer system has 5×16-in. antennas and is

Continued on page 34

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designed for use in factory automation, automated material handling and asset identification. Each of the primary RFID/induction areas is also equipped with an automatic lift built by Stokes Material Handling that allows the operator to roll either the film-wrapped chairs onto the conveyor trays or place the chairs to be case-packed into corrugated shipping containers at

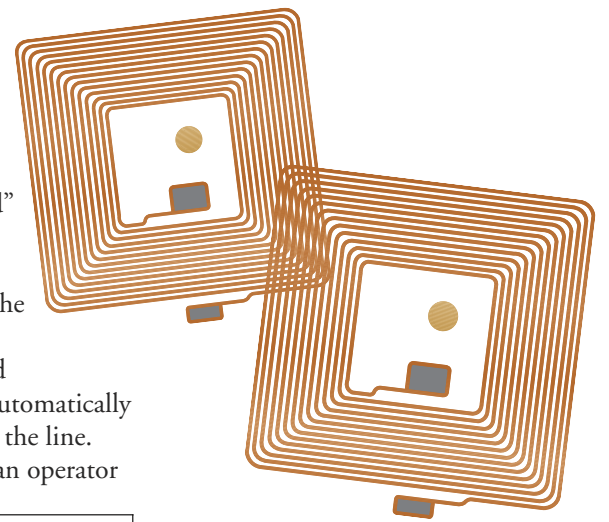
ground level.

When a chair arrives in the induction area, an operator reads a work order that corresponds to the chair to determine whether it will be Packed or Wrapped.

For Packed chairs, the operator moves the console's selector switch to the Pack position, places a case bottom on the lift, loads the chair into the

case and seals the case before pushing the "send" button so that the chair can proceed downline. The label, or ticket, on the package is scanned with a BP Controls hand-held scanner and the case is automatically raised and transferred to the line.

For Wrapped chairs, an operator



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News from Norden

Because the new installation delivers chairs directly to shipping, it has helped cut our forklift fuel costs significantly, and reduced forklift traffic, which improved safety at the plant.

moves the switch in the Wrap position and places a plastic conveyor tray onto the lift. The operator then rolls the chair into the conveyor tray and scans the bar-coded production label onto the plastic film shroud with the hand-held scanner. The scanned information is then sent to a **Rockwell Automation** (www.rockwellautomation.com) Allen-Bradley SLC 5/05 processor/programmable logic controller provided by BP Controls, which formats the same scanned information for the RFR-02 RFID writer. The RFID writer then encodes that information onto the RFID tag on the conveyor tray.

The beacon at each of the induction areas flashes as the tag is being written. When the tag-writing operation is successful, the beacon turns green, and the lift automatically raises the chair and discharges it to the main line. If tag writing fails (poor alignment, bad scan, etc.), the beacon turns red, and the operator repeats the process. If the tag does not write successfully, the system will not induct the chair onto the main line.

As the chairs travel to shipping, they first pass a strapping-



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verification area, which is equipped with an Accu-Sort Axiom™ laser bar-code scanner and an RFR-02 RFID tag reader. The Axiom provides high-speed scanning of the containers at rates up to 1,400 scans/sec, Accu-Sort reports

The RFID tag reader detects a tag on the conveyor tray holding a Wrapped chair, allowing the Wrapped chair to bypass a strapping station next in line and proceed to a sortation area.

But if the Axiom bar-code scanner detects a bar-coded label on the case of a Packed chair, it signals the chair to be diverted from the main line to proceed through the strapping area, which is equipped with two automatic strappers from EAM-Mosca (www.eammosca.com) that apply four straps.

At the strapping station, the cases are oriented so that the case front, and its production label, face the side. The strapped cases then are automatically “re-inducted,” or routed, back onto the main line, with the front of each case facing one side.

Next, both Wrapped and Packed chairs enter the sortation area, where an Accu-Sort Model 24i DRX side-reading bar-code scanner with periscope checks the PACKED, oriented shipping cases of chairs with the bar-coded labels and another RFR-02 RFID reader/writer scans and verifies the RFID tag on the WRAPPED chairs. The data is sent to a sortation PC that determines which outbound production lane to send the chairs for distribution. The side-read scanner is able to provide up to 3,000 scans/sec and has a reading range of up to 70 in., Accu-Sort notes.

The chair is then tracked and sorted to the proper outbound shipping lane or dock. The sortation PC identifies the product, providing specific lane assignments specified at the mixing center, by order number or by line item.

Knoll's Carl Visscher, manufacturing plant manager, says that the company is pleased with the combination RFID/bar-coding system, which has helped Knoll improve throughput and reduce shipping errors. With it, Knoll expects to save indirect labor costs of \$300,000 and another \$200,000 in cost avoidance because the chairs no longer need to be staged for pickup by forklift. Instead, they can be delivered directly to the shipping area, for more efficient

warehouse utilization. Visscher points to a few of the system's other benefits: “The new method helps cut forklift fuel and maintenance costs significantly and reduces forklift traffic, improving our plant safety,” he says. “If we chose another type of scanning setup, we probably would have seen a major increase in our investment. We should see an ROI in three years, including depreciation on equipment, and both hardware and software.”

More information is available:

Accu-Sort Systems, Inc., 215/996-8601. www.accusort.com.

BP Controls, Inc., 732/257-8700. www.bpcontrols.com.

EAM-Mosca Corp., 800/456-3420. www.eammosca.com.

Hytrol Conveyor Co., Inc., 870/935-3700. www.hytrol.com.

Rockwell Automation, 414/382-2000. www.rockwellautomation.com.

Stokes Material Handling Systems, Inc., 215/340-2200.

www.stokesmhs.com.



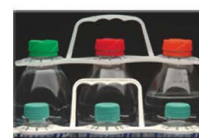
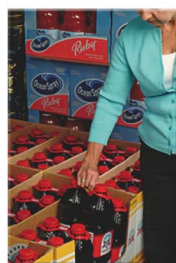
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Color-rich, new look in a Jiffy

Chelsea Milling's C&S Carton Div. updates the carton graphics for Jiffy® baking mixes with **NEW PREPRESS AND DIGITAL PRESS TECHNOLOGY** that boost colors and helps 'sell' unadvertised products.



Lauren R. Hartman, Senior Editor

Nowhere else is packaging more critical to products sales than at Chelsea Milling Co., the Chelsea, MI, maker of Jiffy® prepared baking mixes in the "little blue box." Chelsea Milling doesn't advertise to consumers and never has. Instead, the 77-year-old, fourth-generation food manufacturer relies on its core principle of providing quality and value to its customers, as well as attractive packaging to prompt brand awareness.

Recently, it decided to revamp the graphics on its venerable, little blue box that holds the assorted

mixes, keeping core principles intact, while maintaining its place as a leader in its sector. The absence of advertising makes the visual appeal of the baking mix carton even more critical. Vertically integrated Chelsea Milling created a printing division in 1970 called **C&S Carton** (www.jiffymix.com), located about 60 miles away in Marshall, MI, to help control the quality and cost of paperboard carton "shells" encasing the Jiffy product line.

Although not a typical converter, C&S Carton faces many of the same challenges, most notably

increased quality demands and requests for faster turnarounds, while keeping costs down. Now, with 24 prepared mixes in the Jiffy product line, C&S prints the shells, or cartons, for every one—about

It has also reduced overtime, because we are running much more efficiently.

1.5 million packages are produced daily, 42-up on a sheet, per 10-hour shift. This amounts to about 300 million paperboard shells annually. Prepress work is handled on by an outside source; C&S

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prints onto recycled clay-coated boxboard and then strips and cuts the board before it ships the shells flat to Chelsea Milling.

The move to update the graphics ultimately lead to the purchase of a six-color, 77-in.-W Harris press (from **Heidelberg Equipment** [www.us.heidelberg.com]) to replace an older five-color model, and to the press' integration with an EPG KeyColor system from **Essex Products Group** (www.epg-inc.com) for advanced color control. The KeyColor is a digital system that enables user-friendly ink-key adjustments from a central console to control color, speed makeready and to reduce waste. Essex Products Group has been designing and manufacturing integrated color-control systems for more than two decades. The company's KeyColor remote ink control systems are integrated into original equipment worldwide and can be installed as retrofits.

"We were running a five-color, seventy-seven-inch Harris press from 1970 until about two years ago; it had cloth dampeners and was badly in need of major repair," relates Don Stephan, plant manager of C&S Carton. "When we went to proof the new graphics on our shells, the owner realized we couldn't reach the color quality and the brightness of the red on the flag element that he wanted to achieve. So we replaced the press with another



Don Whitney, a pressman at C&S Carton, examines Jiffy carton ink-color densities produced by the new control.

seventy-seven-inch Harris, a six-color system this time, and upgraded it with the EPG system and **Dahlgren** [817/267-0009] dampeners."

C&S' installation of the EPG's digital KeyColor ink-control system incorporates Smart Fountain technology, which delivers computerized control of the fountain ink keys. The technology lets press operators adjust ink key settings easily and quickly on all of the press' ink fountains from a central console, helping to ensure color consistency throughout an entire press run, while speeding up makeready and reducing waste. The Dahlgren continuous dampening system also helps maintain consistent press performance and reduce scrap, affirms Stephan.

A captive printing operation, C&S prints the

Jiffy blue boxboard in six colors, including three process plus three spot colors—a dark blue, a background blue and a red specially formulated for Jiffy. Six EPG Smart Fountains, one for each of the six units on the press, control the ink keys. Each Smart Fountain controls 59 ink keys. Prior to the installation of the EPG system, "in order to accommodate normal variation during a press run, the operator had to manually adjust hundreds of ink keys by hand," says Jack Kennedy, vp of operations. Not all 59 ink keys had to be adjusted on each unit every time, but a majority of them had to be changed.

Now, except for some normal variation during a run, the color holds. Comments Stephan, "On our old press, we were lucky to run 28,000 sheets a shift; because of the newer press and the EPG system, we are now able to run anywhere from 38,000 to 40,000 sheets." Startup time has been reduced from 45 min to 15 min, he says, and instead of taking 2,000 sheets to get up to color, it now takes 200.

Gary Hoag, C&S Carton production supervisor, says, "It has also reduced overtime, because we are running much more efficiently." Revamping the Jiffy carton's graphics was the main reason management decided to purchase the Heidelberg six-color press. Continued on page 38

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with the EPG system. The team was looking for a fresher, more modern and livelier look, without abandoning the lineage of the Jiffy brand franchise, Kennedy explains. "Since we don't advertise, that package is the franchise," he says. "Why bother going to the effort of refreshing the graphical look of our packages if we couldn't reproduce colors from package to package on a consistent basis? We needed to have that repeatability and quality to make our other efforts pay off."

To help further with repeatability, C&S is also using a densitometer, running color by the numbers instead of the press operator's best guestimate. For each carton shell it prints, C&S develops a history, stored by the KeyColor. Some carton shells, like those for Jiffy's best-selling corn muffin mix, are produced constantly. Others for holiday or seasonal varieties, for instance, are produced intermittently. The stored data ensures consistent color, regardless of time between the production runs for a particular carton.

"When we proof a job, they (Jiffy) will come over for a press check," says Stephan. "When they okay it, we save the data, so the next time we put that job on-press, we can go back into



Since we don't advertise, that package is the franchise. Why refresh the look if we can't reproduce colors on a consistent basis?

the computer where it is saved and just bring it back up, and automatically start adjusting the keys for color."

Soon after the six-color press was installed, C&S's prepress house, **Panoplate Lithographics** (www.panoplate.com), Kalamazoo, MI, provided a profile of the new press as part of its own improvement process. "Profiling, or fingerprinting, gave us the characteristics of our press, dot gain and all the other attributes of how one press differs

from another press," explains Kennedy, "Panoplate applies that profile and makes adjustments at the separation level rather than our having to make adjustments on the press."

With press profile in hand, the EPG system became even more significant. "If we still had to control color by hand, it would defeat the purpose of all these other improvements," notes Kennedy.

"The investment in the EPG KeyColor lets us make adjustments from the console accurately and quickly." Training press operators to use the system went very well, Stephan recalls. "The system is easy to work with," he says. "The press operators love it. It makes their job easier and saves so much time—it's like night and day from the way we used to do things."

More information is available:

C&S Carton, 269/781-2823. www.jiffymix.com.
Dahlgren Mfg. Inc., 817/267-0009.
Essex Products Group, 860/767-7130.
www.epg-inc.com.
Heidelberg USA, Inc., 888/472-9655.
www.us.heidelberg.com.
Panoplate Lithographics, Inc., 269/343-4644.
www.panoplate.com.

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2090-XXNFMP-S09	CBL, NON-FLEX, MOTOR FEEDBACK, MP/1326AB, 9M	9 (29.5)	P28762-M9	\$133.00	\$72.83	-\$60.17	-45%
2090-XXNFMP-S15	CBL, NON-FLEX, MOTOR FEEDBACK, MP/1326AB, 15M	15 (49.2)	P28762-M15	\$183.00	\$83.28	-\$99.72	-54%
2090-UXNFBMP-S03	CBL, ULTRA, NON-FLEX, MOTOR FEEDBACK, 3M	3 (9.8)	P28763-M3	\$110.20	\$58.01	-\$52.19	-47%
2090-UXNFBMP-S09	CBL, ULTRA, NON-FLEX, MOTOR FEEDBACK, 9M	9 (29.5)	P28763-M9	\$142.50	\$73.32	-\$69.18	-49%
2090-UXNFBMP-S15	CBL, ULTRA, NON-FLEX, MOTOR FEEDBACK, 15M	15 (49.2)	P28763-M15	\$235.60	\$88.60	-\$147.00	-62%

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Golden Boy Foods, a Canadian processor of trail mixes in pouches, reaps rewards with x-ray-based inspection systems and metal detectors. **COMBINING THE SYSTEMS** in-line ensures quality of ingredients purchased from around the world.

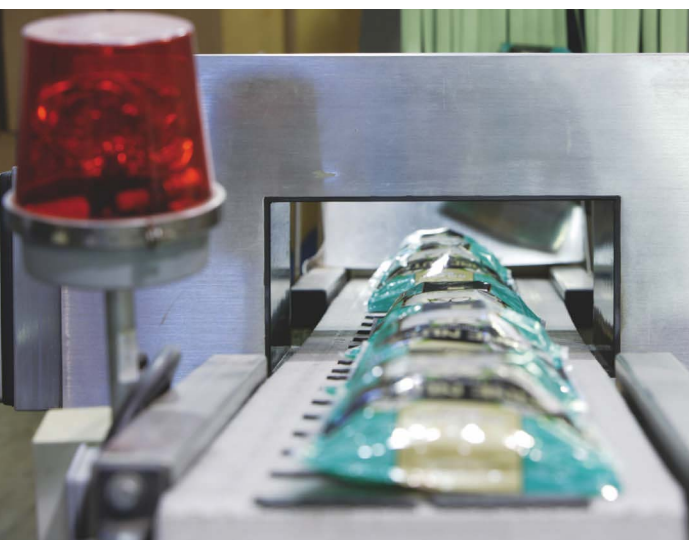
Eliminating the 'trail' from trail mix, nut packs

Lauren R. Hartman, Senior Editor

From a humble start nearly 30 years ago as a one-product company, Golden Boy Foods, Inc., Burnaby, BC, now has a repertoire of more than 200 products today. Of these products, peanut butter continues to be its core business as the largest private labeler of peanut butter in Western Canada. It also is a major importer and distributor of nuts, including peanuts, walnuts, pecans and almonds and many others as well as dried fruit, trail mixes and other dried food products. Golden Boy says that when it was able to provide a four-hour turnaround on an emergency delivery of an order, it knew it had met expectations of service.

With worldwide networks of suppliers, Golden Boy says it takes no shortcuts on quality. Its quality-control department monitors the products at every stage of the production process.

Pouches of whole, roasted pine nuts convey through one of Golden Boy's two new pouch-inspection systems.



"Our reputation hinges on the quality of our products, and we take that premise very seriously," Golden Boy Foods states on its Website. The company produces, packs and ships its products within days of an initial order placement. It offers customers the flexibility of packaging its products in nearly any pack size its customers require.

But importing a number of ingredients from many countries has its challenges, and Golden Boy knows that incoming foods need to be carefully screened for contaminated material and scrutinized for problems that can come up from harvesting and the shipping processes.

Golden Boy relates that in some of the less-developed regions of the world, harvesting, cleaning and packing standards are not as high as they are in Canada and the U.S. That means the packer must shoulder these burdens and assure that any contaminants don't go to market with its products.

Thus, to maintain its leading role in the marketplace, Golden Boy continuously invests in customer and consumer research and product-development and packaging innovations. Recently, it installed two EZx™ x-ray-based contamination-detection systems and two additional APEX™ 500 metal-detection

systems—all from **Thermo Fisher Scientific** (www.thermo.com). Replacing some of its older Thermo Scientific metal detectors to achieve optimum sensitivity, the APEX acquisitions bring Golden Boy's total count of metal detectors (most of which are PC S3 systems) to 20. The systems are used for a number of automated inspection applications on lines that pack roasted nuts, trail mixes and dried fruit such as raisins. With an aperture size of 14 in., the EZx x-ray systems are additions to two lines that pack roasted nuts and trail mixes in 250- to 300-g standup pouches made of conventional and metallized films.

It is on these two packaging lines in particular that Golden Boy has made a rather cutting-edge move by teaming both x-ray inspection and metal detection equipment together, to meet the rigorous standards it sets for contaminant detection. This combination approach is used for products in which the probability of rock fragments or other nonmetal objects is greater than on other packaging lines, explains plant manager Larry Toth. "We get that much more insurance that customers aren't receiving any foreign material in their packaging." The rest of the packaging lines, which include those filling and sealing corrugated shipping cases of dried fruit such as raisins and other foods, are

We operate both systems simultaneously because there are contaminants that may pass through the x-ray system that won't pass through the metal detectors and vice-versa. So we now have the best of both worlds.

equipped with the metal detectors only.

“The Golden Boy application is quite unique,” echoes Bob Ries, product manager for metal detection and x-ray inspection at Thermo Fisher Scientific. “Nuts and trail mix-type products first pass through one of our x-ray machines, which detects things like rock fragments and larger-sized metal objects,” he says. “Then, Golden Boy passes the products through our metal detector to find things like wire and staples, which are much smaller in size or cross section/diameter. Typically, the x-ray systems find metal as small as one millimeter in size. Anything smaller than that won’t generate a sufficient image resolution. A metal detector, however, finds very small-diameter metal objects because those objects are conductive.”

Golden Boy’s Toth says that when his company runs metallized pouches on these “combination lines,” it desensitizes or lowers the sensitivity on the metal detector at that time, so that the packages don’t sound off any alarms. “On every other product and package that runs on those lines, we operate both the metal detector and x-ray systems simultaneously because there are contaminants that may pass through the x-ray system that won’t get through the metal detectors and vice-versa,” he tells PD. “So we now have the best of both worlds.”

The economical EZx x-ray contaminant-detection



system was designed to provide protection not only from metal, but from glass, stone, plastic and other dense foreign objects. Recently upgraded with run-mode filter changes, improved data collection, a software belt stop and an improved USB memory stick, the system includes numerous customer-based enhancements to its software and hardware components, giving food-packaging engineers more contaminant-detection capabilities in a flexible, easy-to-use format.

Golden Boy’s APEX 500 metal detectors, each with an aperture size of 14 in., assist in ensuring that all types of metal, including common stainless steel, are detected before the product packaging

is shipped, and to protect expensive downstream production equipment.

The APEX uses what Thermo Fisher Scientific calls a “multi-coil” design (patent pending) that increases the effect of the magnetic field in the system’s aperture by more than 1.5 times. This, it says, enables the detector to target and amplify signals from very small pieces of metal and improves signal levels resulting in a higher level of detection capability. A new shielding technique can also reduce unwanted effects from hard-to-handle, wet or conductive foods. The newest system also has an icon-driven, touchscreen interface and can

Continued on page 42

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track metal that's 20 percent smaller in diameter than previous APEX generations, according to Thermo Fisher Scientific. Equipped with digital signal-processing software, the APEX 500 was quick to install, says Toth, and features integrated electronics, with no external boxes to mount or wire, and a built-in Quality Assurance Test (QAT) that allows users

to validate performance.

Working with larger package configurations, when the metal finds contamination, it sounds an audible alarm and a warning light flashes so that an operator at the end of the line can retrieve the metal-containing package.

Toth says the culprit package is passed through the system again and

if it passes once, it is sent through the detector a second time and if fails again, the package is split in two; each half is put through the system for further investigation. This process is repeated until the metal is found.

"We have actually found metal inside the shell of a peanut," Toth recalls. "The APEX system is quite remarkable. It's very sensitive. We use



One of the new metal detectors in action, inspects cases of Golden Boy's Sultan's raisins. The system tracks the tiniest of metal contaminants.

it to detect metal contaminants in large corrugated shipping cases, on lines that run raisins in and mixed nuts in thirty-pound quantities. On the raisin line, the APEX is finding stainless steel and other metal contaminants as small as one millimeter."

On the packaging lines, such as those running standup pouches of nuts and trail mix, the two combination detection/inspection systems are positioned one after the other, with the x-ray system first and the metal detector second, just after the outfeed conveyors of the standup pouching/gas-flushing equipment from those including but not limited to **Kliklok-Woodman** (www.kliklok.com), **Hayssen** (www.hayssen.com), **Triangle** (www.trianglepackage.com), and before pouch accumulation (that takes place on a turntable) and manual case-packing and tape-sealing.

Toth says the plant likes the new x-ray system for its compact size. "We really wanted something small," he says. "I believe the EZx system is half the size of some of the older systems we have. It has a small footprint of about two feet wide by six feet long by four-and-a-half feet tall, which is very portable—especially important because space is limited. We run the ingredients through a laser sorter first and then send it through the x-ray system and/or metal detector."

The x-ray beam shoots vertically, from the ground-up, which Thermo Fisher Scientific's Ries says is the optimal way to x-ray a pouch that lays flat on a conveyor, such as these. With an aperture approximately 14 in. in size, the EZx is also easily programmable and expands storage

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For more information about metal detection and x-ray inspection systems, go to Packaging Digest's **AUTOMATION TECHNOLOGY CHANNEL** at www.packagingdigest.com/controls

capabilities to up to 500 product programs—important factors, given the variety of ingredients in Golden Boy's product mixes. The metal detector must be able to differentiate between clumps of raisins, nuts and foreign material. The software helps to track down foreign and potentially harmful materials in its most complex mixes, Toth adds.

Especially attractive is the x-ray's ability to work with metallized film packaging, which Golden Boy uses in the form of attractively printed 300-g roasted nut pouches.

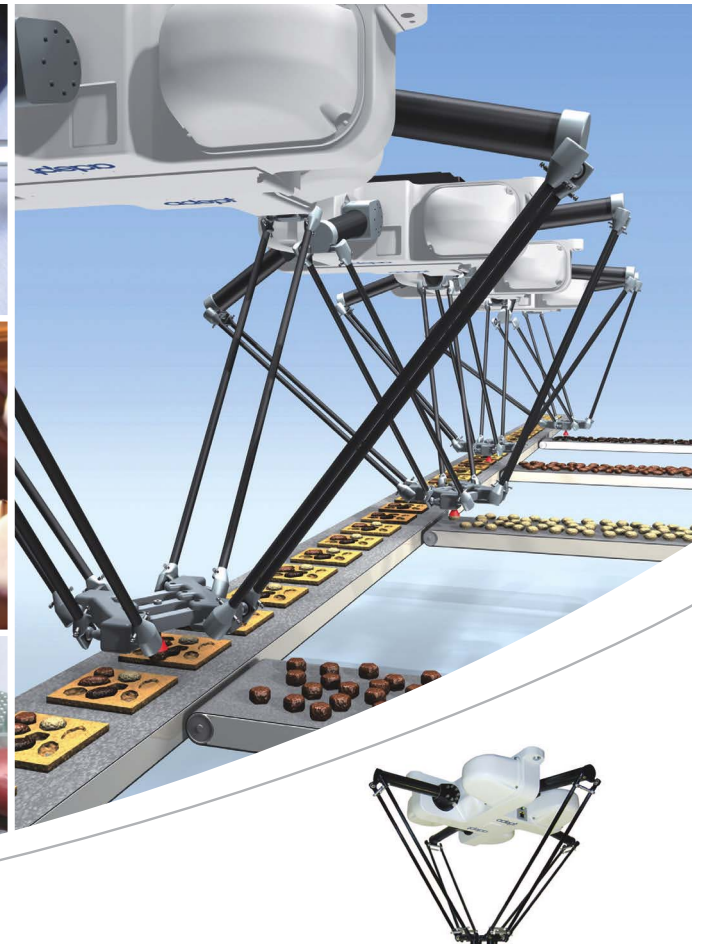
Golden Boy is also able to access data, images and programs, and log files over a secure Ethernet connection. The EZx image-analysis software helps optimize sensitivity and probability of detection while creating and saving detailed records for traceability and process improvement. Once the system is running, a display shows an intuitive red light/green light status monitor along with simple summary statistics.

says. "We could have probably installed them and had them running without the assistance. You pass eight or ten packages through the system during setup mode, then pass a package through that has contaminant samples in it, the system detects the contaminants and you're done. It's very user friendly and easy to program."

Golden Boy is not only pleased with the new systems, it's "nuts" about them. "We have already seen a return on our equipment investment and get virtually zero complaints about contaminants," Toth sums up. "We're very pleased. Combining metal detection with x-ray checks for all sorts of different things. We now have the best control we can get."

More information is available:

Thermo Fisher Scientific, Inc.,
800/227-8891. www.thermo.com.
Hayssen, a Barry-Wehmler co.,
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The New Adept Quattro s650

The combination lines use x-ray first and metal detection second, followed by manual case packing.

Warning lights alert line operators when the x-rays are turned on. Both the x-ray and metal detector systems can output signals to reject a package using a reject gate that drops the package into a rejection bin before it's passed through the system again while setting off lights, alarms or buzzers.

With 27 packaging lines running a total of 6,800 stockkeeping units, the Burnaby plant produces 30 to 35 SKUs that run on the lines equipped with the x-ray systems. Golden Boy stays busy, so Toth says he needs flexible, versatile equipment that can easily operate at lines speeds of 40 pouches/min on larger package sizes (2 kg) to 60 ppm on the smaller standup pouch sizes (250 g). The lines equipped with the new metal detectors only run about eight 30-lb cases/min. "We have other types of x-ray systems here at the plant for other applications, but the EZx was so quick to install and easy to use," Toth

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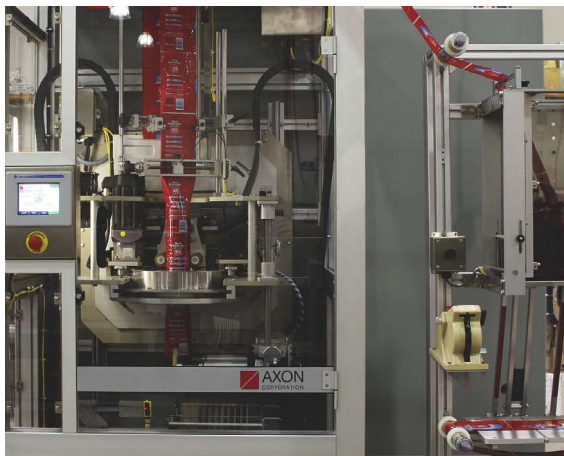
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SERVO CONTROL and associated automation technology provide precise feed lengths at high speeds for improved accuracy and throughput. A new six-axes, servo-operated shrink-sleeve machine runs 800 containers/min.

Boosting shrink-sleeve speed and accuracy



The Kinematics Integrated Motion solution provides high system performance, fast application development and a lower overall cost.

Advanced automation products from **ROCKWELL AUTOMATION** enable Hensen Packaging Concept GmbH, Bremen, Germany, to develop state-of-the-art packaging machinery for leading manufacturers and packers of drinks around the world.

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Axon Styrotech Corp. (www.axoncorp.com) is a leading designer and manufacturer of fully automated heat-shrink labeling, tamper-evident banding and stretch-sleeving equipment. The company has more than 30 years of experience designing and manufacturing integrated packaging machines that are used in the production of food and beverages, health and beauty aids, household goods, pharmaceuticals and industrial products. Axon distinguishes itself in the industry by its ability to produce high-quality, custom-made machines that are extremely versatile and user-friendly.

In many of today's high-volume production environments, manufacturers are demanding greater speeds and accuracy from their packaging operation. Simply put, the packaging line cannot be the cog that slows the movement of product from the plant floor to the consumer. This is putting increased pressure on original-equipment manufacturers like Axon to build machines that are reliable, fast and flexible.

While Axon has made significant strides in boosting the speed and versatility of its heat-shrinkable sleeve-labeling machines, it saw

an opportunity to expand its market share by producing even faster machines. These high-speed systems would allow Axon to meet the performance demands of customers in a wide range of high-volume applications. Equipment flexibility is equally critical for these large-scale producers. From a packaging perspective, equipment must be flexible enough to keep up with frequent line changes and scalable enough to handle the introduction of new products.

With increased pressure to build high-performance machines in very compressed schedules, Axon also wanted to create an automated, standard sleever machine that would allow it to use off-the-shelf automation products and reuse engineering designs and resources throughout its product lines. Axon approached **Rockwell Automation (www.rockwellautomation.com)** for a control solution that would help it meet the speed requirements, while providing the extremely accurate product positioning.

Previously, Axon had used a stepper-drive system to control the film feeding and cutting on its machines, but after some internal discussion,

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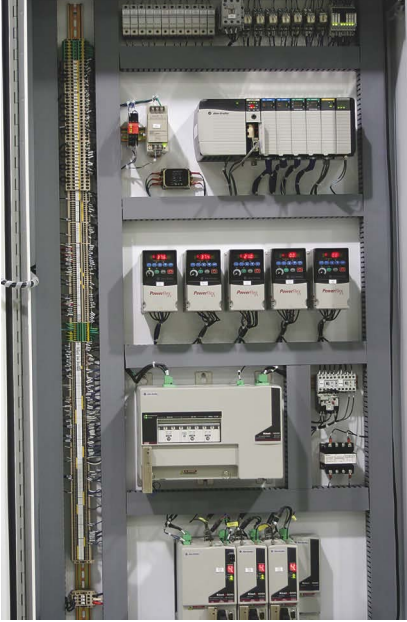
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Servo-control technology provides precise feed lengths at high speeds for improved accuracy and throughput.

it decided to test the performance capabilities of servo-motion control.

Axon worked with Rockwell Automation engineers to define the technology requirements, prepared a conceptual design and then developed a prototype machine. After some additional refinements, Axon introduced its first servo-based sleeve labeling machine—the EZ 400SL. The machine offers a production rate of 400 containers/min, which is double the capacity of its previous model. Axon used this same approach in building an even faster system—the EZ 2-400SL, a three- or six-axes servo-operated sleeve labeling system with a production rate of 800 containers/min.

Axon engineers significantly enhanced the performance and flexibility of its sleeve-labeling machines by employing a Rockwell Automation Kinetix® Integrated Motion solution featuring an Allen-Bradley® ControlLogix® controller, Kinetix® 6000 multi-axis servo drives and Allen-Bradley PowerFlex® variable-frequency drives. Together, they are responsible for coordinating and controlling all major functions within the sleeve. In addition, the machine uses EtherNet/IP to connect the controller to other equipment, allowing the machine to seamlessly communicate and coordinate activities. Using the Logix Control Platform, Axon is able to connect machine components in an open, integrated environment.

While traditional motion-control systems require multiple controllers and programming packages, the Kinetix Integrated Motion solution performs all discrete, drive and motion-control functions using a single software package. Motion functions are embedded in both the ControlLogix controller and the RSLogix™ 5000 programming software, while a SERCOS interface

reduces wiring time and provides seamless integration with the compact Kinetix 6000 servo drives.

“The integrated-motion instruction set in the RSLogix 5000 software eliminates the need to write and coordinate two programs on different controllers, simplifying the application programming and enhancing system performance. The integrated control architecture allows us to reuse

engineering resources, which helps eliminate the need for repeat work and retraining, while significantly minimizing our design efforts,” says Grant Chen, engineering manager at Axon. “This enables us to design an affordable machine that provides our customers with the highest level of flexibility and quality, while meeting their demanding speed and throughput requirements.”

The ControlLogix controller automatically configures the servo drives over the SERCOS interface at power-up. This allows drives to be powered-up right out of the box with minimal configuration, says Rockwell. Detailed drive and motor status information is easily accessible from the controller. Continued on page 46

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Graphical trending capabilities in the software allow users to collect and view critical motion parameters. Operators have a window into the machine through an Allen-Bradley PanelView™ Plus touchscreen human/machine interface. Other Allen-Bradley products incorporated into the design include safety relays, circuit breakers, and stack lights.

The new EZ Seal 2-400SL

is one of the fastest machines of its type in the market, and it is only about one-third the size of competitive sleeve-labeling machines. The servo-controlled film feed provides precise feed lengths at high speeds for superior accuracy and throughput. The integrated control platform, single-programming environment and standard interface connectivity results in higher system

performance, faster application development, easier maintenance and lower overall cost. Packaging performance is enhanced because all system-control elements reside within the same multiprocessor-control architecture. The result is real-time communication and data manipulation for motion control, which yields enhanced precision and throughput.

The integrated control architecture enables us to design an affordable machine that provides our customers with the highest level of flexibility and quality.

With all of this information available, fault tracing and correction is easier, and lost production is minimized. The integrated solution has provided additional benefits, such as plug-and-play connectivity with minimized wiring, and a smaller physical size, which not only simplifies installation but tangibly reduces installation costs as well. In addition, Kinetix servo motors use Smart Motor Technology to provide automatic identification of correct motor-to-drive connectivity, reducing commissioning time.

The machine's user-friendly features allow customers to easily manage product changeovers. Operators only need to enter the parameters once, using the touch screen PanelView interface. Operators simply indicate the container size and the servo drives adjust accordingly. With servo control, mechanical adjustments can be made with a simple keyboard entry. As part of the Kinetix Integrated Motion solution, the servo drives also reduce machine design, operation and maintenance time with real-time reporting of critical motor data.

Axon was able to design a fast, high-performance machine that meets its customers' throughput demands, while providing maximum flexibility and ease of use. More importantly, the high-speed capability has enabled Axon to expand its customer base in several key markets. As speed of delivery becomes more and more important, Axon's customers will appreciate the new sleeve machine and the technology on which it was based.



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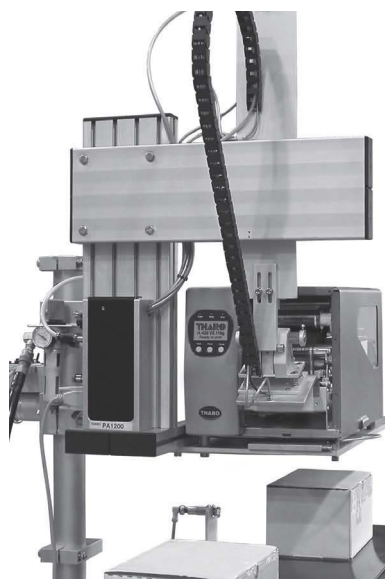
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More information is available:

Axon Styrotech Corp.,
800/598-8601. www.axoncorp.com.
Rockwell Automation, 414/382-2000.
www.rockwellautomation.com.

system integration

As noted here in November, independent system integrators aren't the only source of system integration services for industrial automation projects. Several of the automation industry's leading equipment suppliers are getting into the system integration business as well. In fact, a recent study from ARC Advisory Group—"Automation Supplier Provided Services"—reports that the service sector is the fastest growing segment of the overall automation market,

Study finds skilled labor shortage prompts growth in automation services

especially services provided by automation suppliers.

Users increasingly depend on suppliers who offer more value-added services—not only system integration per se, but services required during the operational phase of the plant, such as asset management, condition monitoring, loop tuning, performance management and overall maintenance outsourcing. Vendors who can provide automation throughout the lifecycle of a plant from design to demolition are becoming known as Main Automation Contractors (MACs).

The demand for MACs and vendor-supplied services is strong. The ARC study reports that the worldwide market approached \$14 billion last year and is predicted to increase by more than \$10 billion over the next five years, reaching \$24.9 billion in 2011 for a compound annual growth rate of 12.3 percent. Mature markets such as North America and Europe, and the slower growth Middle East and Africa constitute the bulk of the market for

automation services. However, revenue growth will be concentrated in the developing economies of China, the rest of Asia and Latin America.

One reason for this trend is that labor has become a global issue driving outsourcing and services growth, and suppliers are bringing vertical industry expertise to their service offerings. Additionally, the influx of less experienced workers into the world of automation and manufacturing is spurring extremely high growth in training segments, with automation suppliers and users stepping in to fill the need.

But even with increased training, manufacturers are finding it difficult to cover all of their service needs with in-house talent. "From the retiring wave of baby boomers in North America to the shortfall of qualified engineers in Asia and other parts of the world, the labor shortage is the primary factor behind growth in demand for services," says Larry O'Brien, research director, process automation at ARC Advisory Group and the study's principal author.

The study says that ABB enjoys the greatest share of the automation service market worldwide with Siemens and Honeywell coming in next. Other key players include Rockwell Automation at No. 6 worldwide and No. 2 in North America. A Rockwell Automation representative recently told *Control Engineering Magazine* that its services business is "rapidly growing."

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



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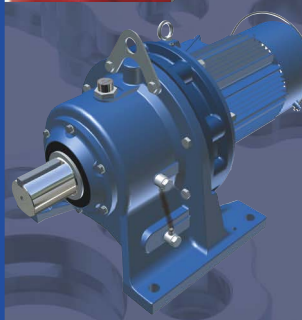
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confection packaging



Fully loaded treats

Chocolates use **EDGY PACKAGING** design to sell bold flavors.

Linda Casey, Contributing Editor

Hebert Confections, LLC, has added Bites to its Fully Loaded® line of upscale chocolate products, which feature various inclusions—the candy, brownie and cake pieces, fruits and nuts often mixed into ice cream and candy—and fresh fruit flavors such as blueberry and orange. The line, launched in April 2007 with the Fully Loaded Inclusion bars, optimizes the candy's texture by putting the inclusions on the outside of the bars. The bars were followed fudge that has additions such as nuts, berries, and chips both inside and out. "We offer premium chocolate with an edge," says Hebert Confections' CEO Tom O'Rourke. "We've patterned ourselves as the Ben & Jerry's of chocolate—a premium base with fun inclusions."

The company gets some of its edge from its bold packaging. "We have a little bit of fun," O'Rourke explains. "The only objection we've ever heard about our packaging is 'Gee, isn't that a little bit busy?' In the chocolate aisle, that's a good thing because it's usually just a sea of brown."

The packages feature aboriginal patterns in addition to names that are both fun and descriptive. Boasting about the company's creative in-house marketing department, O'Rourke states: "Gary Dow is our director of marketing, and he's our packaging designer. He's as good as it gets in the industry. There's also one person who works with him, but Gary does all the design and mockup work." The packaging also is designed to protect the candy's flavors and extend its shelf life. Inclusion bars come in 2.75-oz packs; bites are individually foil wrapped

then packed in 5.1-oz bags. Both candies are made on Hebert Confections' bar-molding line. The inclusion bars are packaged in-line on a **Doboy** (www.doboy.com) horizontal flowrapper, which operates

at a reduced speed of 102 bars/min to match the bar molding

line's speed. According to O'Rourke, the company chose the servo-driven wrapper because it can change over quickly to different product sizes. "This particular bar [the Fully Loaded inclusion bar] has been preprogrammed as a preset [product item] in the Doboy system," says O'Rourke.

"We have the ability to enter in twenty different product programs."

Date codes are printed onto the bar wrappers using a **Markem** (www.markem.com), Model 9840 coder and then the bars are assembled into a 12-piece promotional package that is packaged in protective sleeves. The candies are manufactured using the same bar-molding line as Fully Loaded bars, but they are wrapped off-line using two separate **Sapal** (www.sapal.com) wrappers that run at approximately 110 bites/min.

"By using the PLC on the wrapper, we're able to count the pieces to fill the correct amount of bites per package," states O'Rourke. "This allows us to carton directly on-line." The cartons are conveyed through checkweighing before being sealed and date-coded.

More information is available:

Doboy, Inc., 715/246-6511. www.doboy.com.

Markem Corp., 800/258-5356. www.markem.com.

Sapal, a Bosch co., 41 21 633 52 00. www.sapal.com



WestPack on the horizon

The Anaheim Convention Center will be chock-full of packaging and other products when **WESTPACK** opens for business Jan. 29 to 31.



The latest advances in packaging and processing—including machinery and machinery components, containers, materials, custom automation technology, contact services, software, robotics and more—are promised at WestPack 2008 in Anaheim, CA, from Jan. 29 to 31. Five special-focus pavilions will be included: the new Green Packaging, plus Contract Packaging and Outsourcing Services; Cosmetic and Personal Care Packaging; Material Handling & Logistics; and the Pharmaceutical & Nutraceutical Packaging pavilion.

Seven related shows will be co-locating with WestPack: ATX West; PLASTEC West; Pacific Design

& Manufacturing; MD&M West; Electronics West; the new PTX West; and the new Green Manufacturing Expo. One registration covers all of the eight shows.

A conference program on Medical Device Packaging is part of the MD&M West show and will be held on Monday, Jan. 28—the day before the show opens. Part I of the session covers Compliance/Regulation, including a report from the IoPP Medical Device Packaging Technical Committee; “The Compliance Sweet Spot,” Employing the TIR 22 for Effective ISO11607; Medical Packaging Conditioning/Aging and Distribution Simulation; and Test

Method Specifics (Peel vs Burst). Part II comprises Case Study/Real World Application, including Sterilization and Packaging Materials; Root Cause Package Failure Analysis; The Art and Science of Thermoforming; and Successful Projects with a Package Engineering Consultant. For more information on the conference, phone 310/445-4200.

Online registration is free, including during show days. Otherwise, on-site registration entails a \$55 fee. A welcome reception with food and drinks will be held Tuesday, Jan. 29, from 4 to 6 p.m. in Hall E. Show hours are 10 a.m. to 5 p.m. on Jan. 29 and 30 and 10 a.m. to 4 p.m. on Jan. 31.

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Puerto Rico's water marketer **CRISTALIA PREMIUM WATER** receives six-month ROI on a compact, entry-level palletizer that cuts labor and boosts throughput for gallon-sized water jugs unitized in cases.

Lauren R. Hartman, Senior Editor

Thriving from a booming tourist trade and the region's need for clean, safe water, Cristalia Premium Water, considered the Caribbean's leading bottled water company, has a popular water brand and a successful private-label bottling division. The company has made more than a splash in revenue, up a whopping 400 percent since 1999. With its own trucking company, Expert Trucking and its own well water supplies, the company hopes to soon handle everything from bottle manufacturing to final product delivery. In order

to maintain growth, Cristalia will soon open a new production facility in Carolina, Puerto Rico, near San Juan Airport. Four times larger than its existing plant in Ponce, Puerto Rico, Cristalia's new water bottling facility will be the first vertically-integrated bottling plant on the island. The company also says that it plans to invest \$12 million in water processing, bottling and bottle manufacturing equipment. Startup is scheduled for June 2008.

Helping its cause at the existing facility in Ponce is an entry-level automatic palletizer, the GS 100 Series from **FKI Logistex** (www.fkilogistex.com), which Cristalia

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says basically paid for itself within six months of installation, while reducing labor costs, boosting total volume and increasing uptime.

With labor costs being high and a few inefficiencies in its packaging operations, Cristalia felt that it was becoming increasingly difficult to meet demand and maintain profits without automating some of its packaging operations. So Tom Terrell, the company's director of manufacturing operations, was charged with evaluating automated palletizing solutions that could help manage the company's rapid growth. The plant in Ponce bottles the water in 16-oz containers and multipacks the bottles. It also bottles 5-gal water-cooler bottles and 1-gal jugs. It had been manually palletizing the containers on four production lines equipped to tray-pack the bottles and shrink-wrap the trays. But Terrell and his team knew that the 20,000-sq-ft plant only had the space to automate one of the lines.

The line running 1-gal jugs was especially a challenge. Unitized in 27-lb cases that were palletized manually, the water jug cases were heavy and unstable, which forced employees to take frequent palletizing breaks.

Four employees worked in an hourly rotation on the gallon line, while other lines running 16-oz bottles and multipacks only required one worker each. Terrell says that because the gallon line is the plant's highest producer—filling a pallet every two and a half min—automating it would generate the greatest benefits in terms of labor savings and increased efficiencies.

But the plant's cramped warehouse didn't have room for long, elevated conveyors that are often required for standard high-speed palletizing equipment. So Terrell and the company looked to FKI Logistex's space-saving GS140 case palletizer, the newest model in the GS100 series, as an



The system reduced labor costs by 25 percent and increased our total volume by 20 percent.



Case stops in the palletizer's row-forming area space the cases properly while a pusher bar transfers them one row at a time to a layering apron.

affordable way to automate the gallon line.

The system's compact footprint eliminates the need for a lengthy conveyor infeed and it allows forktruck access to all points of the plant including incoming materials processing, warehousing, production discharge and outgoing product—without intruding on personnel.

Working with FKI Logistex and Puerto Rican packaging component supplier, **Inter-Strap Packaging Systems** (www.inter-strap.com), which serves

Puerto Rico, the Caribbean Islands, Mexico and Latin America, Cristalia chose the FKI Logistex's Model GS140 palletizer, which features a pallet dispenser and a full-pallet handling discharge unit. With it, Cristalia can palletize cases of the gallon bottles at rates of up to 30/min. The system also has a touchscreen open interface terminal (OIT) pattern utility that allows new patterns to be created and stored from the touchscreen. A 10-pallet dispensing system separates empty, wood 40×48-in. pallets loaded in by forktruck from the bottom of a stack and automatically feeds it to a pallet pre-stage position.

The GS140 builds pallet loads on the company's updated gallon production line using a chain conveyor. The system automatically stacks filled cases containing three one-gallon bottles of water each on the pallet in a variety of patterns, depending on customer requirements.

An existing line-shaft roller conveyor brings the filled cases from the gallon-jug line to the palletizer's infeed as the lift-and-separate pallet dispenser receives empty pallets, ready for an incoming load. An infeed belt controls the case flow into the machine and "gaps" or spaces the cases to suit the machine's internal functions. As cases enter, they're oriented by a cushioned turning device that rotates them as needed, to suit the pallet packing pattern. Case stops in a row-forming area generate

Continued on page 52

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voids and a pusher bar transfers cases one row at a time from the row-forming area to an apron that accepts a layer of cases.

When a layer is positioned on the apron, the carriage raises to a height above the empty pallet or the previous layer on the

pallet and advances over the top of the pallet. The system is set to build 16 cases per layer, three to four layers per pallet, depending on customer specifications.

A stripper bar swings down behind the layer and the apron reverses its travel, depositing the layer on the pallet or the partially built load. The carriage then lowers so that the apron can receive the next layer of cases. When the load is complete, it's automatically discharged from the load-



Inside the palletizer, cases are oriented by a cushioned turning device that rotates them according to pack pattern.

building cavity and an empty pallet is conveyed into position.

In the summer the plant operates three 8-hr shifts a day, at least six days a week. In the winter, this drops to three shifts a day, five days a week.

Automating the palletizing process on the gallon line proved to reduce labor costs and minimize heavy lifting, while generating an extra 1,000 cases per shift, for a capital investment of less than \$100,000. The palletizer also fit within a 40-ft shipping container, which saved about \$14,000 on overseas delivery costs, says Terrell.

The bottler believes it's well on its way to meeting its goal of becoming a \$100-million water marketer to the Caribbean, and to the U.S. in the next 10 years.

"The automatic palletizing system allowed us to reduce labor costs by twenty-five percent and increased our total volume by twenty percent," Terrell sums up. "The most important gain came from continuous uptime and uninterrupted shifts. Now, the [gallon] line never stops. And for the same overhead costs, we're getting more cases out the door," he says. President and chief executive officer David Virginia says that he couldn't be happier with the service and support provided by FKI Logistex. "They really stepped up and ensured that we met our goal of ninety-seven-percent uptime on the machine following startup," he reports. "To us, this was the difference between FKI Logistex being an equipment manufacturer and a business partner."

More information is available:

FKI Logistex, 877/935-4564.

www.fkilogistex.com.

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brand security

In the first half of 2007, U.S. Customs and Border Protection officials seized more than \$110 million in counterfeit merchandise. Counterfeiters know that packaging is a critical part of establishing brand identity, and they often copy the packaging as well as the product.

Customs has several powers that allow it to assist U.S. companies in protecting their brands. With respect to packaging, the relevant rights are

Copyrighting products' packaging is important in protecting a brand from foreign pretenders

trademarks, copyrights and patents. A trademark is any symbol, word or other device that indicates to the consumer the origin of a product. The famous Nike swoosh and the McDonald's arches are both trademarks. Related to trademarks is the concept of trade dress, through which distinctive aspects of packaging unrelated to the functioning of the product (such as the shape of glass Coke bottles) can indicate the origin of a product.

Copyrights protect original creative works. For example, packaging elements such as a sculptural stopper in a perfume bottle can be protected.

The customs laws prohibit the importation of merchandise bearing counterfeit or confusingly similar trademarks that infringe a U.S. copyright. In the case of trademarks, to secure assistance from Customs, the mark must first be registered on the principal registry of the Patent and Trademark Office. Once registered, the mark can be recorded with Customs, which has an online recording process. Recordation requires a fee of \$190 per mark, per class and lasts up to 20 years.

Customs will not accept a recordation for trade dress that is not a registered trademark. Nevertheless, the law permits seizure of imports where a U.S. federal court has found infringement based on trade dress.

In the copyright context, Customs has a limited role in copyrights and may only prohibit importations on copyright grounds where the merchandise is "piratical," which means copies were made illegally. It is permissible to import copyrighted works as long as the copies are legally made.

It's recommended that companies that have recorded their copyrights and trademarks contact

Customs or the Intellectual Property Rights office in Washington with any information relating to illegal imports. Companies also can work through counsel to encourage Customs to begin an enforcement action.

Customs has no independent authority to seize merchandise alleged to infringe a U.S. patent. Patents protect new inventions, including novel packaging designs. Patent owners can seek an order from a federal court or the U.S. International Trade Commission allowing Customs to exclude merchandise that infringes on a patent.

A successful brand is a company's most valuable asset. Working with Customs to prevent unfair competition by imports is an important tool in preserving a company's value.

Lawrence Friedman is a partner in Barnes, Richardson & Colburn, an international law firm specializing in global trade issues. Based in Chicago, he practices customs and trade law.



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Continuous foam tubing pads large sign letters packed in wooden crates. The Insight foam system allows operators to pack more of the crates in less time.

Foam tubing speaks 'sign' language

DAVIS NEON ships neon signs worldwide using foam tubing that saves 62 percent in material costs, hours in labor and 200 sq ft in storage space. It also boosts productivity by a glowing 20 percent.

Lauren Hartman, Senior Editor

Shedding light on neon sign packaging, Davis Neon, Inc., Heath Springs, SC, is a leading wholesale neon-sign manufacturer that creates custom signs from raw materials. Founded in 1972 with a primary focus of providing wholesale neon to the sign industry, Davis Neon soon expanded to include illuminated channel letters and sign cabinets.

Shipping the signs worldwide is always a challenge for Dave Lytle, shipping manager of Davis Neon, and protecting the signs during shipment while keeping packaging material costs at bay is of the utmost importance. But he "saw the light," in a recent move to continuously-made foam tubing that cushions the signs in shipment, producing illuminating results: Davis Neon now saves 62 percent in material costs; has increased productivity by 20 percent; eliminated two to six hours a week in time and labor spent unloading foam from trucks; and has freed up 200 sq ft of storage space formerly used to house foam sheeting.

Previously cushioning the signs with preformed sheeting, the company's packaging team had to

cut the sheets individually by hand so that they would fit inside the sign shipping crates as well as to fit between and around the sign lettering. "The preformed sheets took time to cut, were becoming expensive and generated a significant amount of material waste," Lytle says.

The company soon switched to Instapak® continuous polyurethane foam tubes from **Sealed Air Corp. (www.sealedair.com)**, made on a benchtop SpeedyPacker Insight® system that uses a special foam formulation and Sealed Air's SP19 47CM SpeedyPacker® SILVER 3320 FT SAC film, a coextruded high-density polyethylene, to produce void-fill cushions in a tube shape. Produced from a continuous roll of 19-in.-wide film material, the foam tubing delivers cost-effective protective cushioning for the signs, says Lytle, and presents the signs in an attractive package.

The SpeedyPacker Insight system has a new graphical display that lets users select the optimum tube size and foam combination with a label. It also presents up to 156 cushion combinations, including the foam tubes, and quickly provides secure cushioning protection for the delicate glass



signs at the touch of a button on a color, user-friendly control panel.

"The former preformed polyethylene foam sheet required a lot of storage space and time to unload from trucks," explains Lytle. "We were keeping our eyes open for an alternative packaging method that would provide comparable protection, yet reduce costs and increase productivity."

Lytle discussed the issue and examined Davis Neon's packaging methods with Ray Hill, a sales representative from local Sealed Air SpeedyPacker equipment representative **PakSouth (www.paksouth.com)**. Knowledgeable about the Instapak system's use with neon signs, Hill met with Lytle to address concerns about packaging and shipping costs.

After Hill discussed the cushioning process and offered several options and suggestions for an equipment solution, Lytle agreed to try the Instapak system and the continuous foam tubing with the signs. Before Davis Neon installed

the SpeedyPacker Insight system, Sealed Air's local package design and development center provided premade Instapak continuous foam tube samples to determine if the packaging method would be the right choice for neon signs.

To produce the polyurethane foam tubing, the SpeedyPacker Insight system dispenses a mixture of "A" foam component and "B" foam component—both contained in 55-gal drums—into a SpeedyPacker film bag either 12 or 19 in. wide. When mixed, the two components react with each other to create PU foam on-demand, with an expansion rate of up to 280 times its liquid volume. The material in the two drums holds the equivalent of a trailer load of other packaging materials, Sealed Air claims.

The tubemaking feature allows the system to seal the bag material in small, tube-like shapes that can be placed where product protection is needed. The tubes can be contiguous or produced in a series, with or without film spacing between them.



We were keeping our eyes open for an alternative packaging method that would provide protection, reduce costs and increase productivity.

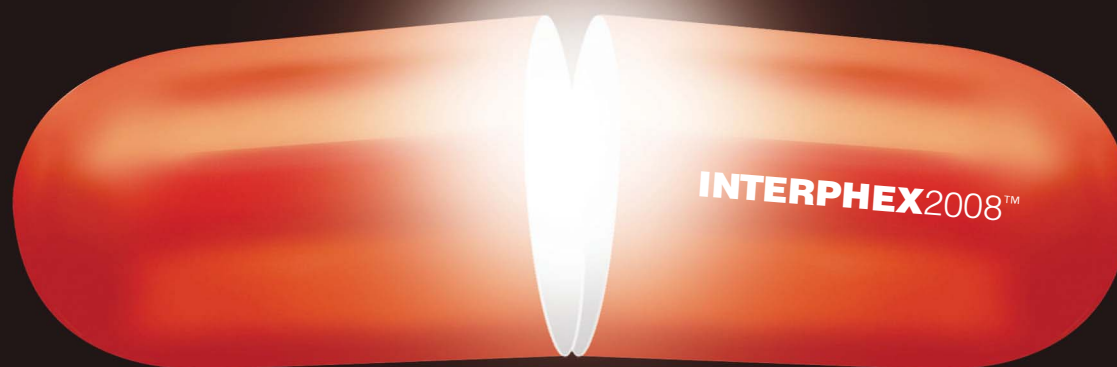
The result is instant cushioning that conforms to the shape of the signs.

In September 2006, after the trial period with the Instapak tubing samples, Lytle says Davis Neon decided to install a system for further testing. For the next three months, the company conducted material-handling and cost-analysis tests. "We not only discovered that the Instapak continuous foam tubing solution provided more than enough protection for the signs during shipping, but we estimated that the materials savings would be quite significant, so we switched," Lytle says.

"We take great pride in packaging our signs so that they arrive at their destinations in the same condition as when they left the building," states Lytle. "The SpeedyPacker Insight system and foam tubing seemed like it might provide the protection and cost savings we were looking for."

As if flipping a switch, the results of the company's move to the tube cushioning was like night and day. "During the testing phase of the new Continued on page 56

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After placing letters face-down on top of the foam tubes, bubble cushioning goes in next, in between and around the letters, to protect surfaces and prevent abrasion.

packaging system, we estimated that our materials costs would be reduced by one-third. After working with the new system for a few months, we actually saved sixty-two percent in material costs," notes Lytle. "We saw productivity increase by 20 percent."

Davis Neon employees now build custom wooden crates for each neon sign in dimensions just large enough

The foam tubing solution provided more than enough protection for the signs during shipping.

to house each sign, minimizing movement.

At the contract manufacturer's 155,000-sq-ft facility in Heath Springs, eleven employees operate the shipping department and are responsible for making shipping crates, packaging the signs and scheduling shipments. While the SpeedyPacker Insight system is able to create several variations of foam bags and tubes, Davis Neon most often uses tubes that measure 16 in. wide, Lytle points out.

Once the packaging department receives the necessary neon sign components and builds a crate, operators place a layer of the continuous foam tubing on the bottom of the crate to form a bottom pad. Next, they place the first row of signage letters face-down onto the foam tubes. A layer of Sealed Air's Bubble Wrap® cushioning is added to the back of the letters, in between them and around the sides to provide surface protection and prevent abrasion of the letters against the crate. Then, the second row-of letters is placed on top of the Bubble Wrap cushioning face-up, so that the letters

are back-to-back.

Another layer of the Instapak tube cushioning is added to the top of the letters, and then the operators secure boards down over the cushioning to keep the letters from moving in shipment. Lastly, the crew attaches a lid to the crate, which is shipped to the customer in a dedicated truck.

Now, the crew is able to pack

more crates in less time, without having to cut foam sheeting, clean up foam scraps or unload foam cushioning material from trucks, says Lytle.

"We used to receive one to three truckloads of foam sheet a week, and it would take two hours to unload from a truck and transport it eighty feet into storage," he states. "Now, it only takes five minutes to

change containers of Instapak foam and, because we don't have to store the truckloads of foam, we have 200 square feet of available space."

More information is available:

Sealed Air Corp., 800/648-9093.

www.sealedair.com.

PakSouth, 704/609-1034.

www.paksouth.com.

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new products equipment



PET sensor The co. releases its PET bottle detection sensor E3ZM-B, a retroreflective photoelectric sensor in SUS316L housing, for accurate PET bottle detection. Product is designed to withstand the harsh conditions associated with chemical and detergent washdowns in food and beverage production. Housed in a moisture proof, 316-L stainless steel enclosure that meets IP69K standards for high-temperature, high-pressure washdown requirements, the sensor has a long working life that eliminates downtime to service and replace sensors and also improves productivity, the co. says. Setup is easy with a one-touch teaching button. Simple red, yellow and green lights indicate when object detection is optimized. The sensor's lens automatically adjusts to detect in a dust or dirt contaminated environment using Omron's unique AC3 (Automatic Compensation Control for Contamination). The E3ZM-B

case design protects against wicking or chemical decay of internal components with an armored power cable/housing interface. Their case has no seams to catch stray food particles, and the unit is laser-marked rather than labeled to eliminate the possibility of loose material contaminating the processing area. Models are available for M8 connector or pre-wired requirements.

Omron Electronics LLC, 866/886-6766.
www.omron247.com

Robot communication capabilities

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Motoman, 937/847-6200.
www.motoman.com

Temperature logger

The co. releases the Log-ic® ThermProbeRFT, a passive radio-frequency and wireless probed temperature recorder that gives the user the ability to check and download the entire time and temperature history of sealed boxes or pallet centers. The temperature logger offers a neutral form factor (flat as a credit card) for better stacking and less breakage as well as a fast response time and the ability to scan actual temperatures on-the-fly, thus combining the benefits of a pulp thermometer and a recorder. The temperature logger offers custom programming with time and temperature alarm thresholds and easy-to-use software analysis. Combined with the CertiScan portable RFID reader, the system provides an efficient way to monitor a wide range of products, from salmon or pineapple or banana core temperatures or dry ice shipments of valuable pharmaceuticals, the co. states.

Intelligent Devices, Inc., 613/745-8400.
www.log-ic.biz



Case sealer The co. introduces its 3M-Matic™ r70 random case sealer, which combines automation and versatility with affordability to seal up to 15 different case sizes/min. This case sealer features four belts for positive traction and a pneumatic station to keep cases centered. It automatically adjusts to the width and height of the carton, from 6- to 21.5-in. wide and 4.75- to 21.5-in. high. The co.'s AccuGlide™ Taping Head 2+ provides low-impact sealing that protects cases. The case sealer is designed for use with the full range of 36-48-mm Scotch® Box Sealing Tapes.

3M, 800/567-1639, ext. 5144.
www.3m.com/packaging

Retractable handles

The co. now offers plastic, stepped, retractable handles with steel locking mechanisms in metric sizes that are appropriate for use when the handles must be withdrawn during automatic operations. The handles are pulled out of a tapered seating and then tilted, and a compression spring locks them in both upright and tilted positions. The stepped shape of the handles provides the operator with a better grip. The revolving hand piece is of black nylon plastic with a matte finish, while the spring-loaded retractable mechanism is steel with a black oxide finish.

J.W. Winco, 800/877-8351.
www.jwwinco.com

Palletizer

The new SP4000 palletizer with bi-parting stripper apron is a small footprint palletizer capable of forming complex patterns with gaps in both directions. The co.'s product manager controls package offers users an easy-to-operate palletizer that will meet current and future pattern needs, the co. says. Features of the palletizer include an articulating row pusher bar and centering side layer guides with Smart Squeeze technology. The bi-parting stripper apron, combined with the case stops in the row forming area allows the palletizer to create gaps front-to-back and side-to-side in a layer. The unit has an articulating row pusher bar that maintains a square position against the row of product, for even and consistent contact with the product. Centering side layer guides with Smart Squeeze technology recognize the correct orientation of the product pattern and work to maintain product integrity. The SP4000 palletizer is also said to be ideal for both new and retrofitting applications, especially where there are floorplan layout constraints.

Columbia Machine, Inc., 800/628-4065.
www.palletizing.com





Pump fillers The co.'s servo-driven pump fillers are ideal for high-speed, accurate spreading of products as well as depositing and filling applications. The pump fillers feature custom spouts that are used to match the spread width and length for the application, and the ability for a single machine to run up to 160 units/min, depending on the product and the application. Machines are available in single or multiple-lane versions for a wide variety of products.

Hinds-Bock Corp., 877/292-5715.
www.hinds-bock.com



Ratio availability The co. announces custom ratio availability for its DX dispensing system, to provide customers with a versatile solution for two-component material dispensing. The dispensing system includes a mobile hand-held dispenser with a DXR refill station, offering the ability to dispense a wide variety of ratios for two component reactive resins. Multiple hand-held dispensers can quickly be refilled with one DXR refill station. The refill station utilizes two transfer pumps that feed from 5-gal bulk containers of material, each equipped with follower plates to handle a wide range of viscosities. This lightweight, compact system serves as a dispensing solution that is mobile, easy to use and easy to maintain, the co. says.

MIXPAC Equipment, Inc.,
603/893-9004.
www.mixpacequipment.com

Checkweigher The co. offers a total quality assurance package solution by combining its checkweigher with its metal detector to offer the added benefits of needing only one conveyor. Helps save line space because of its compact design. The WeighChek has a user-friendly display and menu screens and it comes standard with a high-impact touchscreen that is fully rotatable and tiltable. There is a range of automatic rejects offered as well. The co.'s combination system has a compact design to permit installation in confined line layouts, and there is two-way communication between the checkweigher and the metal detector. Users will have quick and easy removal of individual conveyors or belts to preserve efficiency, and the checkweigher can be sealed to washdown or non-washdown specifications. Because the metal detector controls are fully integrated into the checkweigher controls, setup for the entire system is easily done from the product's touchscreen. **Lock Inspection Systems, Inc.**, 800/227-5539. www.lockinspection.com

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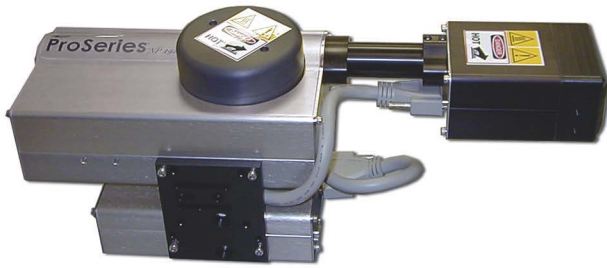
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new products equipment



Printhead The co. introduces its new ProSeries NP 192 wax printhead, which has been updated to work with the new Solid Mark II ink from Trident, an ITW co. The product is a minimal VOC non-porous printing solution, which prints solid characters up to 0.4-in. in height and up to four lines of text or graphics. The printhead is compatible with the Marksman® Pro, Marksman Duo and Marksman NET controllers. This printhead is suitable for printing on many different substrates including film, plastics and foil.

FoxJet, 636/300-2029.
www.foxjet.com

De-lidder The co. introduces its 94,000 Series De-lidder, which offers an easy way to quickly and efficiently separate the top portion of a lid from the locking ring so the lid can be easily removed by hand or by an optional automated system. The locking ring stays captured on the pail. Standard options and custom design requests are available.

Heisler Industries, Inc.,
973/227-6300.
www.heislerind.com



Touchscreen computers The co. announces the release of the PS3000 Series family of light-duty industrial touchscreen computers. The series includes three IPC sizes, a compact 8.4-in. unit, a 12-in. unit and 15-in. unit, all with full Windows XP multi-language or Windows 2K operating systems pre-installed. These PCs include two powerful features demanded by industrial users: System boot from a compact flashcard and an early warning PC failure detection. All three industrial computers support Pro-face RAS functionality allowing local or remote monitoring or alerts of the IPC system properties

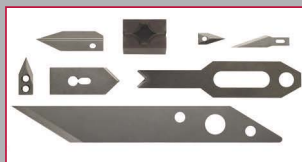
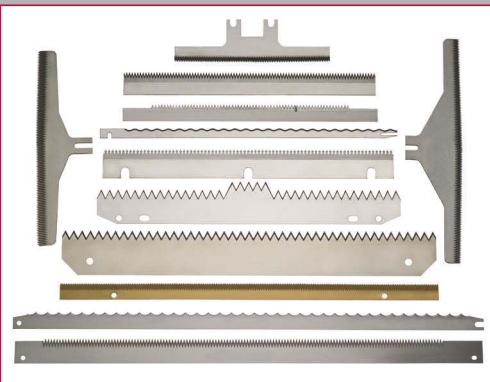
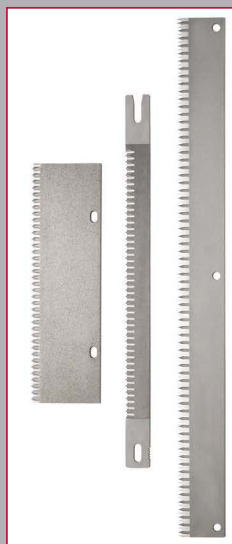
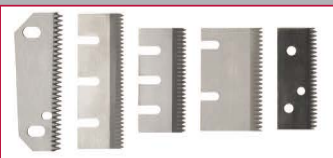
including power voltage, fan speed, CPU temperature, touch panel, backlight and hard-drive conditions. RAS lets users know status and availability of a factory floor PC, both locally via pop-up messages and driving a stack light indicating visual condition from a distance, or sending status information directly to another control room computer via Ethernet. The touchscreen computers also allow users to monitor the health of multiple Pro-face IPCs on the factory floor from a single remote location.

Pro-face America, 734/429-4971. www.profaceamerica.com

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Manufactured from the finest grades of carbon, stainless and high chrome non-corrosive tool steels, the Specialty Blades range of plastic packaging knives epitomizes the highest quality at competitive prices. We offer a comprehensive range of knives to suit the majority of plastic packaging machinery, including those for confectionery, frozen food, cookies, chips, meat and cheese. All made to the most exacting standards to enable our customers to obtain the best possible results.

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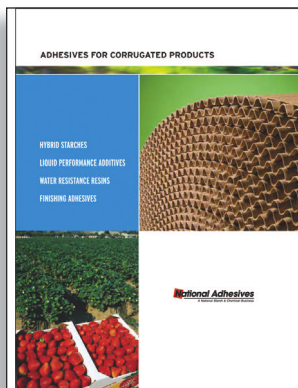
<http://sustainablepackaging.org/essentials/>



SUSTAINABLE PACKAGING COALITION



Brochure A new brochure is available that provides an overview on the co.'s adhesives for corrugated products. According to the publication, the hybrid starches produce stronger bonds at higher running speeds with reduced waste

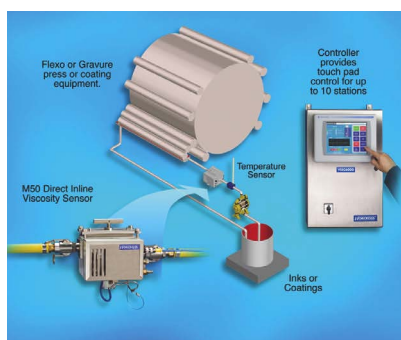


due to warp than traditional pearl starch adhesives. The co.'s liquid performance additives deliver higher tack and runnability

for greater corrugator speed. Water-resistant resins from the co. provide high moisture-resistance and maximum usable pot life with low formaldehyde, and the co.'s finishing adhesives add value in glued lap, "dual arch," bulk-box and litho laminating applications.

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

www.nationalstarch.com



Control system The co. introduces its new in-line viscosity control system with isolated temperature sensor and cooling element. The in-line viscosity and isolated temperature control system features an isolated temperature sensor and a proprietary cooling device (patent pending), which eliminates the need to clean the line and apparatus. Capable of providing ± 3 -deg F temperature control between 70 and 110 deg F, the system can be configured for use with fluids from $\frac{1}{2}$ to 3,000 cps. The control system can improve the blending, mixing and color quality of virtually any fluid. Available with either automatic or manual controllers, the systems can range from one to 10 stations. Applications include inks, coatings, adhesives, lacquers and varnishes.

Norcross Corp., 617/969-7020.

www.viscosity.com

Touch switch The co. has released the SUNX brand optical touch switch, the SW-101, a zero-force replacement for mechanical pushbuttons that are commonly used in two-hand control safety applications. It features a comfortable, ergonomic design that allows for multiple mounting configurations to achieve optimum application coverage. Fully configurable operation indicators add to the functionality of the switch by offering visual feedback to the operation with respect to the process status. Long-life PhotoMOS outputs coupled with a virtually indestructible casing make the SW-101 an asset to any machine safety program, the co. states.

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



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Sustainability in Packaging 2008

Implementing sustainability through the right packaging decisions
Two day IntertechPira conference plus half day pre-conference workshop

Tuesday, March 11 – Thursday, March 13, 2008

Royal Plaza Hotel, Orlando, FL, US

www.sustainability-in-packaging.com

Packaging Digest and Converting Magazine readers receive an additional 10% off their registration fee. Just mention this ad!
(Early bird offer does not apply)

Day one – Wednesday, March 12, 2008

Plenary Session

7:30 Registration and refreshments

8:30 Opening remarks from the Chair
John Kalkowski, Editorial Director, PACKAGING DIGEST, US

8:40 **Retailer's perspective on sustainability** RETAILER'S PERSPECTIVE
• Retail trends
• Conflict between environmental demands and business drivers
• Does biodegradable mean more sustainable?
• Consumer attitudes: public awareness and education
• Sourcing sustainable supply
Fabian D DeGarbo, Green Mission Specialist, WHOLE FOODS MARKET, US

9:15 **Packaging's role in overall supply chain sustainability** BRAND OWNER'S PERSPECTIVE
• Packaging's share of environmental impact
• Use of packaging design and materials to reduce impact
• When does more packaging mean less impact?
• Being an advocate for packaging rather than an apologist
Kevin Rabinovitch, Director of Sustainability, MARS NORTH AMERICA, US

9:50 **The business case for sustainability: a packaging company's perspective**
• Defining sustainability
• Assessing value proposition across the group
• Creating value for customers and investors
• Capturing the hearts and minds of employees
Dr Mick Blake, Group Sustainability Manager, AMCOR LTD, Australia

10:25 Morning refreshments and networking break

10:50 **Platform approach to sustainable packaging**
• Thinking bigger and broader about sustainability
• Sustainable packaging and winning brands
• A platform approach to the sustainable packaging lifecycle
• Going beyond compliance in sustainable packaging design and execution
• The important social benefits of sustainable packaging
• Case studies from **MeadWestvaco's** long history of sustainability
Dr Barbara G McCutchan, Director, Enterprise Stewardship and Sustainability, MEADWESTVACO CORPORATION, US

11:25 **US EPA perspective on sustainability in packaging** GOVERNMENT PERSPECTIVE
Matt Hale, Director, EPA Office of Solid Waste, US

12:00 **Canadian perspective on sustainability in packaging**
Speaker TBC

12:35 Lunch will be served for speakers and delegates

1:45 – 5:25 **Break out sessions** (see below for details)

5:35 Closing remarks from the Chair

5:45 **Drinks reception**
All speakers and delegates are invited to this relaxed and informal drinks reception to network and discuss the day's proceedings

Break out Sessions

Green design		Consumers and supply chain		Recycling and waste management	
1:45	Opening remarks from the Chair John Kalkowski, Editorial Director, PACKAGING DIGEST, US	Opening remarks from the Chair Jack Miller, Senior Consultant North America, PIRA INTERNATIONAL, US		Opening remarks from the Chair TBC	
1:55	Sustainability in design Taryn Pyle, Director, Membership Services, ASSOCIATION OF INDEPENDENT CORRUGATED CONVERTERS, US	Environmental sustainability in packaging: a consumer products company's (CPG) journey Edward Foley, Technical Leader, KIMBERLY CLARK, US		Recycling: public messaging and public policy Ed Skernolis, Director of Policy and Programs, NATIONAL RECYCLING COALITION, US	
2:30	Disruptive packaging Glenn May, Head Plastic Surgeon (Sr Director, Engineering and Packaging Development), METHOD PRODUCTS, INC, US	Consumers and supply chain Jack Miller, Senior Consultant North America, PIRA INTERNATIONAL, US		Sustainability in packaging: a waste industry perspective Joe Laur, Director of Content, WASTE MANAGEMENT, US	
3:05	Afternoon refreshments and networking break	Afternoon refreshments and networking break		Afternoon refreshments and networking break	
3:25	Adopting an 'environ-mentality' with eco-innovation and design Dylan Watkins, Public Relations, PEARLFISHER, UK	Working to make sustainability more fun in a global supply chain Elizabeth A Richmond, Sr Manager Packaging Development, HASBRO TOY, US		Realizing the value: driving growth through sustainable packaging Scott Vitters, Director, Sustainable Packaging, THE COCA-COLA COMPANY, US	
4:00	Green business survival plan Richard Feldman, CEO, BE GREEN PACKAGING, US	Zero-emission energy: integrating renewable energy into your products and supply chain Michael Fischer, Director National Accounts, COMMUNITY ENERGY, US		Working with NGOs to further your sustainability goals and initiatives David Struhs, VP Environmental Affairs, INTERNATIONAL PAPER, US	
4:35	Sustainability in the label market Theresa J Sykes, Product Development Manager, GILBRETH PACKAGING, US	Unlikely allies in sustainability: packaging and marketing Dr Tom Voss, Chair and Professor, Packaging Science Program, ROCHESTER INSTITUTE OF TECHNOLOGY, US		Closed loop recycling as a sustainable solution Stephanie Baker, Market Development, KW PLASTICS, US	
5:10	Green design Q&A session	Consumers and supply chain Q&A session		Recycling and waste management Q&A session	

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about the conference

Sustainability is no longer just a buzz word for the packaging industry. It's a reality that affects every level of the supply chain and has transitioned from boardroom discussions to everyday decisions on technologies and processes. The question is no longer whether you should adopt sustainable principles and goals but rather how you can do it in the most effective way, addressing the cost, performance and market pressures for your products.

The 2nd annual IntertechPira conference on **Sustainability in Packaging** will bring you an unrivalled speaker line up from leaders across the supply chain to help you gain a unique advantage, share expertise and find sustainable solutions for your packaging!

New program format!

The expanded **Sustainability in Packaging 2008** conference will give you the opportunity to tailor your conference experience to your company's needs. The new format has dedicated parallel sessions on:

- Bioplastics
- Green design
- New materials and technologies
- Consumers and supply chain
- Metrics for sustainability
- Recycling and waste management

Enjoy the flexibility of mapping your daily agenda as you see fit while still enjoying industry wide discussions and world-class networking opportunities during the joint breaks.

reasons to attend

- Get practical advice from leading retailers (**Whole Foods**), packaging companies (**Amcor**) and brand owners (**Mars US**, **Kimberly Clark**, **Hasbro Toy**, **Burt's Bees**) on how to make sustainability work for your company and on the role of packaging in overall supply chain sustainability
- Hear from **Metabolix**, **NatureWorks** and **Plantic** about the role bioplastics play in packaging and compare bio-based materials to other alternatives currently available
- Listen to **Method Products Inc** and **Pearlfisher's** presentations on the role of green design and 'enviro-mentality' in developing your packaging
- Get a comprehensive overview of various **tools and metrics available for measuring sustainability and the environmental impact** of your packaging throughout its life cycle
- Assess the **latest trends in packaging technologies** from nanocomposite coatings to new adhesive dispensing that can help you create sustainable packaging solutions

Life Cycle and Carbon Footprint

Pre-conference workshop 1:00 – 5:00pm, Tuesday, March 11, 2008

Life cycle assessment (LCA) and measuring carbon footprint are two essential tools for quantifying and measuring the success of your sustainability efforts and environmental performance of your products. Knowing where to start and how to assess these important factors can be daunting. This workshop is sure to round out your conference experience by examining the fundamentals of LCA and carbon footprint, explaining the mechanics of these measurements and reviewing real life case studies.

Day two – Thursday, March 13, 2008

Plenary Session

8:00 Opening remarks from the Chair
John Kalkowski, Editorial Director, PACKAGING DIGEST, US

8:10 **Going green, getting greener, collaborating along the package life cycle to drive sustainability** BRAND OWNER'S PERSPECTIVE
Scott Ballantine, Structural Packaging Development Project Manager, MICROSOFT, US

8:45 **Sustainability's role in the innovation and renovation process**
Andrius Dapkus, NESTLE, US

9:20 **The Wal-Mart sustainable packaging scorecard**
• Brief background on **Wal-Mart's** sustainability efforts
• Sustainable packaging scorecard: purpose
• **ECRM's** role
• Scorecard training and tools
Charles Walsh, Sustainability and Business Solutions, ECRM, US

9:55 Morning refreshments and networking break

10:20 **Measuring and managing life cycle impacts** BRAND OWNER'S PERSPECTIVE
• Lessons learned from a decade of efforts to reduce packaging environmental burden
• Tools of the trade: **Stonyfield Farm's** LCA, scorecards and carbon footprinting
• Initiatives to reduce life cycle impacts
Nancy Hirshberg, VP Natural Resources, STONYFIELD FARM, US

10:55 **IPC/SUBWAY® sustainable packaging initiatives**
• Developing a packaging strategy
• Distribution logistics efficiencies
• Qualify/review sustainable alternatives: accomplishments to date
• Eco store/development of US Green Building Council LEED certified restaurants
Joe Bowers, Director of Packaging, IPC, US

Plus! Bonus Q&A session with Joel Mesman, Corporate Research and Development, **SUBWAY, US**

11:30 **Bioplastics overview and case study**
• Overview of materials and products
• Certifications and standards
• Case study: comparison of conventional plastics and bioplastics
Atussa Sarvestani, Product Manager, Biodegradable and Sustainable Packaging, NNZ, Netherlands

12:05 Lunch will be served for speakers and delegates

1:10 – 4:50 **Break out sessions** (see below for details)

4:45 Closing remarks from the Chair

5:00 Close of conference



Don't miss John Kalkowski, the Editorial Director of **Packaging Digest**, who chairs day one and two of the conference

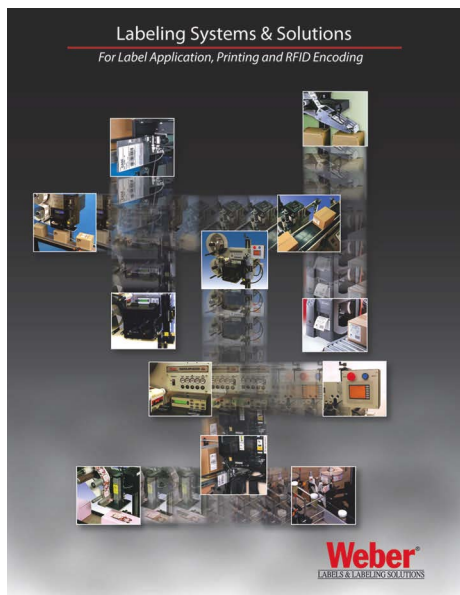
Break out Sessions

	Materials and technologies	Metrics for sustainability and environmental footprint	Bioplastics
1:10	Opening remarks from the Chair Taryn Pyle, Director, Membership Services, ASSOCIATION OF INDEPENDENT CORRUGATED CONVERTERS, US	Opening remarks from the Chair Victor Bell, President, ENVIRONMENTAL PACKAGING INTERNATIONAL, US	Opening remarks from the Chair John Kalkowski, Editorial Director, PACKAGING DIGEST, US
1:20	Achieving sustainability through adhesive dispensing technology Rick Pallante, Global Packaging Market Manager, NORDSON CORPORATION, US	Burt's Bees: the greater good Robert Combs, Sr Packaging Design Engineer, BURT'S BEES, US	When responsible innovation comes to everyday life Snehal Desai, Vice President and Chief Marketing Officer, NATUREWORKS LLC, US
1:55	New heat sealable rPET material Lewis Lee, Product Engineer, PLACON CORPORATION, US	What's your carbon footprint? Simple question: not so simple answer Ed Klein, VP Environmental Affairs, TETRA PAK, US	Giving sustainability to the shrink sleeve market Andrew Star, CEO, PACK STAR, US and John Murray, Polyflex Sales Manager, EARTHFIRST PLASTIC SUPPLIERS INC, US
2:30	Afternoon refreshments and networking break	Afternoon refreshments and networking break	Afternoon refreshments and networking break
2:50	Make your mark: the role of ink in sustainable packaging David Callif, President, BCM INKS, US	Tools for measuring sustainability packaging Victor Bell, President, ENVIRONMENTAL PACKAGING INTERNATIONAL, US	Starch-based bioplastics enhancing packaging performance Dr Frank Glatz, Innovation Manager, PLANTIC TECHNOLOGIES LTD, Australia
3:25	Reclosable flexible packaging is the sustainable alternative Bob Stolmeier, Business Development Manager, ITW ZIP-PAK, US	Measuring sustainability: a packaging company perspective Sergio Ramos, Manufacturing Engineer, HCT GLOBAL, US	Clear solutions for PLA modification Dr Bahar Azimipour, Senior Scientist, ROHM AND HAAS PLASTIC ADDITIVES, US
4:00	Aqueous nanocomposite barrier coatings: an environmentally friendly platform for source reduction Harris Goldberg, President, INMAT, US	Metrics for sustainability and environmental footprint Q&A session	Bioplastics Q&A session
4:35	Materials and technologies Q&A session		

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- Visit us online: www.sustainability-inpackaging.com

new products equipment



Brochure The co. recently published a new, 8-pg. brochure that details the its broad offering of label-printing and application systems, including the latest in radio-frequency identification (RFID) smart labeling equipment. Entitled "Labeling Systems & Solutions," the brochure highlights and compares the features and benefits of the co.'s line of label printer/applicators, applicators and desktop printers, including exclusive RFID encoding and application systems. Information on the co.'s proprietary Legitronic® software, which eases label design, printing and RFID encoding, is also included.

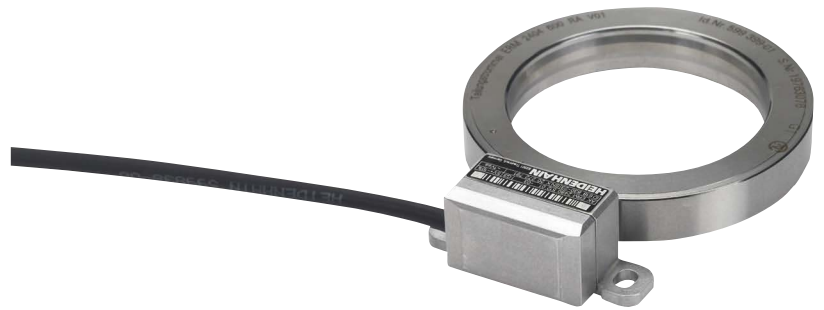
Weber Marking Systems,
800/843-4242. www.webermarking.com

Printer The co. introduces the new 53LT, a high-performance, low-cost thermal-transfer printer. Available in both intermittent and continuous-motion models, the product provides many of the advanced features of more expensive thermal-transfer printers, including 300 dpi resolution, printer resident bar codes, cassette ribbon loading, large 600-m ribbon capacity and thermal printhead. The printer can be equipped with an optional external Ethernet device to enable

remote changeovers and the centralized control of multiple printers via plant-wide networks. This compact printer can be easily integrated with a wide range of host equipment such as vertical- and horizontal form/fill/seal systems, primary labelers, thermoformers and overwrapping equipment. The printer comes standard with an operator keypad and Windows-based, full-featured label design software, and it can mark labels

and a variety of substrates for packaged products with expiration dates, product identification information, lot/batch numbers, company logos and more. The product offers a print area of up to 2.08-in. wide and 1.18-in. long. The printer's continuous motion offers a print area of up to 2.08-in. wide and 1.97-in. long and can print at speeds of up to 400 mm/sec.

Norwood Marking Systems, 800/626-3464.
www.itwnorwood.com



Magnetic encoders The new ERM 2400 Series of modular magnetic encoders features many compact dimensions, already commonly used on C axes in lathes, that can be used at higher rotational speeds. This makes it useful in more applications such as in spindles for milling machines. This series of encoders consists of the scanning head and scale drum assemblies. The scale drums are designed so that they require only a small installation space. They are available in two versions: the ERM 2404 scale drum features a continuous centering collar on its inner circumference and is fastened with a frictional connection. This drum has the advantage of being able to endure very high rotational speeds; In addition to the centering collar, the ERM 2405 scale drum has feather-key slots on its inner circumference, which prevent unintentional rotation of the scale drum. Since the scale drums do not have mounting holes, it is possible to realize relatively large inside diameters. Also, completely new scanning heads with small dimensions for the series have been designed. In addition to the small size, the new ERM 2480 scanning heads also offer the possibility to choose between a radial or axial cable outlet. The scanning heads have a 1-VPP interface.

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

Hot-melt applicators

From medium-duty applications to high-speed, high-volume packaging and product assembly, the Kobra-series compatible hot-melt applicators deliver flexibility, performance and durability. Solid-state controls, accurate RTD temperature sensors and an electronically-controlled piston pump optimize system performance. The units offer an optional integrated pattern control and an automatic hopper-feeder. They can operate as many as 6 hoses/guns. Tank capacities range from 9 to 35 lb.

Valco/Melton, 513/874-6551.
www.valcocincinnatiinc.com



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Compact in size, these high-speed form/fill/seal packaging machines feature exceptional precision and reliability, along with quick-change features for versatile operation.

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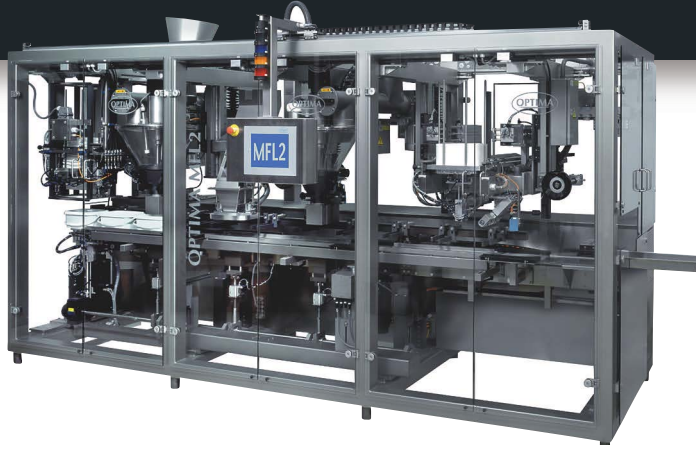
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www.bodolaypackaging.com



Ball bushings Round, square and compact flange-style, single or double linear ball bushings are available for a variety of industrial applications. These products come standard in a 52100 bearing or 440C stainless-steel cylinder and ball construction, with resin or stainless-steel retainers and Nitrile rubber seals. They have operating temperature ranges from -4- to +248-deg F and feature tight tolerances on all critical dimensions,

a necessity for handling shafts in continuous operation or rugged environments. The co.'s flanged linear ball bushings accept shaft dias from 6 to 50 mm and easily surface mount through four predrilled holes in the flange. Depending upon the size, a 2- or 4-hole style is offered in the compact flange design.

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



Filling machine The Optima MFL is a flexible, modular, linear filling machine, says the co. Integration possibilities for systems can include up to six auger fillers, static weigh systems, vibratory systems for compacting product, up to six weighing heads and variable transport and dosing technologies. Benefits of the product include movable modules on overhead rails that allow for quick changeover, the ability for the control cabinet to be integrated into the machine frame or be separately positioned and in-line static weighing technology for container checking. The filling machine makes use of a variety of closing and assembly technologies. Not only can the system be used as a filling machine, but it can also be used as a monobloc machine for filling and closing. Depending on the fill, volumes and transport systems, the machine can achieve outputs up to 200 containers/min.

Optima Machinery Corp., 920/339-2222.
www.optima-usa.com

Rotary actuators The co. releases SKF® rotary actuators for motion applications requiring high-performance precision, torque and speed. They enable precise positioning, accuracy and repeatability for a wide range of rotary actuation applications in the medical, industrial, packaging and automation industries, among others. Their modular construction allows for easy, cost-effective customization of designs and components. Either complex or simple actuator arrangements can be engineered and supplied ready-to-mount for plug-in operation (AC or DC power supply). Can achieve optimized torque up to 105 nm and speeds up to 20 rpm. They incorporate few moving parts to minimize maintenance. Their preloaded ball-screw assembly is designed for high efficiency. The gear-tooth profile helps eliminate backlash, promoting precise motion, repeatability and stiffness.

SKF USA, Inc., 800/541-3624.
www.skfusa.com/rotaryactuators



Steam tunnel The co. introduces its heavy-duty, flexible steam tunnel for the precise shrinking of shrink-sleeve labels at slow to moderate speeds. With a design based on the co.'s higher speed, dual-zone steam tunnels, the new KST 55-710 has adjustments for steam volume, flow and nozzle position in a new compact design. This allows for precise application of steam to specific points on the package, for best-possible esthetics and minimal risk of bottle distortion at a very attractive price point, the co. states. PVC, PETG, OPS and PLA films, in gauges as thin as 40 micron, are compatible. The steam tunnel is ideal for full-body shrink labels and multipacking. System options include steam filtration to 0.5 micron to supply culinary grade steam and stainless-steel tunnel stands, including a cantilevered version for easy raising and lowering. A powered venting manifold and condensate recovery system are also available.

PDC Intl. Corp., 203/853-1516.
www.pdc-corp.com



Labeling system

The co. releases a labeling system designed specifically for the needs of pharmaceutical companies. System options include a vision system by Systec, Allen-Bradley PLC controls, a color touchscreen operator interface and a full validation package. The system is capable of labeling a variety of oval plastic and glass containers from 75 to 450 mL at speeds up to 450 ppm. The system also features an all-stainless-steel construction, a sanitary-style conveyor, a bar-code scanner, an eject station with eject verification and a Videojet laser imprinter for applying a date and lot number on each label.

Quadrel Labeling Systems, 800/321-8509.
www.quadrel.com



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USDA approved rotary band sealer supports heavier or bulky packages

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Speeds up to 30 Packages per minute.

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info showcase

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



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Cryotech Introduces IntroDoser

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This unit is ideal for limited productions runs, semi-automatic or manual fill lines and developmental work.

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www.cryotechinternational.com

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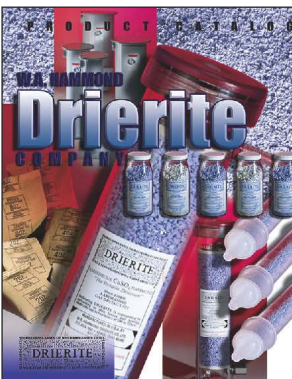
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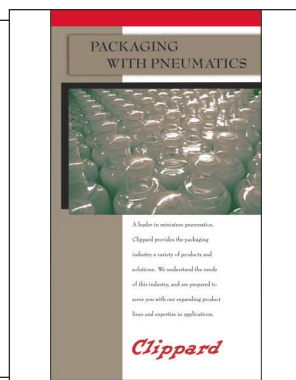


The All-New GS Series Palletizer from FKI Logistex

The GS100 family of affordable, entry-level palletizers is a clear alternative to manual palletizing. Big on value and performance, the GS100 series is also ideal for operations where high-speed palletizing isn't cost-justified. Get the same flexibility and durability you expect from our industry-leading palletizers—for less. Highest quality palletizer for the lowest price. Speeds up to 30 cases per minute. Multiple standard layout configurations. Learn more. Visit <http://palletizers.fkilogistex.com> or call 1.877.935.4564. **FKI Logistex**

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Vertical Cartoner/Bottle Loader

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** (323) 225-4248, Fax: (323) 225-7316, www.bivans.com



FAS Sprint SidePouch™ Packaging System

The new FAS Sprint Bagger is uniquely designed for enhanced productivity, easy operation and increased flexibility in food packaging. The system features state-of-the-art controls and operates at speeds up to 120 bags per minute in continuous mode. The FAS Sprint presents a conveyor of pre-opened bags that are ready for immediate loading by one or more operators or infeeds. Rugged, stainless steel construction, a one-touch clean-out switch, and 90 degree tilt action simplify daily washdown procedures. **Automated Packaging Systems, Inc.**, Phone: 330-342-2000 Toll free: 888-288-6224, info@autobag.com, www.autobag.com



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MOVERS & SHAKERS



Matt Wicks
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Ramos as service manager at its Mexico City office

PneumaticScaleAngelus promotes Paul Kelly to executive vp from his current position of vp of operations.

GMG

Americas, the U.S. office of Germany-based **GMG**, hires Paulo Monteiro as manager, Latin America.

Multivac names Jeffrey Winkler and Michael Barron as regional sales managers within the Medical-Consumer-Industrial Division and James Stillinger as regional sales



Jeffrey Winkler
Multivac



Michael Barron
Multivac



James Stillinger
Multivac

FKI Logistex appoints Matt Wicks vp of systems engineering for the Manufacturing Systems Group and adds Alfredo Villacorta

Holdings, Inc. selects Raymond L. McGowan, Jr. to replace Frank J. Mechura as president of its Americas Division.

Marsh, Inc.

promotes Matt DeRhodes to director of production in Cincinnati.

Chemidex LLC appoints John Repko as chief technology officer, Tim Kelley as vp of operations, David Vranicar as vp of business development and finance and Wayne Kaufmanschmidt as chief creative officer.

Bosch Packaging Technology appoints Sören Bräutigam as global marketing director.

Advanced Handling Systems

promotes Larry L. Boroff to project manager.



Matt DeRhodes
Marsh, Inc.



Sören Bräutigam
Bosch Packaging Technology

GROWING AND MOVING

ACH Foam Technologies opens a new plant in McCarran, NV.

Barry-Wehmiller Companies, Inc. integrates **Central Bottling International, Ltd.**, Doncaster, England, a Barry-Wehmiller business unit, as an operating group within sister division **FleetwoodGoldcoWynd**. Thomas Thistlethwayte continues as managing director and Richard Cranston joins as director of U.K. operations.

Printpack constructs a converting facility in Kutno, Poland.

Mettler-Toledo Safeline, Inc. opens an expanded product test lab in its Tampa, FL headquarters.

Advance Polybag, Inc. builds \$50 million, 175,000-sq-ft plant in Sugar Land, TX.

Shorewood Packaging, a business of **International Paper**, transitions its setup box manufacturing from Waterbury, CN to its Thorofare, NJ, display and fulfillment operation.

Graham Packaging Company, L.P.

marketplace

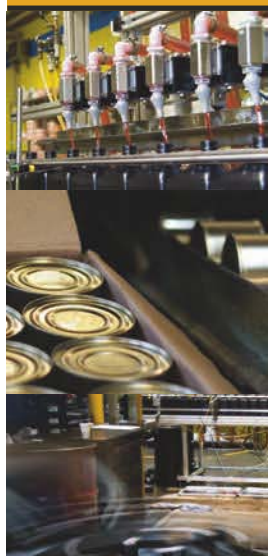
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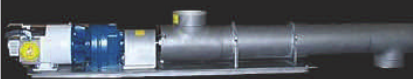
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6R0088 New England Secondary Bottle Orientator 300 bpm

6M1993 Quadro S/S Particle Size Reduction Mill 800 lbs/hr

5E0220 Posimat 14 Pocket Bulk Bottle Unscrambler 200bpm

5D9121 Prototype 28 Head Pic N Place Case Packer 600ppm

5E0528 Ramsey S/S Dual Lane Checkweigher 165 feet / min

5D9147 Randles Tuck Tray Former 25"L x 16"W x 4"H 65cpm

5E1770 Raque Complete Tray Filling/Sealing Line 110 tpm

6M1122 Rasch Semi Auto Fold/Bunch Foil Wrapper 70 wpm

5E3620 Renneco Semi Auto Hori L Bar Below Sealer 30 bpm

5E1630 Ross Vertical Double Planetary Paste Mixer 200 gal

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R23312 Sergeant Semi Auto L Bar Sealer & Shrink Tunnel

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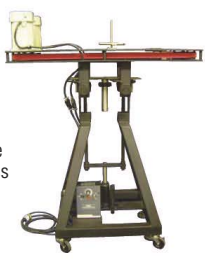
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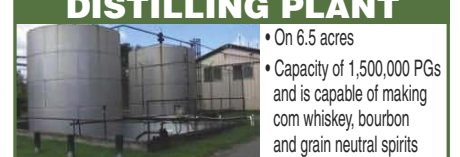
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CANNING **POUCHING**

newsmakers

opens a new plant in Tuzla, Turkey, producing polyethylene, polypropylene and polyethylene terephthalate bottles. **INEOS Films** opens rigid films production site in Delaware City, DE.

Tidland expands manufacturing facility in Keene, NH.

Applied Manufacturing Technologies, Inc. reorganizes its engineering groups and establishes a practice area dedicated to general industry and systems-integrator accounts. Tim Noppe, a robotics industry veteran, joins AMT to head up the new business.

Cereplast expands bio-plastic production with a new, 500-million-lb capacity facility in Seymour, IN.

BUYING AND SELLING

Balluff Gmb, Neuhausen, Germany, parent company of **Balluff Inc.**, acquires **SIE Sensorik Industrie GmbH**, Viernheim, Germany.

NJM/CLI appoints **Pack & Process**, based in Mexico City, as sales agent for Mexico and Central America.

Adept Technology, Inc. signs **AutoMotion Technologies**, Lake City, FL to serve FL and PR and **Innovative Automation Solutions**, Platte City, MO to cover MO, KS, and NE.

ROVEMA Global Packaging Group (RGPG), LLC acquires **ROVEMA Verpackungsmaschinen GmbH**.

Klaus Krämer, who had been the president of the American subsidiary, ROVEMA US, LP, is named CEO of

RGPG. He is joined by Constantine Dantoulis, the group's chief financial officer, as well as existing members of the management board of ROVEMA Verpackungsmaschinen GmbH, who together will lead the new company.

Naturally Iowa, Inc. acquires **PLA Supply Co.**

PolyOne Corp. acquires **GLS Corp.**

Degrava Systems forms a strategic partnership with **Printing Solutions**, a subsidiary of **OKI Data Corp.**

of Japan, in which OKI becomes the exclusive distributor for the Degrava P-8500 printer within the European, Middle East and African markets.

Pregis Corp. acquires **Besin International B.V.** for approximately \$18 million and appoints Kevin J. Baudhuin as president, Protective Packaging North America.

United flexibles founding members **PAWAG Verpackungen** and **Reuther Verpackung** add **LEIPA Georg Leinfelder GmbH** of Schrobenhausen, Germany.

CHEERS

American Packaging Corp. is awarded the "Best Workplace in the Americas designation, Best of the Best - 2007" by the Printing Industries of America/Graphic Arts Technical Foundation.

Smurfit-Stone joins the World Business Council for Sustainable Development.

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Sustainability: Pillows made from recycled bottles

Here's a new product that makes interesting use of plastic bottles. Hollander Home Fashions, which makes one-third of all the pillows sold in the U.S., has come up with an eco-friendly pillow stuffed with recycled soda bottles.

Report: Packaging machinery market in China

The food industry is the largest market for packaging machinery in China. Food-related applications are expected to strengthen their already dominant market position as changes in lifestyle trends and types of employment, increasing urbanization and growing personal income levels fuel consumption of convenience.

Wineries fight state shipping laws

Many regions across the country are trying to become another Napa Valley or Sonoma, with wine industries that attract tourists. But laws in some states still prohibit wineries from shipping directly to consumers, two years after a landmark U.S. Supreme Court ruling led many to believe that all states would allow vineyards to ship wine directly to consumers across the country.

Calories may replace history on bottles

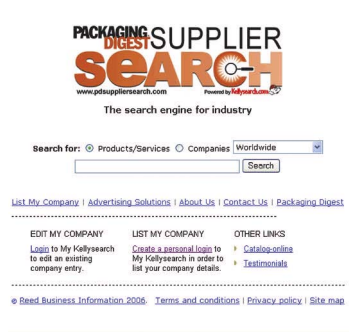
Oregon wine and beer interests say the new regulations, in addition to reversing several hundred years of bottle-labeling tradition, would be costly and severely impede their ability to distinguish their products from similar beverages.

Website offers insight into RFID innovations

The site, DiscoverRFID.org, provides examples of some of the uses of RFID in the food sector as well as some case studies of the kind of testing performed by EPCglobal's Electronic Product Code (EPC).

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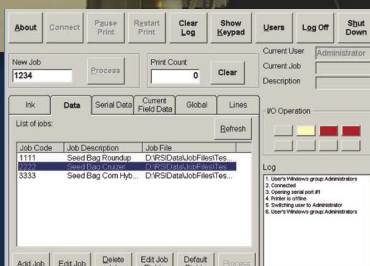
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