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 Reed Business Information®

May 2008

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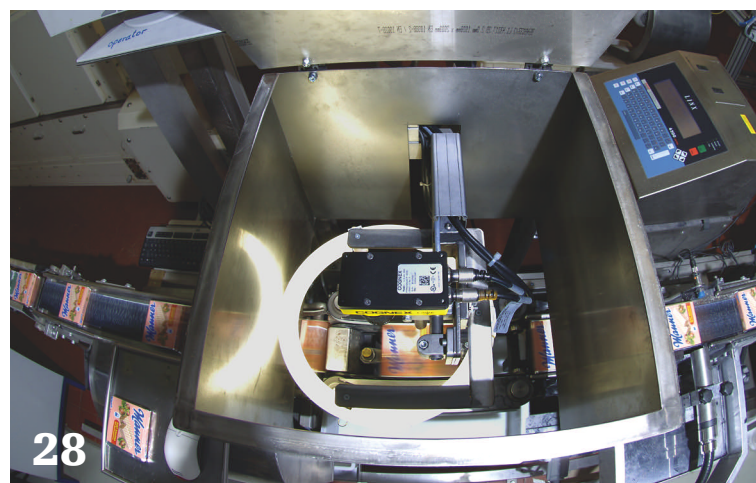
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▶ Hawaii starts food supply RFID pilot

Hawaii's Department of Agriculture is starting a three-year pilot project to track its produce along the supply chain. The new project will use RFID technology and start by tracking the state's tomatoes. Read more at www.packagingdigest/hawaii

▶ Tesco to print carbon footprint labels

Tesco says it will roll out labels that indicate the carbon footprint of some of its store-brand products. As part of this pilot, the labels will appear on orange juice, potatoes, light bulbs and detergent. Find out more at www.packagingdigest/footprint



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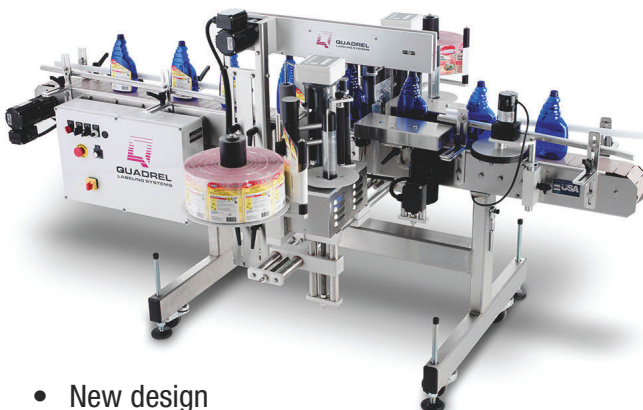
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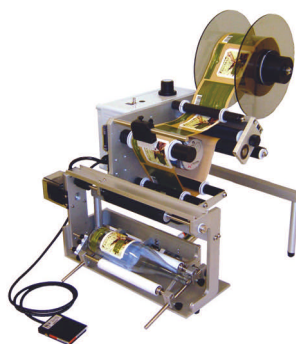
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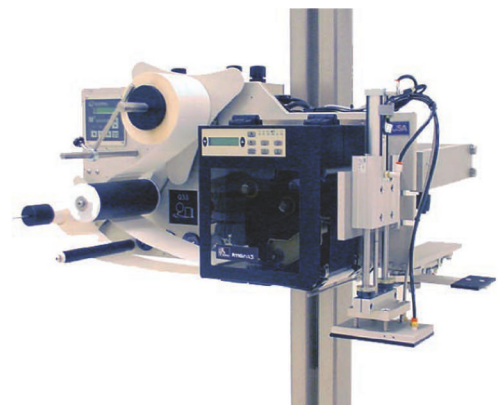
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Keebler creates cookies on-the-go

The Keebler elves have baked up a new package for Keebler Chips Deluxe® cookies. Launched nationally in January, a new Keebler Take-Alongs™ cookie multipack contains six 2.1-oz on-the-go, single-serve cups that each hold four cookies. The new package addresses consumer needs for convenience and portability, while protecting the cookies from breakage. The thermoformed polypropylene cups are detachable from the multipack via

perforations lengthwise and widthwise, and the package is lidded with a glossy opaque film. **Alcan Packaging** (www.alcan.com) produces the peelable, 3.7-mil barrier lidding at its facility in Batavia, IL, using polyethylene terephthalate (PET)/polyvinylidene chloride (PVdC)/print/low-density polyethylene (LDPE)/white PE/peelable ethylene vinyl acetate (EVA). The results provide the portable snack with at least a six- to nine-month shelf life. The heat-sealed film lidding features eight-color, reverse-flexo-printed graphics that act as a large billboard on store shelves. This product is one of several Kellogg Co., Battle Creek, MI, has introduced on store shelves as part of its “continuing focus on innovation.” Kellogg says that Keebler Take-Alongs are available for the Chips Deluxe Original chocolate chips cookies and Sandies® pecan shortbread variety.

Juice Beauty ‘greens’ cartons



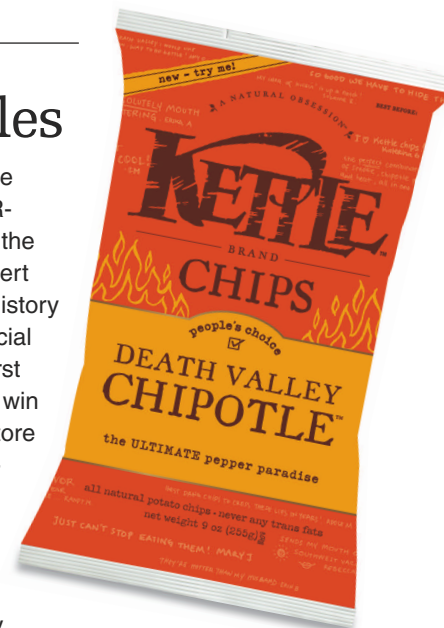
Juice Beauty brings its natural approach to beauty from the inside-out. The skincare company, most widely known for using an organic juice base for its natural personal care products, has replaced the outer cartons with clay-coated newsback (CCNB) cartons made with recycled paper.

To ensure the integrity of the paperboard manufacturer's recycled-fiber content claims, Juice Beauty sought recycled-content certification from early in the paper-making process. The cosmetics company shared a document with PD, in which Dae Han Pulp Co., Ltd. (www.dhpulp.co.kr), certified the paper pulp used is 100-percent-recycled fiber with a minimum of 75 percent of the content coming from post-consumer waste or from de-inked recycled fiber. The printing inks are from Horizon Printing Ink Corp. (www.horizonprintingink.com). According to Juice Beauty, they were chosen because they use vegetable oils, specifically linseed or tung (china wood) oils, which reportedly naturally have excellent drying capabilities when used for sheet-fed printing. Juice Beauty CEO Karen Behnke launched the company in 2004, which now sells more than 40 different skin and body care products with a total organic content of up to 95 percent.

The juice-based products can be found at Sephora, Nordstrom and Whole Foods throughout the U.S..

Death Valley chips heat up sales

Death Valley Chipotle™ Kettle™ brand potato chips are set to hit store shelves this summer for spicy, salty snacking. Selected as Salem, OR-based Kettle Foods' fourth annual People's Choice campaign winner, the Death Valley Chipotle flavor is inspired by the fiery, dry heat of its desert namesake. The company will donate \$1 to the Death Valley Natural History Association (DVNHA) for every Facebook user who downloads a special Death Valley temperature gauge that monitors the desert heat. The first five fans to notify Kettle Foods when the gauge reaches 120 degrees win free chips for a year. And while the spicy tang will no doubt heat up store shelves, the lively, eye-catching polyethylene film bags, reverse-flexo-printed in five colors by **Printpack** (www.printpack.com), will also ignite sales. Designed by **Michael Osborne Design** (www.modsf.com), the bag graphics present rich, warm oranges and browns as well as wavy flame elements. The matte-film bags in 5- and 9-oz sizes, will roll out nationwide, selling for \$2.09 and \$2.29, respectively.

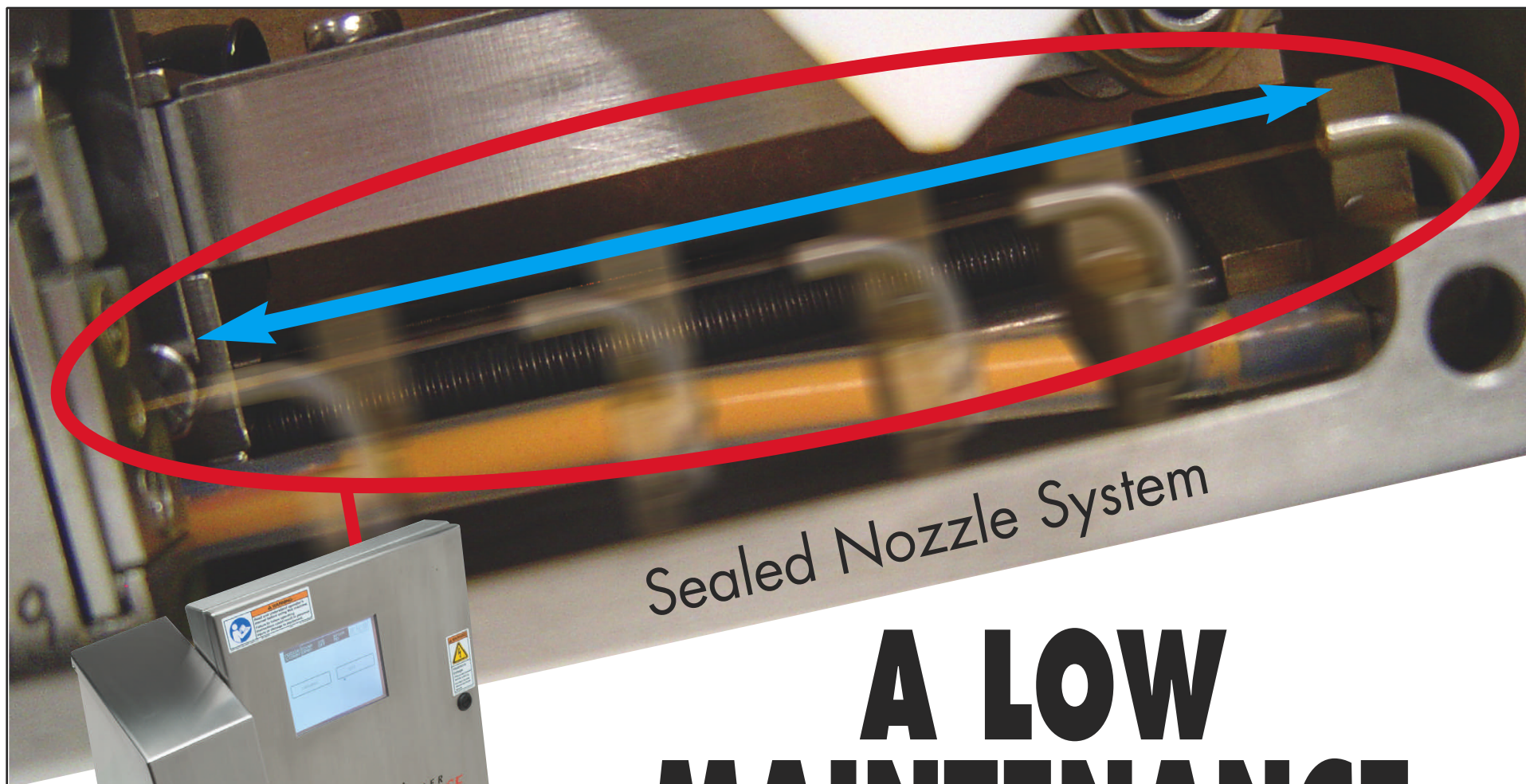


Dishwashing is easier than ever

A new, ergonomic container for Envirocon Technologies' Lemi Shine® dishwasher detergent additive is easier to use than the old straight-sided bottle and screw cap. But nothing else has changed—the product is still the same super cleaner. The product works with conventional detergents to remove tough spots and film from the dishes and the dishwasher itself. The new package includes a dispensing closure with a flip-top cap that makes dispensing the product easier, a curved bottle that makes one-handed use possible and a total-coverage shrink-sleeve label. “The product has always been a success, but the package just never stood out on the shelf,” says CEO Curtis Eggemeyer. “This new container with the spectacular label really gets noticed.”



Envirocon Technologies, Inc. built a new plant at its headquarters in Midland, TX, with a packaging line to run the new container, which it introduced in August 2007. It installed a Model 300SL shrink-sleeve labeler from **Axon** (www.axoncorp.com) to apply the labels, which are supplied by **Seal-It, Inc.** (www.sealitinc.com), and are made from maximum-shrink polyvinyl chloride and nine-color rotogravure-printed. The high-density polyethylene bottles are supplied by **CKS Packaging, Inc.** (www.ckspackaging.com) and the dispensing closures are supplied by **Phoenix Closures** (www.phoenixclosures.com). **Berlin Packaging** (www.berlinpack.com) is the distributor for the bottles and closures. The 15-oz bottles sell for \$3.69.



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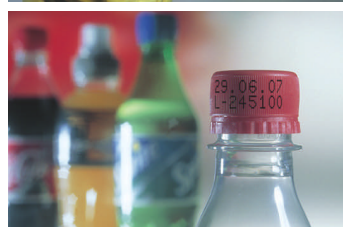
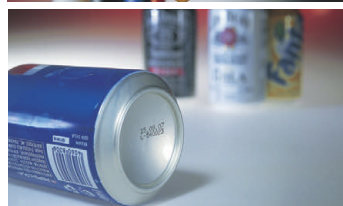
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Sleeve labels convey youth, health for juice

First Juice®, an organic fruit and vegetable juice beverage for toddlers, steps into the market as a way to foster healthy food and drink preferences when eating habits are formed. Available in Apple&Carrot and Banana&Carrot flavors, the juice comes in an 8-oz recyclable, sippy-top container that resists spilling and has plenty of on-the-go convenience. A 32-oz bottle size is available for home use. Both are decorated in sunny orange, yellow and lime color schemes with all-in-one combination shrink labels and tamper-evident bands provided by the **Seal-It Div. of Printpack (www.sealitinc.com)**. Seal-It prints the distinctive labels with a 360-deg image area that leaves room for nutrition facts, importance of healthy choices and the tag line, “training wheels for healthy eating.” Both labels are flexo-printed in 8 colors on heat-shrinkable polyethylene terephthalate glycol (PETG) filmstock. Topping the 8-oz size is a sippy-top PP cap from **Tricor Braun (www.tricorbraun.com)** that features a bi-injected cross-cut silicone valve. TricorBraun supplies both bottles, which are made by **Ball Corp. (www.ball.com)**, the 32 oz with a standard PP cap.



Coke venture launches coffee drinks in cans

The Coca-Cola Co., Atlanta, and Italy's illycaffè S.p.A., the latter known for contributing to the definition of the espresso product category, have finalized a joint venture to launch ready-to-drink espresso-based beverages. In April, the joint venture, Ilko Coffee Intl., Milan, introduced the coffees under the illy brand in 10 European countries, including Austria, Croatia, Greece and the Ukraine. Flavors include a bold, espresso-based full-bodied, Italian chilled “caffè,” an intense cappuccino blended with milk and dark cacao and a smooth, latte macchiato, swirled with milk. The coffees come in stylish, premium cans in 150- and 200-mL sizes. The companies announced the agreement in October 2007. illycaffè produces a blend of espresso. illy is sold in 140-plus countries.

Don't worry; it's not disgusting

MomSpit is the universal, no-rinse cleanser for hands and face. “Everyone has had a Mom use spit to clean his or her face or anything else that required polishing,” says Kim Dixon, cofounder of MomSpit, LLC, Blaine, MN. “That’s the original ‘mom spit.’ We all thought it’s inevitable and frequent use was disgusting, but we could only smile fondly as history repeated itself, when we started using our own spit with our own children.” Enter MomSpit for the times when you need to clean up dirt, grime or a sticky situation and don’t have soap and water and a sink handy. It’s inspired by the original, “but contains no human saliva, because that would just be gross,” says Dixon. MomSpit was introduced last summer and is currently sold in independent boutique retailers throughout the U.S., online through its website and by Amazon.com. It is available in 2-oz and 7-oz moussing bottles in three unisex scents: Fig & Green Tea; Lemon & White Tea; and Unscented. The bottles sell for \$9.00 and \$18.00, respectively.

Key to the packaging are the M3 and F2 Airspray pump foamers from **Rexam Airspray, Inc. (www.rexamairspray.com)** that create foam without the use of gas propellants. The M3 is used on the 2-oz bottle, while the F3 is used on the 7-oz bottle. Their patented foaming technology precisely mixes liquid and air, resulting in a dose of high quality foam with each single stroke. Rexam Airspray also supplies the high-density polyethylene bottles, which are silk screened with product information. “No matter how big you are, new-product success in today’s marketplace depends upon an exciting, creative, offering that captures consumers’ attention and meets a real need,” says MomSpit cofounder Lucie Hunter. “These foamers are an integral part of MomSpit cleansers’ appeal. They are fun to use, look great, work flawlessly and deliver with outstanding quality and efficiency. And our cleansers work like magic.”



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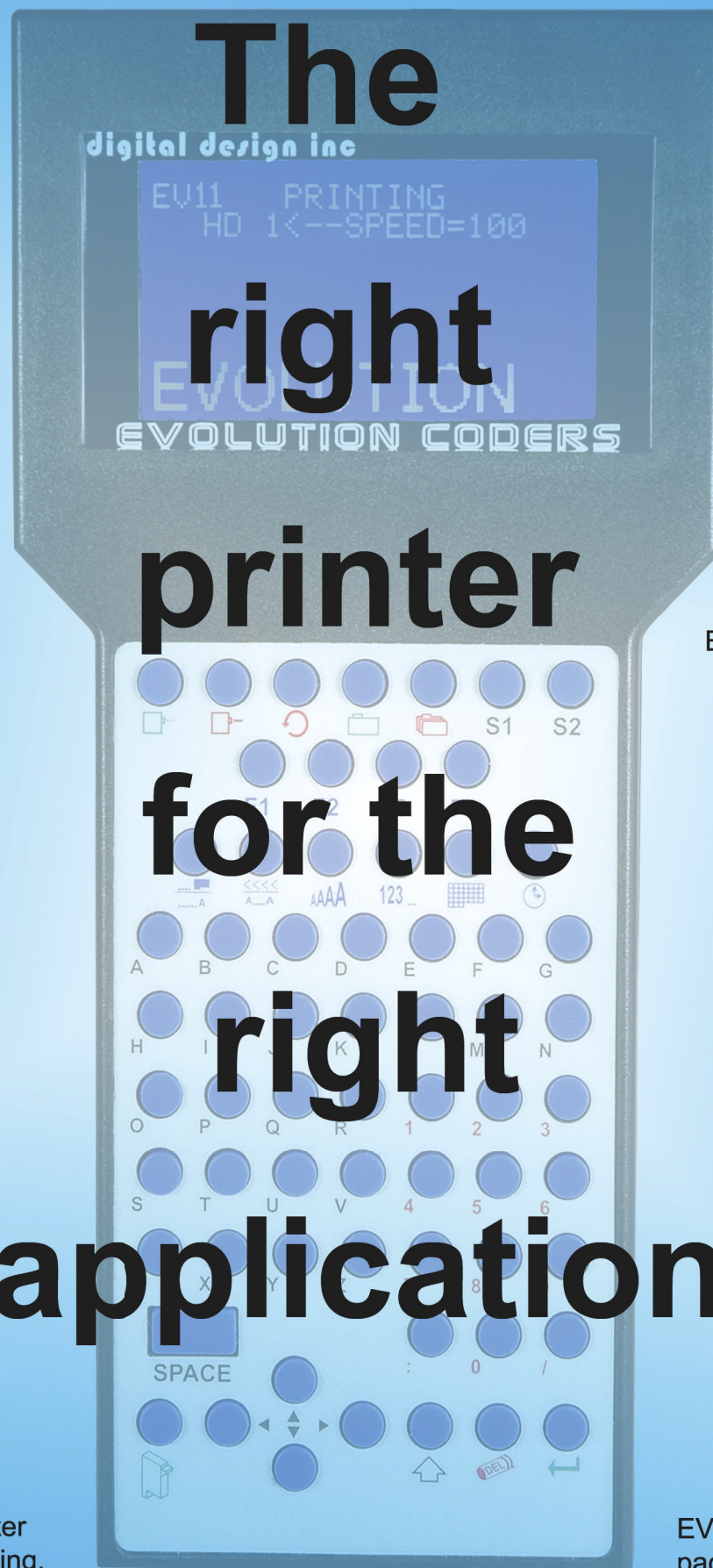
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Petcare crosses over with attitude, style

Forgoing illustrations and photography on its labeling, Spot Organics uses cheeky product names for its petcare, including Bug Off dog flea spray, No More Itch organic itchy dog shampoo and Me So Horny dog-humping [deterrent] essential oils blend, to help consumers easily remember its shampoos, sprays, essential oil blends and cleansing cloths.

The minimalist design is intentional, as Spot Organics owner Kyla Sims explains, "We wanted to convey a clean, upscale kind of look, similar to that of Origins

cosmetics." The labels are digitally printed by **Lightning Labels** (www.lightninglabels.com) and are then applied onto the bottles using a Handcraft Jr. bottle labeler from **Willow Way, LLC.** (www.soapequipment.com).

As an organic petcare company, Spot Organics considers the use of sustainable packaging as well as the protection of the natural ingredients used in its products as high priorities.

"We chose PET (polyethylene terephthalate) and glass containers as they were recyclable and the most friendly to our natural ingredients," Sims recalls. The 4-oz PET spray bottles, 8-oz PET bottles with pumps, 0.5-oz. glass bottles with glass droppers and 4-oz PET wide-mouth jars are from **SKS Bottle** (www.sks-bottle.com).

The cobalt-blue color of the bottles and jars also provide a branding element for the organic petcare company. "We definitely focused a lot on the use of color in our packaging design,"

Sims remarks. "We used labels with clean, straight lines that really set off our blue bottles. We know that color can convey emotions, so we used that ability to help portray the benefits of our products."



Bottled au jus 'wines and dines' posh pets

Billed as the equivalent of fine wines for felines and canines, Bark Vineyards bottled "au jus" products are formulated to be used as gravy over dry petfoods. Housed in 750-mL green, glass wine bottles from **Waterloo Container** (www.waterloocontainer.com), the packaging is designed to be identical to that of human wine. "The human/animal bond is so strong that we

want to provide for our animals the same luxuries we enjoy. A human can pick up a bottle of wine for themselves and one for their beloved four-legged friend," remarks Bark Vineyards founder Kathleen Ramsey.

Designed to appeal to wine collectors and art lovers, the bottle labels feature beautiful illustrations of both cats and dogs. **Greenbush Tape and Label** (www.greenbush.com)



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greenbushlabel.com) employs a Mark Andy (www.markandy.com) 2200 press to print the bottle labels on polyester using water-based inks.

Ramsey began the operation in 2004 in her kitchen, with Bark Vineyards' first "varietal" 2005 Barkundy, which simply was water that came with an attached seasoning packet.

With bottles designed specifically to market using shelf-appeal, the Bark Vineyards concept proved successful with wine lovers and the co. moved manufacturing to an FDA-approved facility in 2006. At the new facility, Ramsey could move away from the water-and-seasoning-packet concept.

All varietals now are premium au-jus, designed to be an alternative to wet foods for pets. The change did present one challenge. "We originally used corks as closures but

quickly realized that meat products and corks are not compatible," Ramsey explains.

All five varietals now are sealed with a CT cap. Komodo Pharmaceutical Services, LLC (www.komodops.com) developed the technology, which uses a two-piece design featuring a cap with a gelatin body that helps seal in the gravies' meaty ingredients. To ensure the safety of the ingredients, all bottles have tamper-evident seals.

Sauvignon Bark uses a chicken broth base, accented with spice and vegetable notes; Meowlot is made for both cats and dogs; Barkundy has a beef broth base; White Sniff 'N' Tail combines the aroma of salmon with the flavor of sweet potatoes; and Pinot Leasheo features the light taste of chicken broth accented with potato, carrots and parsley flavors. All varietals retail for \$19.99 per bottle.

Jar display paints pretty sales picture for Benjamin Moore

In its introduction of custom paint colors from the Pottery Barn, Benjamin Moore & Co. is launching an upscale countertop display showcasing the Pottery Barn Paint Color Solution Center. Produced with help from Multi Dimensional Resources (www.mdr-pop.com), the large display is curved in shape and presents contemporary colors to attract consumers and reinforce the selection of paints as an appealing destination center in stores. The ready-for-sales unit incorporates a vacuum-formed plastic structure for the arc-like shape and support for 60 2-oz sample-sized jars of the paint in a rainbow of summer hues.

The structure's internal design secures the jars, which are shipped prepacked inside the counter display. To encourage sales, consumers can take their choice of the different paint sample jars home to



experiment with before they return to buy the full-size gallon paint containers for their home projects. Facilitating the selection are 12 Benjamin Moore feature colors from the Pottery Barn seasonal palette, spotlighted in a row on the front of the display. An eye-catching graphic header card of litho-laminated corrugated is four-color process-printed with a vignette of a room setting. The striking vignette aims to help consumers visualize color options in their own homes.

Despite all the attention the display creates, it occupies a small footprint.



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John Kalkowski, Editorial Director

Robots hand packagers new ways to compete



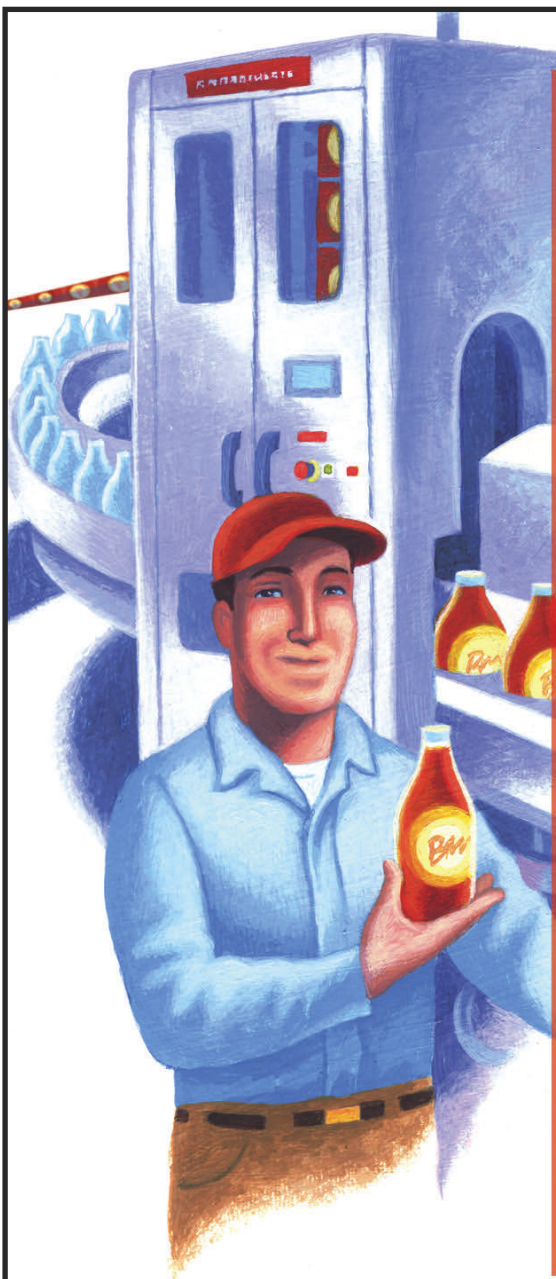
If the results of two recent studies are any indication, robotics play a significant role in packaging automation, and that role is likely grow in the coming years. The recent Packaging Automation Study by *Packaging Digest* and *Control Engineering* showed that other forms of automation—like PLCs, AC drives, sensors and bar coding equipment—are used more frequently in packaging lines. Still, the survey showed that 31 percent of respondents employ robots on their packaging lines.

The **Packaging Machinery Materials Institute** (www.pmmi.org) recently released its own in-depth study, which showed that 22 percent of packagers are using robots with three or more axes and another 21 percent plan to add the use of robotics on their packaging lines within five years. However, the majority of PMMI respondents said they do not use robotics and do not plan to do so in the next five years. This is somewhat surprising, given the recent technology advances and the eagerness of some robotic equipment suppliers to gain access to the packaging market, as other markets, such as automotive, have matured. The top reasons offered for investing in robotics are reduced costs, higher efficiencies, a reduced labor force and manufacturing flexibility. Many functions that take place on a packaging line require heavy lifting at high speeds. Human

bodies just aren't made to do that type of work over the long haul. Consequently, safety and ergonomics are growing in importance as factors that lead to the utilization of robots. The accelerating costs of medical care alone can be a major justification for the use of robots. In the *PD/CE* study, employers also said that workers' lack of technical skills and the ability to learn are factors that hinder them from buying new technologies.

Palletizing is by far the most common use for robots in packaging lines, followed by case packing/carton loading and case forming and sealing. Both studies show this type of automation has a host of other potential applications, limited only by the engineers' imagination. With the proliferating numbers of packages in various shapes and sizes, machine flexibility and quick changeovers are growing in importance, too. Packagers are enthused about the success rates, with nearly 90 percent saying robots do their jobs well. It's likely the use of robotics will enjoy rapid growth in the next five years on all types of packaging lines to reduce labor costs, improve efficiency and increase flexibility. That's an edge packagers need to stay competitive.

John Kalkowski



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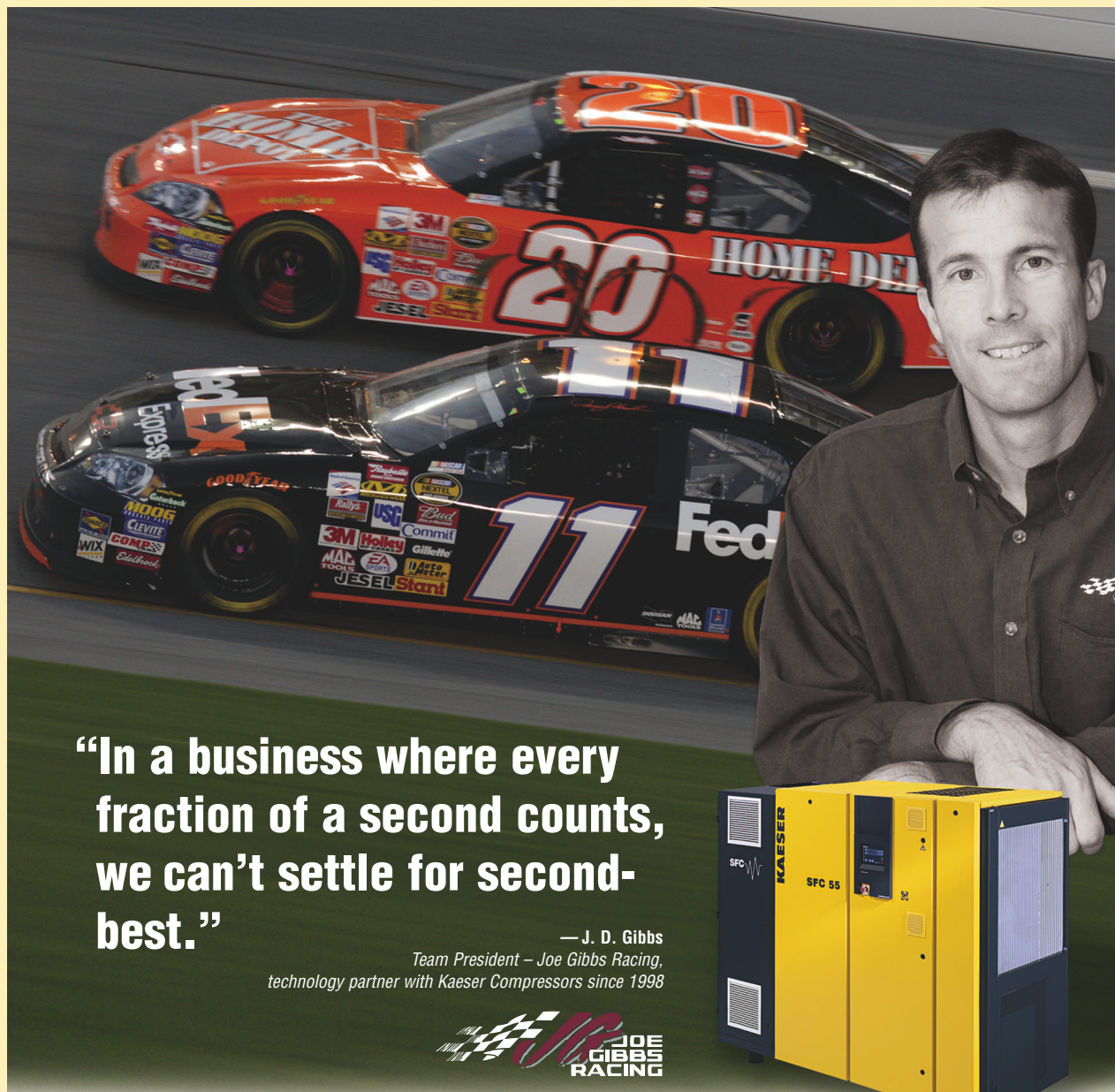
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Kliklok-Woodman, 770/981-5200.
www.klikwood.com



Blow molding The BM-Series (BM 206 / 506) blow-molding machine can be operated using the “tandem-blow” process. The output from a single or twin machine can be doubled this way (i.e. an increase in capacity of 100 percent). “Tandem blow” signifies the simultaneous blow molding of top and bottom, with an

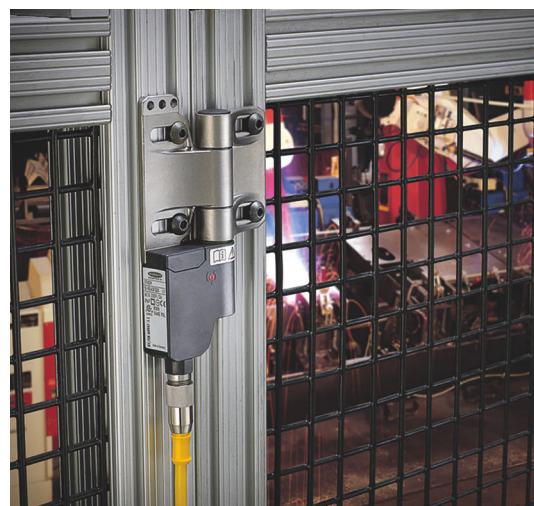


additional bottom calibration. In terms of small drink bottles, tandem-blow systems can achieve an output of more than 100 million containers/yr. The machine series features increased output using the co.'s multicavity molding procedure, which can accommodate forms with a width of up to 650 mm. This results in a cavity density up to 30 percent higher. The series also features barriers with coextruded multilayer packaging, preventing oxygen and carbon dioxide diffusion, which is suitable for the production of packaging for long-life foodstuffs, the co. states.

Bekum, 49 (0) 30 7490-2290.
www.bekum.de

Interlock switches The SI-HG63 Series of hinge safety interlock switches is for safeguarding from hazards. The switches are used in place of standard hinges on swinging guards, gates and doors. They offer two normally closed safety contacts and one normally open auxiliary contact for greater application flexibility. When the switch is activated, these normally closed safety contacts are forced open by a nonresilient mechanical means (not reliant on springs), interrupting the electrical circuit and sending a stop signal to the machine control. The switches are also adjustable.

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



Spill kit AcidSafe, described as a fast and efficient method to neutralize and absorb acid spills, contains an indicator that provides a visible color change to indicate complete neutralization of acid while minimizing personnel safety risks and environmental hazards. The kit can be used for forklift battery and equipment charging stations and other locations with acid spill exposure, the co. says. The product is available in easy-to-use shaker cartons as well as 5-gal pails, 20- and 55- gal drums, and can be provided on a wall-mounted station and as a spill-response kit.

WYK Sorbents, LLC, 800/248-7007.
www.wyksorbents.com

new products equipment

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QuickLabel Systems, 877-757-7978.
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and split-line capability from a single printhead. The printer consists of a user-friendly input, a controller and offers the option of one or two printheads. It also utilizes a patented micro-channeling technology. Five different print sizes are available, from 3/8 to 1 in. in character height.

Leader Corp., 763/398-1739.

www.leadercorp.com

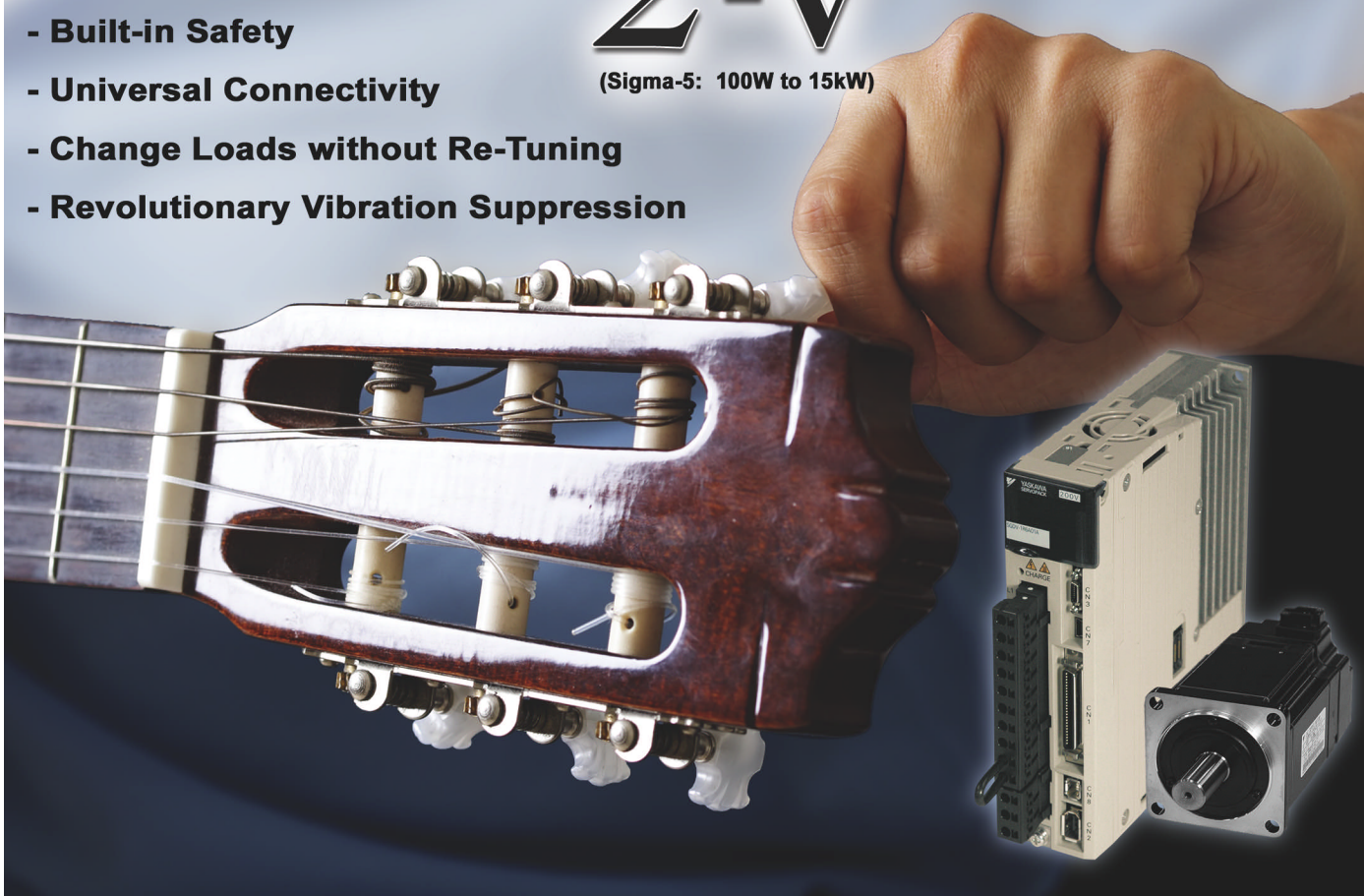


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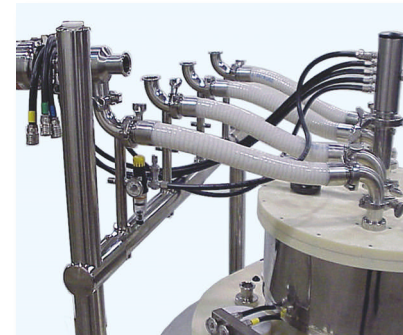
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Fogg Co., 616/786-3644.

www.foggfiller.com



Dairy equipment The RABS type isolator used on aseptic lines, authorizes usually 72 hr of continuous production without intermediate decontaminations. The extended shelf life (ESL) machine for the filling of dairy products in PET bottles features a multiple-product filling nozzle and a TCS screw capper. The Nova cup-filling machine for dairy products reaches speeds up to 7,500 cups/hr.

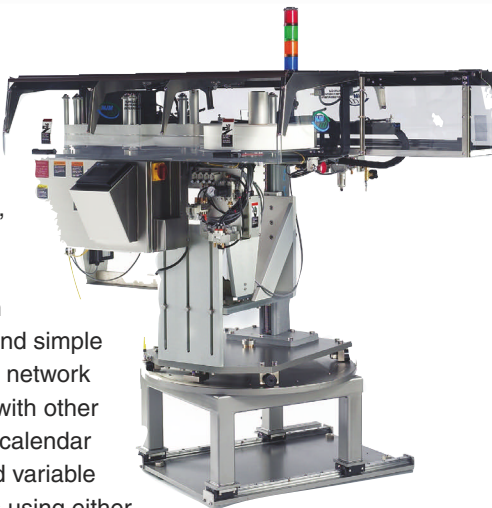
Serac, (33) 2 43 60 28 28.

www.serac-group.com

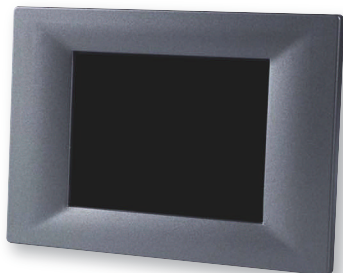


Pallet labeler The enhanced Model 401X print-and-apply pallet labeler can be configured for optional RFID pallet tagging as well as standard corner, side and multi-panel labeling. Suitable for pallets, barrels and other large containers, the 401X offers a standard reach of up to 14-in. with the option of extending the reach to 36-in. Now equipped with an Allen-Bradley PLC and an Allen-Bradley PanelView 550 touchscreen user interface, the labeler offers extreme production flexibility and simple operation, the co. states. The labeler also features a plant-wide network to download labeling data, enable the labeler to communicate with other line equipment and automate changeovers. With full clock and calendar functions as well as serialization, the labeler can print fixed and variable data, including text and graphics and a wide array of bar codes using either a thermal-transfer or direct-thermal printer.

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



Touchpanel computer The TPC-30T 3.5-in. QVGA TFT LCD XScale PXA270 touchpanel computer has a slim, compact design and a low-voltage processor that achieves a unique, fanless design. The TPC-30T has a 320x240 print resolution, providing a clear, visible display. Other features include one SD card slot, RS-485 automatic data flow control, a built-in flash memory, multiple standard communication ports and the ability to support Microsoft Windows CE OS. The NEMA4/IP65 front panel can withstand harsh conditions of most industrial environments, the co. states.

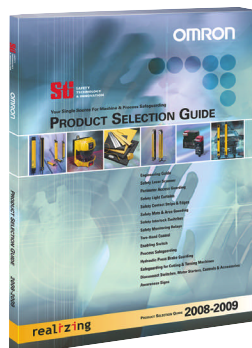


Advantech Corp., 800/205-7940.
www.eAutomationPro.com/us

PLCs An expanded line of IndraLogic PLCs and PACs feature the new IndraControl. The L10 features scalable hardware, pre-developed machine functions, reusable code and unified programming software to reduce engineering time for machine builders who work with complex machines. The OPC-compliant PLC also features a full megabyte of program storage space along with an Ethernet port for remote access or SCADA functionality at one of the lowest prices, the co. says. The memory allows machine builders to run larger, more complex programs or different applications without the need for multiple PLCs. Comes with several PLC open machine functions preprogrammed according to IEC61131-3 standards.



Bosch Rexroth Corp., 847/645-3600.
www.boschrexroth-us.com



Product-selection guide The 2008-2009 *Product Selection Guide to Machine and Process Safeguarding* combines the co.'s machine and process safeguarding technologies in a single

publication, and includes information on its most popular safety products. Each product page includes a "SpeedSpec" number that can be inserted into the co.'s web page for instant access to available information for a given product. SpeedSpec also enables users to quickly and easily request a quote online. Featured safety technologies include laser scanners, perimeter access guards, light curtains, contact strips and edges, mats and area guards, interlock switches and much more.

Omron Scientific Technologies, Inc.,
800/479-3658. www.sti.com



Ink-jet printing systems The OMEGA 36 HD and OMEGA 210 are two new high-resolution ink-jet printing systems, as an extension to the successful OMEGA ink-jet range. These lightweight, compact printers are easily integrated into most existing equipment and can be installed on web or sheet-fed applications. With a resolution of 720 dpi, the 36 HD (high definition) ensures clear and crisp printing of extremely small characters and produces bar codes with readability and clarity, the co. says. The enhanced 210 increases print width to 210 mm with black and spot color inks. The digital ink-jet range prints on a wide variety of substrates, including paper and cartons, as well as specialized materials such as aluminum, polymer foils and plastics.

Atlantic Zeiser, 49 (0)74 65 291 136.
www.atlanticzeiser.com

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new products materials

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Multisorb Technologies, 716/824-8900. www.multisorb.com



Carton coding Snap2C™ is the co.'s foray into carton coding using QR (quick response) technology. The co. says code embedded in cartons with special messages will be read by consumers' camera-ready cell phones equipped with optical readers reportedly being offered by major phone cos. this summer. Also claimed is that further along the developmental cycle will be enhancements including the ability to embed messages in package graphics.

Graphic Packaging Corp., 770/644-3000.

www.graphicpkg.com



Software New features have been reportedly added to the co.'s EASYpick® order-fulfillment software, designed for cost-effective management of distribution and manufacturing fulfillment operations. A new feature is graphical user interface connecting through an application downloaded onto the computer instead of through a browser, the co. says, providing intuitive navigation and supplying users with the convenience of remote access via an internet/intranet connection. Integrates multiple light- and voice-directed picking/putting technologies.

FKI Logistex, 877/935-4564.

www.fkilogistex.com



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¹Boustead I, Eco-profiles of the European Plastics Industry, PlasticsEurope, Avenue E van Nieuwenhuyse 4, B-1160, Brussels, Belgium. <http://www.lca.plasticseurope.org>



Carton adhesive

VelocityP3™ 33-711C makes its debut as newest member of co.'s family of solvent-free multi-purpose adhesives for folding carton operations. The new adhesive, the co. says, offers excellent adhesion and above average heat and cold resistance for most wheel and bottom pot folding carton and glued lap applications. The co. especially cites the adhesive's excellent adhesion on easy to moderately difficult-to-stick substrates, and it avoids adhesive slinging and throwing.

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www.nationaladh.com

Flexible container

Cyclero® flexible beverage container, produced on f/f/s equipment, is described by the co. as lightweight, easily disposable and having an outstanding life-cycle analysis performance. The co. also reports that a round version of the Drinkbax, made for Jung Bonbonfabrik, won the German Packaging Institute's German Packaging Award in 2007, with another version for Amaroy coffee pads capturing the Alufoil Trophy in 2007.

Huhtamäki Oyj.

913/583-3025.

www.huhtamaki.com



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Game components are loaded into clamshells manually and then conveyed to a machine that seals them.

The game is on the line

A new **CLAMSHELL-SEALING MACHINE AT GAMESTOP**, the world's largest video game and entertainment software retailer, uses ultraviolet light to save energy and labor.

Jack Mans, Plant Operations Editor

GameStop™, the world's largest video game retailer, is a \$7 billion company with more than 5,000 stores worldwide. A key feature of its operations is its refurbishment of used games and systems that its stores take as trade-ins when customers buy new systems. The company completely updates these games and systems with new software and components and resells them in its stores. This refurbishment takes place in a section of GameStop's 500,000-sq-ft headquarters and distribution center in Grapevine, TX, near the Dallas/Ft. Worth airport.

Sealing by ultraviolet light

The refurbishment operation initially consisted of manually assembling the components in a corrugated box with foam padding, after which the boxes were hand-packed into shipping cases. In 2004, facilities director Dan Toomey began looking for a more efficient operation. After examining possible options, Toomey approached **Partner Pak, Inc.** (www.partnerpak.com) about its

Simpl-Seal® technology, which uses liquid plastic that is solidified by UV light, to seal the product in clamshell cases. In 2006, he installed a Simpl-Seal system to run relatively small clamshells. This proved successful, and last year Toomey installed a more elaborate system to run larger clamshells, such as those that house the Microsoft Xbox 360 gaming systems, which are about 18x17x4-in. high. "We were doing everything manually, which took a tremendous amount of labor," says Toomey. "I saw Partner Pak at a show, and their system looked so promising that I decided to try it on a line that packaged small memory cards for games into clamshells. I wanted a robot to apply the adhesive and servo drives to make size adjustments easier, and Partner Pak incorporated both of those items into their system. This system worked very well and the recycled polyethylene terephthalate clamshells were so much more attractive than our previous packaging that we then decided to install a line for the bigger clamshells."

In this operation, workers in a separate room manually place the game components, which consist of consoles, controllers and accessories,



The automation was a challenge at the beginning, but it is well worth the effort. The operator just touches an icon on the screen and nearly all of the adjustments are made automatically.

into RPET clamshells from **Portage Plastics Corp.** (www.portageplastics.com). These clamshells presented a challenge, because their side flanges had to be able to support up to 18 lb as they travelled through the Simpl-Track™ workstation, and they had to be formed to meet sealing requirements. GameStop learned about Portage Plastics from **Metro Automation** (www.metroautomation.com), which is one of GameStop's regular suppliers. Metro is a stocking distributor for Portage Plastics, and supplies the clamshells to GameStop on a just-in-time basis. After the game components have been assembled, the open clamshells are conveyed along dual tracks to the Simpl-Track workstation. **Bastian Material Handling** (www.bastiansolutions.com) was responsible for integrating the entire operation



Mounted on opposite sides of the clamshell, two robots apply plastic through nozzles, which have brushes at their ends to spread the plastic.

and supplying the conveyors, which were manufactured by **Hytrol Conveyor Co., Inc.** (www.hytrol.com) [see the accompanying sidebar].

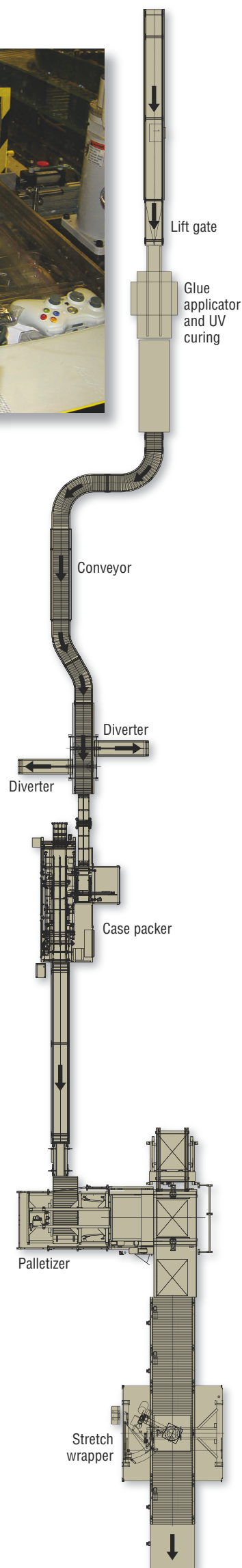
Robots apply adhesive

Sensors at the inlet of the workstation set the pace of the sealing operation, and two Model E2S551S robots from **Epson Robots** (www.robots.epson.com) accurately apply adhesive to the grooves in the bottom section of the clamshell. "I wanted robots for this process right from

This new line has been a real success for us. Not only are the clamshells much more protective and better looking than our previous packages, but the new line has significantly reduced labor.

the beginning, but they were always too expensive for our budget," says Toomey. "Then Epson Robots came in with robots that we could afford and that got the project off the ground." The robots, which are mounted on opposite sides of the clamshell, incorporate nozzles with brushes that apply the adhesive and ensure proper coverage. Both nozzles travel in a clockwise direction, which ensures that they will not interfere with each other. The clamshell next passes through a section of the workstation where air jets blow the top up, over and onto the bottom section. The clamshell then travels past roller/crimpers that press the top firmly into the adhesive-coated

Continued on page 22



Courtesy of Bastian Material Handling



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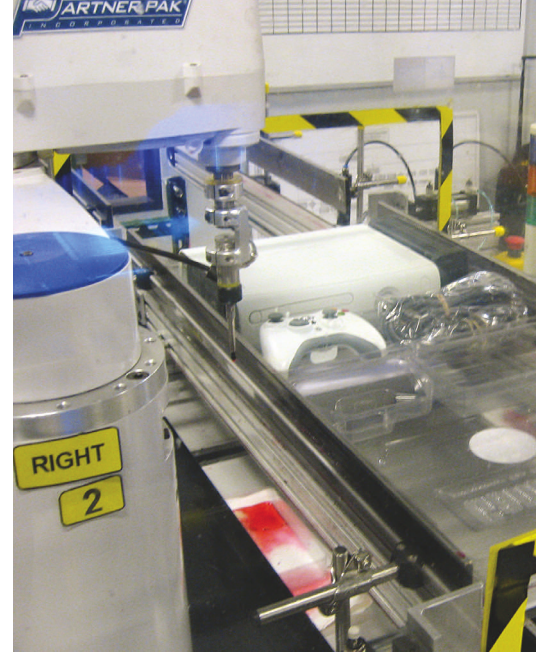
ISO 9001:2000

grooves in the bottom section. After the clamshell is closed, it is conveyed through the UV light tunnel that cures the liquid plastic and invisibly bonds the top to the bottom. The UV light is located midway in the tunnel, under a stainless-steel mesh conveyor belt. Actual sealing time is about 0.2 sec, while time on the conveyor varies, based solely on conveyor belt speed. "Partner Pak did

a great job for us on this project," says Toomey. "I didn't want radio-frequency sealing or anything else that might affect the electronics of the game in the package, and Partner Pak's UV light curing eliminated the possibility of any problems. Partner Pak was excellent to work with. They were very receptive to everything we brought up during the project, and were here to help us during startup."

After plastic has been applied, the clamshells pass through a tunnel that cures the plastic with UV light.

GameStop is currently running a number of different-size clamshells on the line, and the Simpli-Track Workstation incorporates a touchscreen human/machine interface that has icons on its screen to represent each of the clamshells. An operator touches



the icon of the clamshell to be run, and servo drives instantly and automatically reconfigure the workstation to accommodate the selection. In addition, the motion of the robots is reset. Partner Pak designed, engineered and programmed the robotic interfaces, adhesive dispensing, servo-drive reconfiguration and the HMI. Epson Robotics provided the

STONE HILL WINERY uses a pick-and-place case packer from A-B-C Packaging Machine Corp. to pack its wine bottles. Read about it at www.packagingdigest.com/stonehill



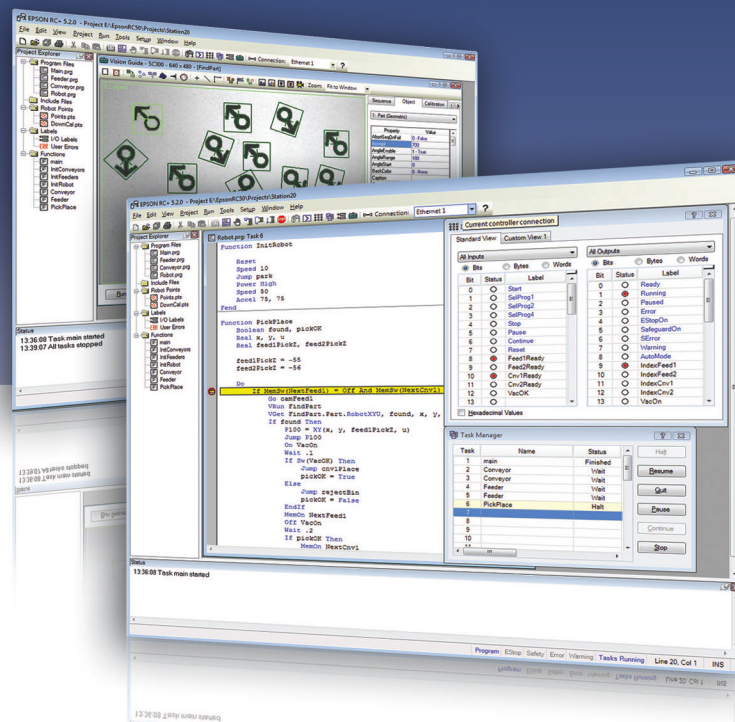
robots and training. The robots, de-nester and servos operate and communicate via a single Epson controller that was programmed by Partner Pak. "The automation was a challenge at the beginning, but it is well worth the effort," says Toomey. "The operator just touches an icon on the screen and nearly all of the adjustments are made



Clamshells containing Xbox 360 games are conveyed to an automatic case packer. After packing, the cases are conveyed to an automatic palletizer.



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System integration at GameStop

When video game distributor GameStop decided to install a new packaging line for its large refurbished games, it selected Bastiana Material Handling (BMH) to handle the system integration. Starting with the manual loading of clamshells with game components and proceeding through clamshell sealing, case packing, palletizing and stretch wrapping, BMH was responsible for integrating the entire operation and supplying the conveyors. The first challenge was the line layout and conveyor locations.

Not only did the equipment have to be placed between building columns, but the conveyor from the manual loading operation to the clamshell sealer passed through a wall and blocked an aisle. To permit foot traffic, Bastian incorporated a lift gate in the conveyor feeding the clamshell sealer that could be easily raised when necessary.

Bastian designed relatively long conveyor runs between machines to provide some accumulation capability and installed Model ABEZ zero-pressure, live-roller accumulation conveyors from Hytrol Conveyor Co., Inc. that incorporate Hytrol's EZLogic® accumulation modules in 2-ft zones. Each zone has a dedicated sensor that detects product presence to determine whether the rollers in that zone should be turned on to move clamshells or turned off to accumulate them.

Each machine in the operation has its own control package and is turned on and off individually, but BMH installed an industrial-network control system that enables them all to communicate with each other and with the sensors to control clamshell movements along the conveyors and regulate infeed to the machines. Thus, if a machine is down for any reason, the conveyor will not deliver clamshells to that machine, and it will cascade the information back through the system to shut down conveyors along the line.

The clamshells have small "feet" on each corner that presented initial problems because the feet would fall between the conveyor rollers causing the clamshell to stall when the conveyor shut down. BMH overcame this problem by installing small nondriven rollers between the conveyor rollers that prevent the feet from being trapped between the rollers.

automatically. There's no guesswork and no manual adjustments."

Case packer loads two clamshells

The packages exiting the sealing tunnel are then conveyed to a servo case packer from **A-B-C Packaging Machine Corp.** (www.abcpackaging.com). "We have a lot of equipment in the plant from A-B-C Packaging

Machine Corp., and this servo-driven machine fits right into this automated line. As with the clamshell sealer, the operator just selects the product he's running on the HMI, and the machine adjusts itself to run that package," Toomey says.

Just ahead of the case packer, there is a switch that the operator can initiate that will divert selected

clamshells from the conveyor. Remaining clamshells enter the infeed conveyor of the Model 206 end-loading case packer from A-B-C Packaging Machine Corp. GameStop stacks two or three clamshells on top of each other to load into the shipper, and this, plus the large case/product load, required a custom accumulation
Continued on page 24

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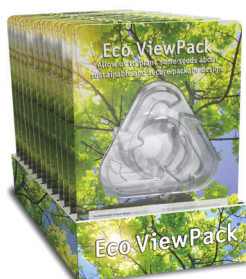
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Two clamshells containing Xbox 360 game components are stacked one on top of the other and the two units are pushed into an end-loading shipping case.

and load section. When a clamshell arrives at the packing station, a plate descends behind the clamshell to hold back following packages. A product pullback system prevents the clamshells from overlapping or shingling as they assemble at this accumulation station. The bottom

plate then opens and allows the clamshell to drop onto a lower belt. The back plate then rises and allows the next clamshell to enter the packing station and the same thing occurs. If the plant is running smaller clamshells, a third clamshell will be added to the stack. The belt

holding that lower stack then indexes forward, and the process is repeated.

Simultaneously with the belt containing the clamshell stacks, vacuum cups on a rotating arm pick cases from a magazine and erect them onto a conveyor moving parallel to the clamshell conveyor with an open end facing the clamshell conveyor. As the two conveyors travel synchronously, a ram pushes the clamshells into the case, after which hot-melt glue is applied to the end flaps on both ends of the case. The flaps then are plowed shut. This compact, programmable-logic-controlled case packer features servo motors for the main case drive, an infeed, a down stacker and a load pusher, and an HMI that enables an operator to select the product running from an onscreen menu and sets the afore-mentioned servo motors for each package.

The shipping cases leaving the case packer are conveyed to an A-B-C Packaging Machine Model 72 AG floor-level palletizer. Finished pallets of product are wrapped by a stretch wrapper from **Orion Packaging**

Systems (www.orionpackaging.com). "This new line has been a real success for us," says Toomey. "Not only are the clamshells much more protective and better looking than our previous packages, but the new line has significantly reduced labor. All of the suppliers worked extremely hard to bring everything together and meet our schedule."

More information is available:

Partner Pak, Inc. Associates,
800/391-2818. www.partnerpak.com.
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Revlon's spin on foundation bottles

Revlon's dual-dispensing package proves a new foundation for innovation. A dial control blends the desired skin to bring women
CONVENIENCE WITHOUT WASTE.



Bernie Abrams, Contributing Editor

Becoming beautiful can be a messy job, even with sleek, stylish applicators and accessories. Applying makeup for some people can range from time-consuming through stressful to wasteful. New York City-based Revlon Consumer Products Corp. is applying a high level of package innovation to help women of all skin tones turn applying foundation to their faces into a more beautiful and beautifying experience.

Rather than let consumers seek an approximation or separate products that blended at home achieve a close match to skin tones, Revlon is using, since its January rollout, a single package that elevates dual-dispensing to a new level.

The system chosen for the foundation series is named Versadial™ from **Versadial, Inc. (www.versadialworld.com)** and two related firms, **Jarden Plastics (www.jardenplasticsolutions.com)** and **Yorker Packaging Div. (www.yorkerpackaging.com)**.

Each of the six packages in the Revlon Custom Creations™ collection holds two shades of liquid foundation, separated in a pair of ½-oz polyethylene terephthalate (PET) bottles, provided by Revlon, and molded to mate vertically. The two foundation products combine in the selected shade and dispense through the Versadial structure.

The matter of combining all package elements into a unit that speaks clearly and convincingly to the individual consumer is the first priority of John Butcher, Revlon's senior vp, new product support and engineering. From the outset, he tells PD, "Revlon was interested in allowing our consumer to customize a product to suit her own, unique needs and skin tone."

Approached by the supplier with

its patented variable dispensing system and suggestions for its application in the area of liquid foundation, Revlon saw its potential. Starting in early 2007, the two companies joined in using the basic packaging technology with customization, Butcher explains, "to suit Revlon's automated filling lines."

Revlon's contributions to the structure, along with the bottles, are a silver-toned acrylonitrile butadiene styrene (ABS) basecup to connect and align them, and a full-wraparound transparent film label. Each cup has orienting cavitation in its base. The label identifies the shade range with copy and an open numeric code to aid selection by the consumer.

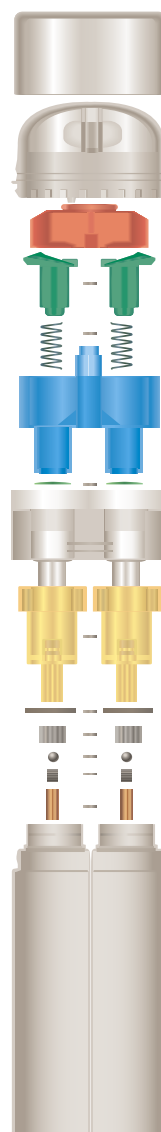
Versadial's external-component contributions include the clarified polypropylene (PP) friction-fitting overcap that protects but doesn't conceal the 40-mm silver-toned PP single-nozzle dispenser cap it molds with a ¾-in. skirt that centers on a shade-range guide oriented to the main display panel. Copy immediately beneath the guide instructs the consumer to "adjust dial to customize shade."

In fact, the consumer turns the dispenser head, which has an arrow printed directly under the nozzle, until the desired shade is selected.

Fine-tuning the shade

What enables fine-tuning to the exact shade is a pair of volumetric pump pistons whose actions are determined by a horizontal PP actuator disc as pressure is applied to the finger trigger. The pistons press down with one of the five

Illustration (left) shows the multiple components that comprise the new co-dispensing bottle and closure structure. The illustration and the chart on the next page were provided by Versadial.



pre-selected settings required for the entire shade range—there are 11 in all.

The disc angle determines the product flow from each bottle through greater or lesser piston pressure.

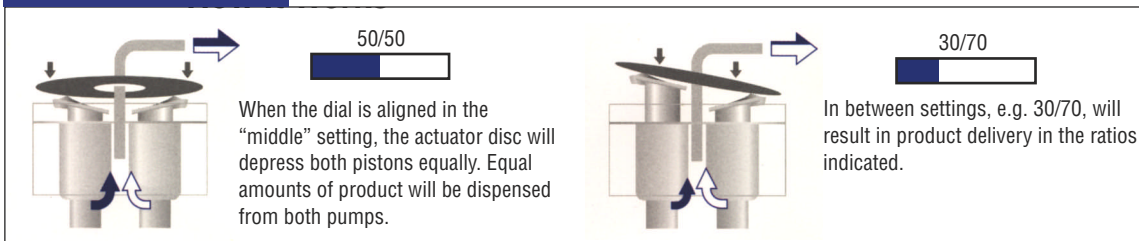
As pressure is removed from the actuator, stainless-steel springs return the pistons to their home positions. The springs sit on a PP dual cylinder with centered product flow aperture above a dual PP base and PE connector, both sandwiched between pairs of rubber valves.

The balance of the codispensing structure is more conventional, leading down to short PP tubes holding stainless-steel balls and springs and PP dip tubes to start product flow as the pistons are activated. Delivery is at a 0.25-mL volume/stroke.

A firm connection

Revlon's Butcher explains the customization rationale symbolized most obviously by the basecup. "The two bottles needed to be firmly connected and perfectly aligned in order to enable precise filling both bottles simultaneously," he notes, as well as "to accurately position and apply

How it works



It is still early in the marketplace, but there has already been a great deal of interest from our consumers.

the wraparound label.

"As a further enhancement, the stability afforded by the basecup assembly allowed the incorporation of a drain-back profile to the bases of the bottles, giving improved product evacuation," proving beauty can also be practical, he says.

All involved in the program seem especially pleased that the package, from approval to shelf, reportedly needed less than a year in development.

Versadial chief executive officer Geoff

Donaldson says, "We first met with Revlon at the end of 2006, but started our major effort last spring. There was a real intensity to the program," he says.

With its January target debut, Revlon Custom Creations is getting an optimal sendoff, with introductory materials including full-page print ads in publications for women featuring actress Jessica Alba and the selling line, "This shade is mine. Go get your own." Other advantages cited for the \$13.99 seller are a lightweight formula with SPF 15 for all-day wear.

Butcher says, "It is still in early in the marketplace, but there has already been a great deal of interest from our consumers. And our retail customers have been both excited and supportive as we launch Custom Creations."

For Revlon, that's as beautiful as it gets.

More information is available:

Versadial, 212/986-0886. www.versadialworld.com.

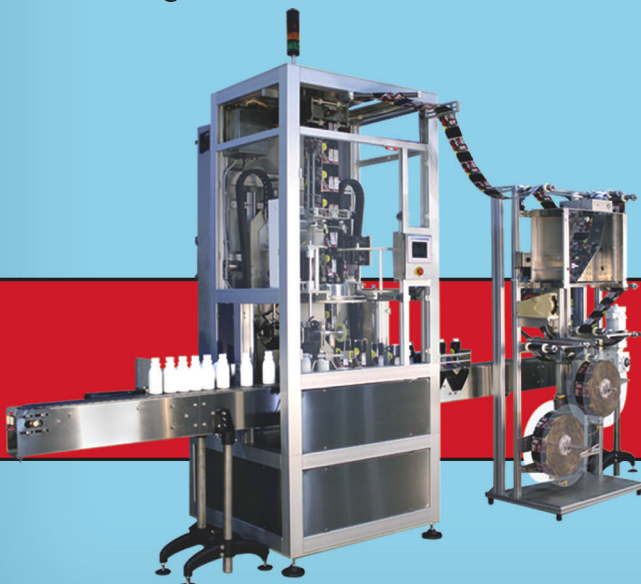
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Installed within a quality-control station, the vision sensor checks package labels for equal positioning from the left and right edges, finds any dents or defects, checks for proper graphics and text and much more.

Vision system satisfies a sweet tooth



Vision sensor 'minds its manners,' inspecting the packaging of Manner AG's popular Austrian chocolate wafer treat known as Mannerschnitte, with **100-PERCENT ACCURACY.**

To guarantee that the packaging for its Mannerschnitte wafers (originally popularized by a distinctive pink package) is thoroughly inspected for any defects, Manner has adopted the In-Sight 5401 vision sensor from **Cognex Corp.** (www.cognex.com).

Located near Linz, Manner's production plant in Perg generates an annual capacity of 8,000 tons of flat wafers and cookies and employs what could be "the world's largest wafer oven." The vast product quantities are processed and portion-packed into paperboard cartons with foil and paper wrappers. With hygiene being critical in the food industry, Manner insists that the right products always be packed in the right packaging, which must be as airtight as possible.

In addition, chocolate lovers "cannot be toyed with," the company says. If the expected hazelnut taste were to be impaired by any packaging problems, customers could be lost. Complaints mean consequences, so Manner insists on product that's 100-percent free of defects. This applies not only to its own brands, but also to those that Manner produces for other customers—an important market segment for the company.

Manner wanted an inspection system that could cope with its increasing quality demands. Continued on page 30

Lauren R. Hartman, Senior Editor

Responsible for bringing a popular chocolate cookie wafer to fans, Manner AG, the Austrian maker of Mannerschnitte or Neapolitaner (neopolitan) chocolate cookie wafers, strives to ensure that every sweet tooth is satisfied. First introduced in 1898, Manner's famous wafers have been called Neopolitaners because the nuts for the filling (made from sugar, hazelnuts, cocoa butter and cocoa powder) came from the Napoli region. Today, Manner AG is the largest wholly Austrian producer of confectionery products. Measuring 49x17x17 mm, its wafers are a sweet bite-size treat with four layers of filling between five layers of window-pane-patterned cookie. The format and basic recipe have remained unchanged to the present day.

But only wafer cookies in perfect condition that feature a uniform level of quality can leave Manner's plant in Perg, Austria, for distributon.



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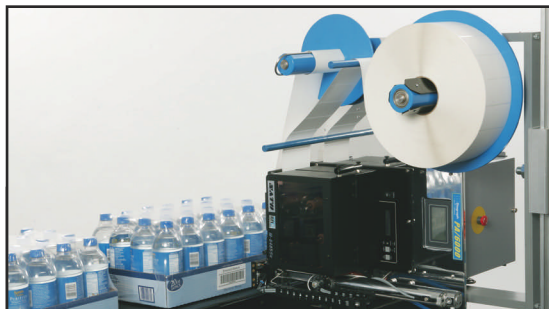
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Such a system would have to meet a proverbial mixing bowl of requirements: Operate reliably at production speeds of up to 400 packages/min; be able to handle different various product configurations; be easy to operate and program; and make packaging production "smoother."

The system also has to be able to inspect the packages for label

positioning, ensure the packages have no dents or other related defects and verify the presence of pictures and text on the labels.

There are 25 wafer package color variants and 100 different labels that must be printed in different languages. Manner realized that such package/product characteristics have to be inspected simultaneously, and would need to be "taught" to the

new inspection system.

Integrating a solution

So Cognex partner/system integrator **Schmachtl GmbH** (www.schmachtl.at), worked with Manner on a feasibility study at the plant, involving the use of the In-Sight 5401 vision sensor for the project. A high-performance model in the Cognex line, the 5401 is an IP65-



Above, the package-inspection system is programmed with customer-specific vision tasks. The system had to meet a large set of requirements, including the ability to operate at production speeds of up to 400 packs/min.

rated unit with resolution imaging of 1024x768 pixels. The design of Manner's inspection station had to be kept simple, allowing mechanical setup and installation to be done internally by Manner's engineering/maintenance team. The inspection system checks the package label for equal positioning from the left and right edges, finds any dents or defects, checks which picture and text are on the packaging and much more.

Because the package inspection yield and reliability depend on reputably locating parts, Schmachtl combined the sensor with Cognex's PatMax® object- and feature-location software, which allows the sensor to check various characteristics quickly. One advantage of PatMax

Just a few seconds of defective production can mean several dozen rejected packages.

is that the individual packages of Mannerschnitte wafers can flow through the inspection station on a conveyor belt without stopping. The vision system's ability to detect packaging faults has allowed Manner to eliminate most product rejects.

Manner ordered the In-Sight unit in April 2006 and installed it within a quality-control station by the end of May. To ensure operator and production efficiency from the start, Schmachtl programmed the



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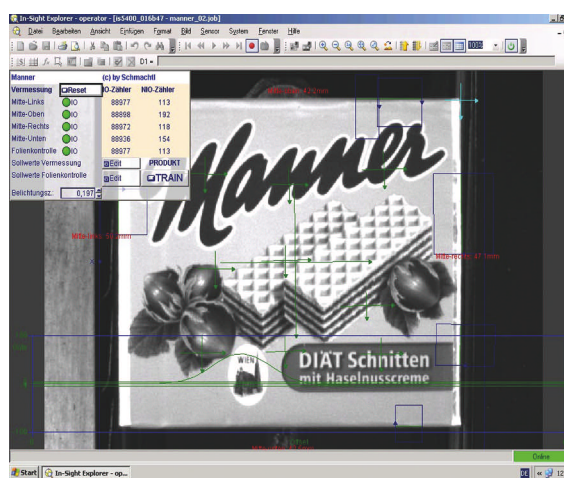
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sensor with customer-specific vision tasks for a wide range of Manner's wafer package variants. But it was important for line operators to be able to easily manipulate the inspection station.

To take advantage of In-Sight's processing power and function at the production output level Manner was aiming for, the system's entire image area was divided into 12 individual PatMax "windows," or regions of interest.

Cognex indicates that if there are main points of inspection, the PatMax software can be "trained" to check objects or features for specific characteristics. The vision system works faster if it can simultaneously detect regions of interest (partial windows) of packaging characteristics.

For example, two windows are used solely to



In business since 1898, Manner today offers a wide range of products in various package configurations, one of which appears on the display screen above.

result in additional unnecessary product rejects. Today, such incidents are kept to a minimum. And by minimizing interruptions in production, productivity has jumped by about 5 percent.

Says Reinhard Gassner, Perg plant manager, "If a conveyor belt is operating at a speed of 270 packages per minute, for example, then just a few seconds of defective production can mean several dozen rejected packages. This isn't just a question of cost, it can have a negative effect on the production flow. But problems like this are now in the past."

Based on the success of the first In-Sight project, Manner says that it plans to evaluate other areas of its operation that could also benefit from a visual inspection system. The results of the sensor

By minimizing interruptions in production, productivity has jumped by about 5 percent.

determine if the packaging is centered properly while another field is used for pattern matching, meaning that it determines if a graphic of a hazelnut is present. Another field checks the corners of the package for such faults as tears.

Production boost

Finding the compact sensor simple to use and easy to operate, Manner employees say they were able to input various characteristics on the vision system quickly and seamlessly for the entire line of wafer packs. The staff can now react more rapidly to various types of problems that could

installation have also baked up larger product orders and improved quality certification, according to the company, which adds that it now recognizes the Perg plant as a center of competence for all types of technology within Manner AG for its expertise in combining the best engineering with effective vision technology.

More information is available:

Cognex Corp., 508/650-3140. www.cognex.com.

Schmachtl GmbH, +43 732 76460. www.schmachtl.at.



Manner's Reinhard Gassner, plant manager at Perg, oversees the inspection system. The system has been so successful that Manner may adopt one for other areas of the plant.

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Printing solution saves money for World Kitchen

New label printers, labelers and labels keep World Kitchen running smoothly, while reducing costs.



Jack Mans, Plant Operations Editor

When an 850,000 sq-ft factory is printing 500,000 bar-code labels per month, there is always room to improve production. For World Kitchen, a manufacturer of bakeware, dinnerware and related kitchen and household items based in Reston, VA, a new solution increased production and profitability. The company was experiencing chargebacks from its retailers due to unreadable labels, so World Kitchen was eager to make a change that would solve this profit-eating problem. The company turned to **Peak Technologies** (www.peaktech.com), a systems integrator focused on

supply-chain automation and inventory management solutions and services, to help enhance its production line and to also help anticipate retailers' future needs.

Peak's first suggestion to World Kitchen was to switch from glue-based to acrylic-based labels. When Peak provided a demonstration of the acrylic-based labels, it was evident that these labels provided the adhesion and print quality that the company was looking for. World Kitchen's glue-based labels often did not adhere properly due to climate conditions, which would cause the glue to deteriorate. In addition, the glue-based labels would smudge easily. If the label rubbed against the sidewalls of the conveyor system, the ink on the label would often smear and the label would be unreadable.

Acrylic-based labels offer benefits

With their exceptional print quality and smear resistance on corrugated packaging, the acrylic-based labels are used for a wide variety of applications, including shipping, receiving and box and work-in-process labels. Another benefit of acrylic-based labels is that



Integrated label and printing solutions achieved with the new labelers enabled World Kitchen to boost its overall cost savings, reduce maintenance and eliminate label-related chargebacks.

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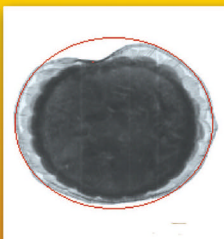
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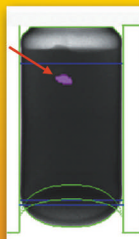
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We are really very proud of our success with the implementation of RFID. It was definitely our biggest success.

they are produced from synthetic materials, whereas the glue-based labels are made from natural materials and can be removed with warm water. For World Kitchen, the switch to acrylic-based labels offered stronger adhesion to the company's packaging, relief from print smudging and no temperature requirements. "We were really impressed with the performance of the acrylic-based labels, and we felt that Peak gave us the best overall labeling solution at a competitive price," says Terry Moore, a Level III systems administrator at World Kitchen.

Although the initial switch from glue-based to acrylic-based labels solved the problem of the labels adhering to the packages, chargebacks of \$3 per defective label due to print quality and bar-code verification still were an issue. In order to remedy the entire problem, World Kitchen also needed a new printing solution, which Peak addressed with eight new printers with verifiers and radio frequency identification upgradeability. Peak recommended a printed solution that allows World Kitchen to set a minimum bar-code scanability ranging from A to E, where an A grade is the best and an E is almost unreadable. Most major retailers will not accept packages with labels that are below a B. For World Kitchen, grade levels are set at B, but most are printed at A quality. Once the

Print-and-apply labelers provide faster and more accurate label placement, resulting in reduced labor costs and faster production times.



level has been set, a laser reads and grades the bar-code label as it exits the printer. If the label does not meet the set grade level, the printer backtracks and reprints the label. As for print quality, "We don't get a label on our floor that goes below a B. If it's under a B, it gets crossed out and reprinted. Generally, the labels are As," explains Moore.

In addition to the eight printers

with bar-code verification, both Peak and World Kitchen anticipated the impending rise of RFID mandates from major retailers. Therefore, the printers provided by Peak were RFID-compliant and only require an upgrade kit for the future incorporation of RFID into World Kitchen's production line. Since the initial installation, World Kitchen has upgraded two of its printers to RFID capability. "We are

really very proud of our success with the implementation of RFID," says Moore. "It was incorporated into our system nicely and went over really well with our retailers. It was definitely our biggest success."

Peak also added four print-and-apply labelers to label the company's major bakeware product lines. The print-and-apply systems provide faster, Continued on page 34

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more-accurate label placement, resulting in reduced labor costs and faster production times.

An integrated printing solution

When World Kitchen started implementing the new printers, Peak approached them with a multi-year contract that included the printers, labels and maintenance. The result was a cost savings of about \$45,000. "We were locked into one label price for three years, and considering that the cost of labels goes up every year, that was a definite savings," says Moore. World Kitchen also took advantage of Peak's Priority-Gold program, which offers free printheads to any customer that signs a blanket consumables agreement and utilizes Peak for their printer-service contracts. "Print heads cost \$700 to \$800 each and wear out relatively rapidly, so the decision was an easy one," says Moore.

To date, Peak has provided World Kitchen with an integrated solution that includes 15 label printers, two of which are RFID printers, and four print-and-apply labelers, as well as labels, ribbons, toner and maintenance. There was an added benefit from Peak providing consumables to World Kitchen, because it needed labels of all sizes, as well as toner cartridges. "We have a blanket purchase order, and Peak keeps our inventory fully stocked at all times. The only maintenance we perform is routine tasks, such as replacing print heads," says Moore.

Both types of printers met World Kitchen's



World Kitchen's 850,000-sq-ft warehouse goes through a half million barcode labels/month.

needs by boosting overall costsavings, eliminating chargebacks from retailers, reducing maintenance and anticipating retailers' needs to meet RFID mandates. "The thermal printers with RFID capability were exactly what we wanted," says Moore. "It was important that our printers were upgradeable, so that down the road, we could anticipate retailers' changing needs and not have to spend extra money buying all new printers. The extra step was the overall savings by signing a multi-year contract with Peak to be our exclusive supplier.

"Not to mention that the old printers we were using would break down, and we would constantly be changing print heads," explains Moore. "Today, we're able to maintain our production volume, even if we only use half of the printers. The new

printers are faster, more user-friendly and require no real maintenance because of their quality." The partnership between World Kitchen and Peak has been successful and continues to be promising.

"We are re-evaluating our need for additional RFID upgradeability," says Moore. "Stock keeping units are getting larger, which means our volume is increasing. In addition, our retailers are adding more distribution centers, so at some point we are going to have to increase the number of printers with RFID capability. We'll definitely be looking to Peak to help us grow."

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Bottling on wheels



Top: The 48-ft semi-tractor/trailer looms large over the three men (left to right: John Davis, John Forney and Jaime Velazquez) who operate the bottling line inside.
Bottom: Bottlers travel under a sparger, where oxygen is replaced with nitrogen.

MOBILE BOTTLING OPERATION allows Lange Twins winery to keep more investment dollars in the family.

Linda Casey, Associate Editor

LangeTwins Winery, a multi-generational family-operated wine growing and making business near Lodi, CA, grew out of a viticulture partnership between twin brothers Randy and Brad Lange. The Lange family has been involved in agriculture since the twins' great-grandparents Johann and Maria Lange emigrated from Germany to Lodi. "We've been in Lodi for quite literally more than 100 years," says Marissa Lange, who works with cousin Kendra Lange in the company's marketing department.

Global economy changes landscape

Although running purely agricultural businesses have served several generations of the Lange family well, the newest generations of the family increasingly are impacted by the growing global economy. Marissa Lange explains: "It was becoming apparent that in order to allow the business to continue in a healthy way for the next generation, of which I am one of five of the next generation of LangeTwins to come back and work in the business,

the family's best opportunity was to vertically integrate to effectively control the product from the vine to the wine."

Investing wisely

When LangeTwins decided to venture into the winemaking business, it had to make several large equipment and resource investment decisions. Considering winemaking a natural extension of its agricultural talents, the family decided its investment dollars were best spent on winemaking equipment.

In September 2005, the family built a state-of-the-art winery that would allow the company not only to make its own estate wines but also would allow LangeTwins to offer bulk wine sales, custom crush-and-juicing services, whole grape sales, and private-label wine brands.

Trucking services in

A-T Mobile Bottling Line's (www.ATMBL.net) 48-ft bright yellow semi-tractor-trailer houses equipment from Italy, Australia and the U.S. The new mobile bottling line launched in March 2008 and serves large and small wineries in

Continued on page 39

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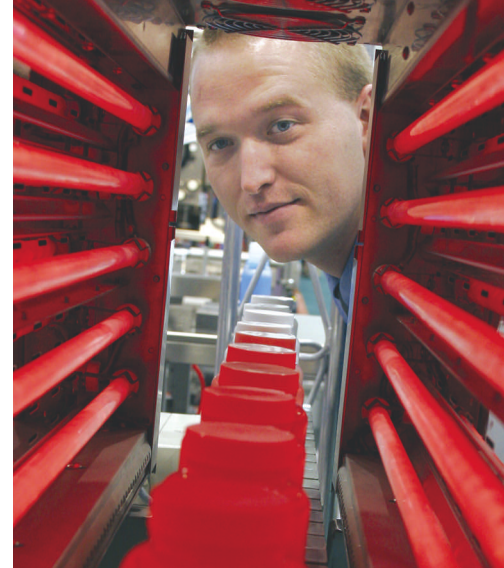
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Label design & printing: A fresh look from experienced eyes

This summer, several varietals of LangeTwins wines will be sporting new labels, as the second part of a labeling/branding design update that cousins Marissa Lange and Kendra Lange began a year ago.

The pair asked Claudia Nagy's company, **Nagy Design** (www.nagy-design.com), to design the new paper labels. Previously, LangeTwins had worked with a U.K. firm on the label designs, but the cousins decided they wanted to work with experienced designers who could bring a fresh perspective to wine labels. Nagy, who has 24 years of graphic design experience, was already working with the winery on point-of-sale materials, but she still had the objectivity of an outsider's view when it came to labels.

"Both designers aren't new designers per se, but our label designs represent their first wine label designs," says Marissa Lange. "We're really excited to be working with fresh ideas."

Under Kendra Lange's direction, Nagy was able to use her "fresh eyes" to create labels that use color and shape to differentiate the brand from others on the shelf and uses illustration to visually represent the Lange family background in agriculture.

WS Packaging Group's (www.wspackaging.com) San Luis Obispo, CA, facility printed the labels using a **Gallus** (www.gallus.org) EM 280 press to lay down four special-match ink colors and one special-match metallic ink color on 60# uncoated bright-white pressure-sensitive wine-label stock.

"We did a lot of testing and output to get this combination of something relatively vibrant without screaming and making the wine look like it belonged to a lower price point," says Nagy. LangeTwins' chardonnay,

cabernet and merlot wines range in price from \$12.99 to \$14.99 for bottle, while the sauvignon blanc retails between \$10.99 and \$12.99 per bottle.

"We could not find the right color [in the standard color collections]," says Nagy, "so we did end up with custom mixes for just about every color. In fact, the gold color is a special mix for metallic. It's not a straight metallic gold. It's been created to be a lighter shade of the gold to work with the line of red wines and the line of white wines."

To achieve further differentiation on the shelf, Nagy also designed the labels with a nontraditional shape. "The next thing that makes us unique is the shape of our front label," remarks Marissa Lange. "They are not square, and they're not round. They are something in between." The labels are die-cut to create an arched top and bottom that are rimmed with gold, while the sides are cut straight to help accent the gradient used for the background color.

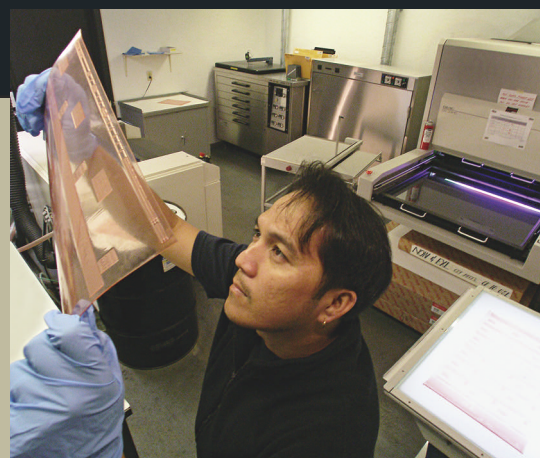
The family's agricultural history is visually represented by illustrations of natural plant products, including grapes, that are incorporated subtly into the labels' backgrounds. "The second part of their message is that they have been stewards for the land and have been practicing sustainable winegrowing practices for years, well before they opened their winery,"

Nagy explains. "They have a long history in the business in general, and they've had at least 20 years of already doing something that's now very trendy. This is something they've never promoted before."

The cousins decided to retain one design element from the earlier labels—the pull-tab. "Historically, people have always tried to peel wine labels off, which with the new high-tensile-strength glues can be difficult," Marissa



A key feature of the back labels for LangeTwins is a peel-off section, which allows consumers to easily save the product brand and varietal names for future wine purchases. Here, the perforation die demonstrates the functionality of micro-perforated section.



Top: A technician examines a DuPont™ Cyrel® polymer plate for imaging quality. Bottom: A printing unit of the UV flexo press lays down one of the special-match inks for the LangeTwins chardonnay face label.

explains. "The pull-tab enables a consumer to order bottle of our wine at a restaurant or a bar, peel off the micro-perforated tab, stick it in his or her wallet or purse to take to a retailer later."

The newly labeled bottles will be joining LangeTwins' decorated bottle for its Midnight Reserve wine. The blend, which represents the high end of the LangeTwins brand, retails for approximately \$35 a bottle. The decorated bottle was designed by Eva Potter of **Entwine Design** (www.entwinedesign.com). Potter designed the decorated glass bottle approximately one year ago.

Unlike its less expensive counterparts, Midnight Reserve's bottle has no paper labels. Instead, the starry sky design is created using a screen-printing process.



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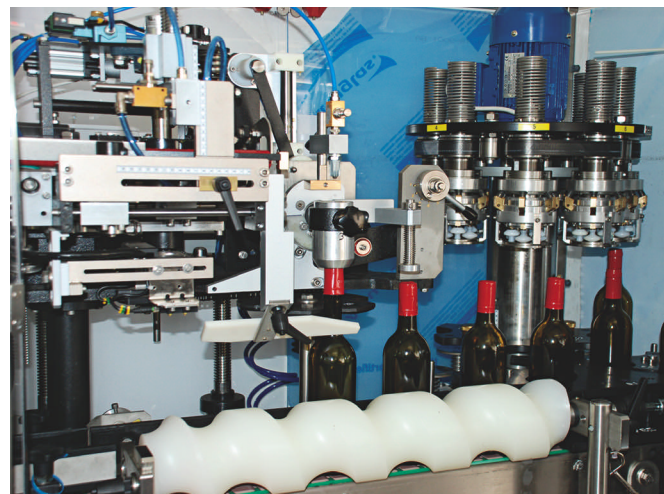
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Left: The 24-valve filler lifts bottles to help create a vacuum-like environment.
Center: A-T Mobile owner John Davis adjusts a bottle after it is capped.
Right: The 8-head spinner smooths foil onto the wine bottles.



Northern CA. The A-T Mobile team believes they've not only created a line that bottles wine at speeds up to 100 bottles/min, they've also created a full-service business that allows wineries to concentrate on what they do best—make wine.

LangeTwins has found that mobile bottlers, such as A-T Mobile, allow the family to do exactly that. “We dominantly use mobile bottling,” says Lange. “We have taken our wines to a facility for bottling only once.”

Pumping it up

The winery's dock is optimized for use with mobile bottling lines. “Mobile bottlers can hook up their hoses in between our tank and their mobile bottling trucks, and literally just pump wine out of our tank and into their filling tanks,” says Marissa Lange. In addition to providing the bottles, labels and corks, LangeTwins also provides additional manpower to help put the glass bottles onto a dump table.

“After the empty bottles are manually placed onto the dump table, they are pushed onto the electric **uni-chains** (www.unichains.com) plastic conveyor,” Davis states. “The conveyor moves the bottles to the **U.S. Bottlers** (www.usbottlers.com) sparger, where each piece of glass is turned upside-down to sparge the bottle with 99.9-percent nitrogen (N) gas, which is made from our **Parker Hannifin** (www.parker.com/balston) N generator [DB-5 series].”

“Typically, wineries have dewars [filled with nitrogen] delivered to them every few days for bottling,” says Davis. “With more than 900 wineries in Northern California, the ability to generate your own nitrogen can result in savings to the wineries financially and environmentally.”

Another way A-T Mobile helps its customer wineries' reduce their carbon
Continued on page 40

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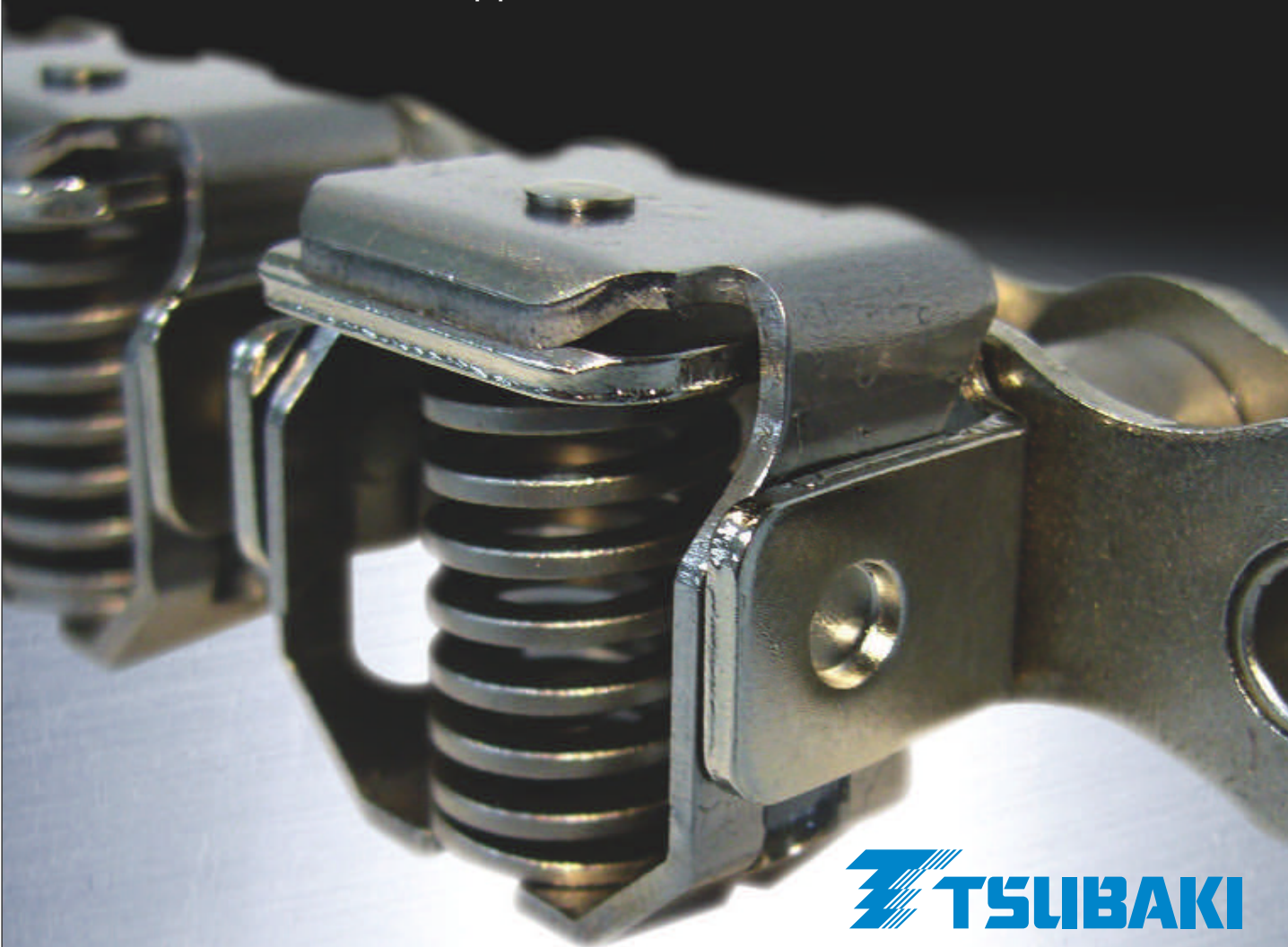
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footprints is through steam sterilization, which Davis claims uses 6 gal of water per hour versus hot water sterilization that uses 3 to 7 gal/min. The bottler's **Electro-Steam** (www.electrosteam.com) LB-30 steamer sterilizer has a steam output rating of 103 lb/hour.

After the bottles are sterilized and sparged, they are fed into a 24-valve 4D Machine filler [model VG 2400-36] that lifts the bottle to start the filling process in a vacuum-like environment.

The conveyor moves the bottles from the filler to a **Bertolaso** (www.bertolaso.com) Delta 804 R corker, where sterilized corks are inserted into the bottle under a slight vacuum pressure. Alternately, the bottles can be capped using a **Fowler/Zalkin** (www.fowlerproducts.com) CAE series 3-head capper, which can apply screw caps at speeds of up to 100 caps/min.

After the bottles are corked or capped, they are moved to a **Robino & Galandrino** (www.robinoegalandrino.it) Superbloc F8 foil applicator/spinner. Sticks of foils are loaded manually onto the



Bottling line technician Jaime Velazquez uses a hot-gluer to seal a filled carton of wine.

After the bottles are labeled, they are marked at speeds up to 300 feet/min by a **Markem** (www.markem-imaje.com) SmartLase 130i laser coder. "Because of the bioterrorism act, we laser code every bottle that comes off our line with a Julian [bottling] date and time," says Davis.

After the bottles are marked, they are moved to a packoff table, where they are inspected again for quality and placed back into the case. The packed cases slide down rollers to a Bell 270 hot gluer, from **Wexxar Packaging Inc.** (www.wexxar.com).

Squid Inc.'s (www.squidink.com) PZ Pilot Plus case printer images the side or end of the case with information such as the variety, appellation, alcohol

foil applicator's staging tray, where they are separated automatically, blown on top of each bottle and pressed down to the correct height. The bottles then move to the applicator's 8-head spinner, which smooths the foil down.

A conveyor then moves the bottles to an **Impresstik** (www.impresstik.com) 3000 VAC labeler, which applies both front and back labels.



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A case printer imprints the sealed wine case with bar-code information.

content, and bottle date and bar-code. "We are the only mobile wine bottler to offer this service," says Davis. "Customers said they wanted up to 3-in. of data printed on either the short-end or the long-side of the case, and we knew we had to do up to nine cases/min. Squid Ink was the only manufacturer that could help us accomplish this goal economically."

■ More information is available:

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Cases are manually palletized then robotically shrink-wrapped. "While John Forney, my bottling line manager, and I were attending Pack Expo West in Las Vegas, we came upon a robot named Leonardo, made by **Italdibipack** (italdibipack.sitespro.com) in Italy," says Davis. "Leonardo is a pallet/case shrink-wrapper that takes a minimum amount of space to operate and does a great job. I figure our labor savings

are between a quarter to half person per day. It's even more economical, because Leonardo does a better job in less time and uses about five percent to ten percent less shrink-wrap material consistently."

Overall, the Lange family is very happy with its first filing run with A-T Mobile. Marissa Lange states: "We worked with John and A-T Mobile Bottling Line for one bottling run, which went very well. Certainly,

we look forward to working with them more in the future. Bottling lines for wine are very sophisticated pieces of equipment, of which John can tell you much better than I, and for the foreseeable future, LangeTwins will continue to build relationships with copackers, because it's in the best interests of both my business as well as theirs."

**Bottling line photos were supplied by LangeTwins Winery.*

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For example, “Have you done this kind of work before?” is often cited by experienced system integrators as one of the most important questions

For example, “Have you done this kind of work before?” is often cited by experienced system integrators as one of the most important questions

More questions to ask a potential system integrator

they should be answering. Some integrators will reply that all automation projects are alike, and from a purely technological point of view, that's more or less true. Configuring a programmable logic controller (PLC) or installing a proximity switch requires the same engineering skill sets, whether it's for a packaging line or a petroleum refinery.

However, the integrator who already understands the processes and methods used to produce the end user's product will be more valuable in the long run. Any integrator can learn

the specific details of the proposed project, but the integrator who already knows basically what that PLC will need to do and where that proximity switch needs to be positioned for a particular application has a distinct advantage.

That's not to say that the only acceptable candidates for a particular job would be integrators who have completed exactly the same project before. "Customers need to be assured that the system integrator has the ability to complete the project, but they should be open to solutions from systems similar to theirs," says Todd Williams, managing director of the Systems Div. at The Benham Companies, one of *Control*

Engineering magazine's 2007 System Integrators of the Year.

Williams suggests asking not only, “Have you completed a project like the one being proposed before?”, but “What did you learn from that project?” Experienced integrators who already know the ins and outs of a client’s industry require less education to get started on the project.

Industry experience also helps the integrator when it comes to defining the scope of the project. "Clients are often rushed to pull together their requirements," says Bob Zeigenfuse, president of

Advanced Automation, another 2007 System Integrator of the Year. They may not even have enough staff to draw up a complete design themselves, “so it would be a false expectation that these requirements are a thorough reflection of their true needs,” he adds.

It then falls to the integrator to interview the plant's operators, users, maintenance and operations personnel to obtain the plant's true requirements and align them with the client's business objectives. An integrator with the background necessary to ask the right questions will probably get to the heart of the matter much sooner than an integrator with less experience in that industry.

Additional questions and answers from System Integrators of the Year will appear here in future months.

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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A large industrial rotary vacuum placer machine. It features a heavy-duty metal frame with four casters for mobility. A vertical column supports a rotating arm assembly. The arm has a vacuum head with a rotating carousel for picking up components. A servo drive unit is mounted on the side of the frame. The machine is shown in a studio setting with a yellow background.

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>>>Tuesday, August 14, 2007

Heinz Baked Beans gets packaging makeover

Food manufacturer of Heinz Company will launch a new Easy Peel version of its iconic Baked Beans brand in the U.S. The new yogurt-peel portion is designed to allow consumers to peel the products, which has been sold in cans in the U.K. since 1901, directly into their mouths without any utensils or other items being used. Packaging will also be used for single-portion cans. [Read more...](#)

Russian Pepsi seen closing in on juice giant

Russian PepsiCo has not only taken a lead in sales but also captured a sharp share in Russia's juice market for the country's largest soft-drink brand. The company is believed to be worth at least \$1.1 billion, would be the largest ever in this Russian juice sector and while the company at this time is not a public company, it is expected to go public in the near future. Kommersant reported Monday, citing sources close to the proposed deal. [Read more...](#)

BLOOM on packagingglist.com

Packaging by Design: *Why Wouldn't I Use a "Party" in a Bag?* >>>

The Good, the Bad, the Ugly: *Sneaky Food Packaging?* >>>

Loosely Packaging: *Misleading Graphic Packaging* >>>

Product of the day

PLC platform

The Indralogic PLC platform is offered by the co., as a universal control system, now with Devicenet and Ethernet connectivity, and is the latest in automation family to serve the North American, European and Asian markets. [Read more...](#)

Beck Research Corp., 800/739-7464

Prepackaged products may not save time in long run but it's true that a frozen lasagna dish is usually faster to make than homemade lasagna, researchers from the University of California wanted to find out how convenience foods are used in the real world. After they videotaped family cooking habits, the researchers see that convenience foods were used as a time-saving substitute for the most dish made from scratch. Instead, packaged foods offered a way for families to eat more elaborate meals than they would normally have time to prepare. [Read more...](#)

Australia: Green party wants state-of-origin food labels

The Greens says new Queenslanders would buy food products within the state if they knew where it came from. The newly elected Senate candidate for Queensland, Larissa Waters, says the Greens have proposed state-of-origin food labelling and improvements to the existing national of-origin labelling system. [Read more...](#)

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Monobloc netweight filler/capper with 30 fill valves and 15 capping heads runs bottles ranging in size from 2.6 to 20 oz.

Netweight oil filling

New netweight filler at **OMNI SPECIALTY PACKAGING** runs mini-bottles of oil with 0.1-g fill accuracy.

Jack Mans, Plant Operations Editor



Established in 2000 and expanded in 2005, Omni Specialty Packaging is a leading supplier of a variety of lubricants, greases and oils for various applications. Its product line comprises more than 100 products, including light and heavy automotive lubricants, industrial and hydraulic lubricants, specialized oils and greases, automotive gear oils, and automatic-transmission fluids and brake fluids. It ships 28 to 30 million gal of packaged oil products a year from motor oil to brake fluid in sizes ranging from 2.6-oz to 1-gal bottles, as well as pails and odd-shaped containers such as measure-top bottles,



Shrink wrapper applies film around groups of bottles.



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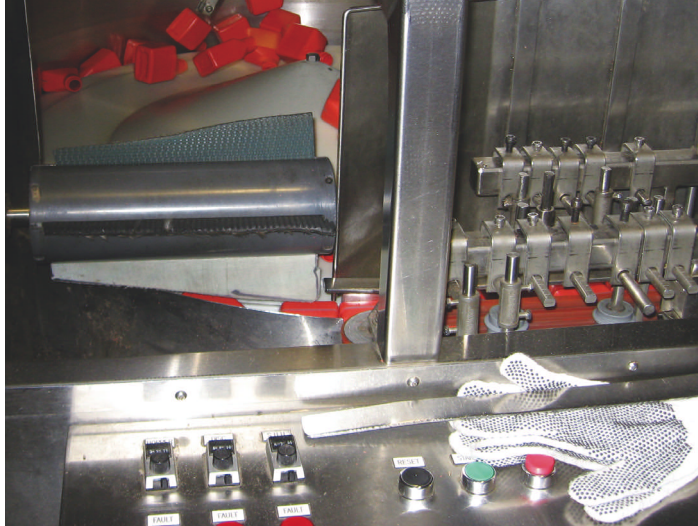
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Unscrambler/orienter places bottles in the correct orientation on a conveyor for downstream packaging operations.

and bulk totes.

Last year, OSP installed a packaging line, with a Model R30V15/1080 monobloc, net weight, gravity filler/capper from **Serac, Inc. (www.serac-group.com)** to run a number of its bottles ranging in size from 2.6 to 20 oz. The filler's model number indicates that the unit has 30 fill nozzles and 15 capping heads. "We looked at three or four other fillers," says maintenance manager Rick McLaurin, "but the Serac is very smart and deadly accurate, and its statistical process software is a real selling point. They've managed to get everything down into a real, condensed form, so everything is modular, dependable and cost-effective. As far as high-end filling machines go, dollar for dollar, Serac is the best deal out there."

During *Packaging Digest's* visit, the line was running 270 2.6-oz bottles/min containing

When customers premix the oil and gasoline, the oil must be the proper amount for the container size it's mixed into. This filler is maintaining 0.1-g fill accuracy.

two-cycle engine oil for Stihl, Inc., the giant supplier of outdoor power equipment, such as chainsaws and trimmers. These small, rectangular, high-density polyethylene bottles, which are supplied by **CKS Packaging, Inc. (www.ckspackaging.com)**, are asymmetrical with an off-center neck. The bottles are received in paperboard totes and are dumped into a floor hopper of a bottle unscrambler/orienter from **Pace**

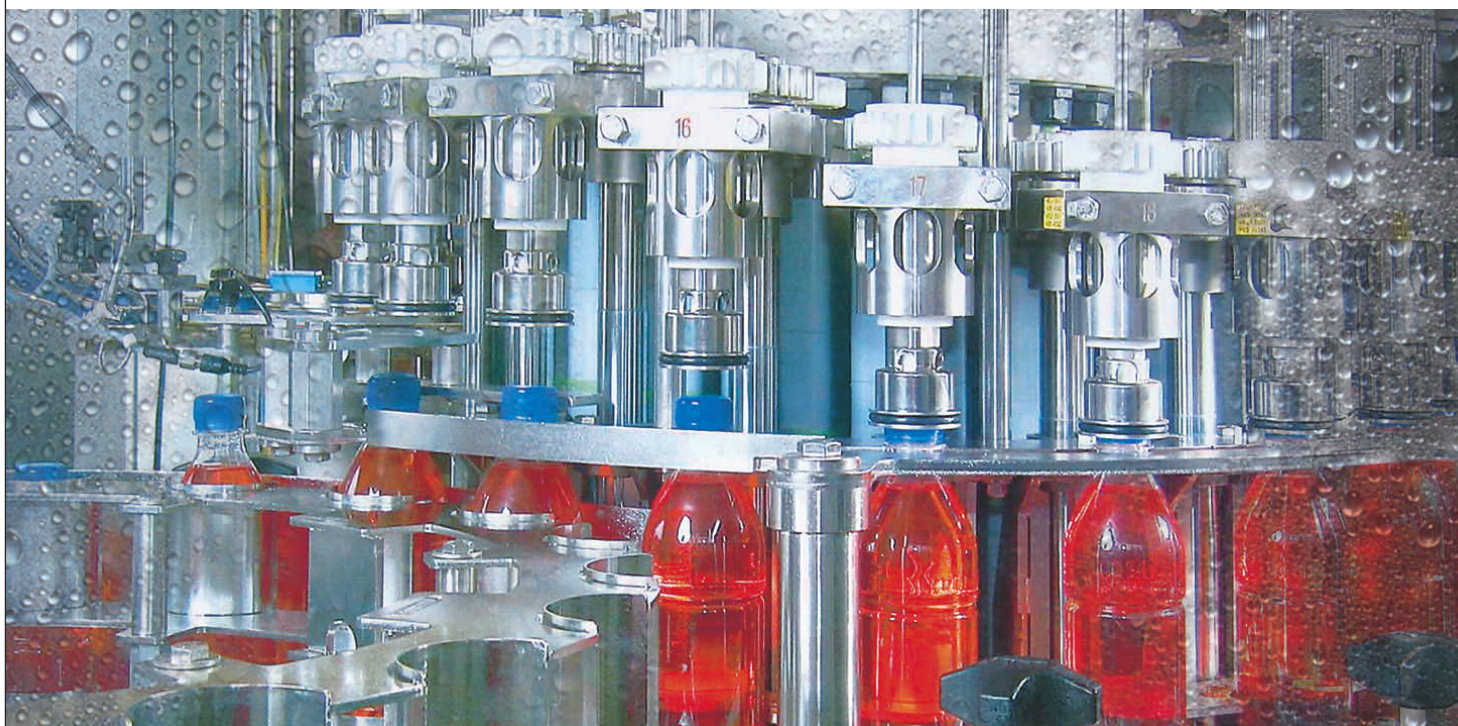
Packaging Corp. (www.pacepkg.com). An inclined, cleated conveyor lifts them up to the rotating hopper of the Omni-line M400 unscrambler, which places the bottles in a layflat orientation on a conveyor that carries them past a hook hanging in their path of travel. Bottles, with their bottom ends leading, push the hook up and travel on, but the hook catches the open top of bottles with the top ends leading and flips

them over. Thus, all of the bottles have the bottom end leading and they discharge into a standup position on a lower conveyor. The bottles from the unscrambler then enter into a BAO 5000 orienter, where a sensor detects whether the bottles are in neck-leading or a neck-trailing orientation. Photo eyes sense the orientation, and activate a pneumatic-actuated pad to turn the bottles in a neck-Continued on page 46

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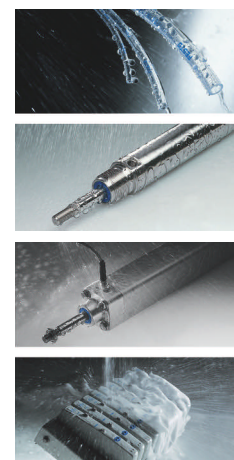
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trailing orientation so that all of the bottles leave the orienter in a neck-leading orientation.

The bottles are then conveyed to the Serac filler. This conveyor makes a long U-shaped loop from the sorter/orienter to the filler to provide accumulation capacity ahead of the filler. A feedscrew at the inlet of the filler meters the

bottles into a starwheel that, in turn, places the bottles onto the 30 individual platforms of the filler. Because of the off-center necks of the bottles, the starwheel maintains very precise positioning on the filler platforms to ensure that the open tops are beneath the fill nozzles. To achieve the filler's extreme accuracy, each



A dual-head, pressure-sensitive labeler applies front and back labels to the 2.6-oz bottles. An overhead holddown belt-assembly maintains control of the bottles during labeling.

platform incorporates a loadcell that weighs the bottle as it enters the machine, and then fills product until the weight reaches the set weight of product, at which point the machine stops filling. "When customers premix the oil and gasoline, the oil must be the proper amount for the container size it's mixed in, which allows the engine to perform at peak efficiency," says McLaurin. "The filler is maintaining 0.1-gram fill accuracy."

In addition to handling the

We looked at three or four other fillers, but this filler is very smart and deadly accurate, and its statistical process software is a real selling point.

netweight calculations, the 486 DX2 66 mHz industrial personal-computer-based control system on the filler records processing and filling data for every bottle run and provides statistical production feedback.

For example, it will present a statistical fill-weight average and standard deviation for any period of production selected, monitor the tare weight of incoming bottles and alert the operator if a bottle is outside of the acceptable range, list the number of under-fills and over-fills with the cause of each and monitor run times. When changing from one bottle to another, the operator only has to select the new bottle from the menu in the computer, and the PC will set fill and operating parameters automatically. "Our filler operators

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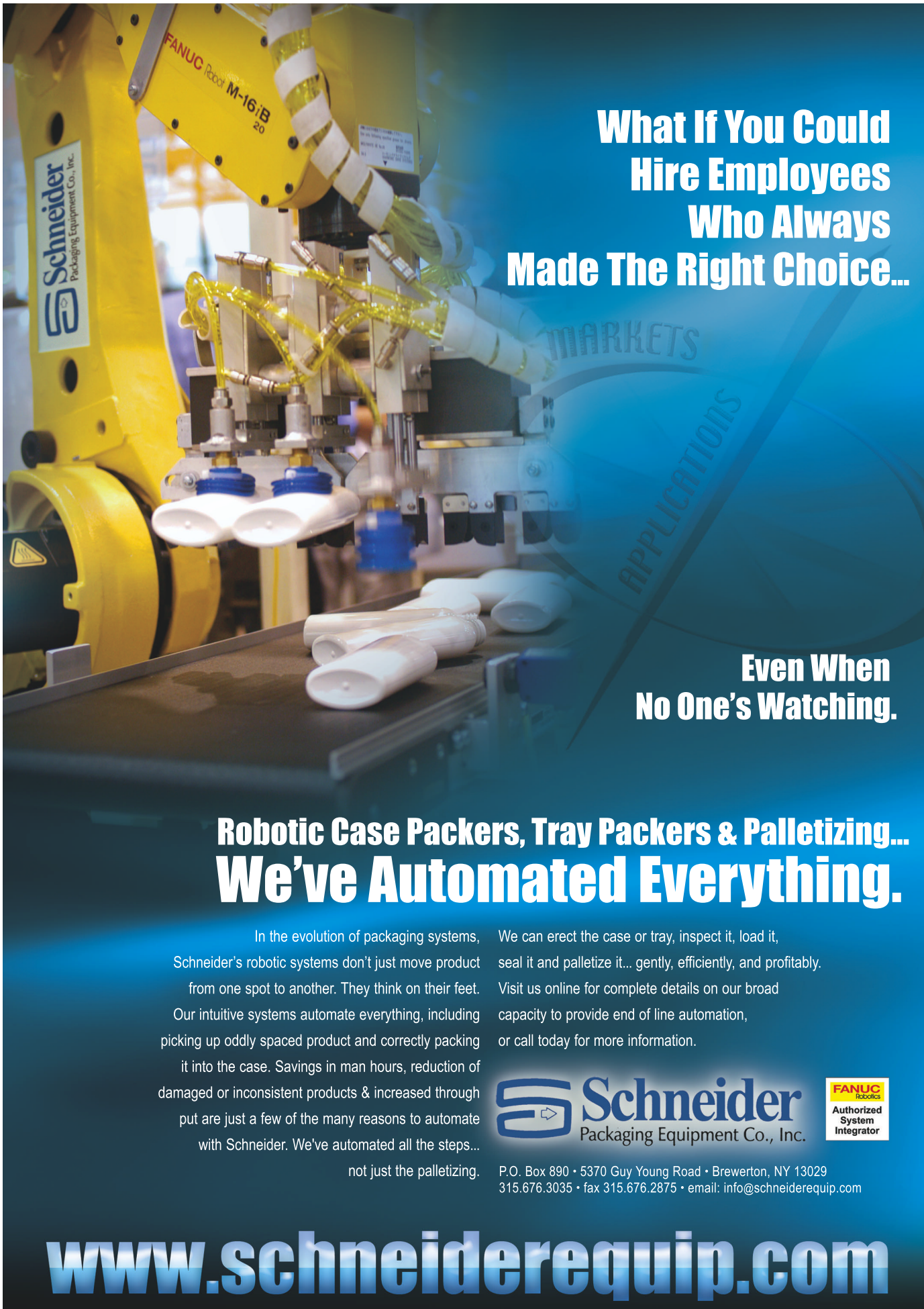
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Vision system inspects oil bottles

As part of its continual program to maintain its place as a premier private-label packager of lubricants, Omni Specialty Packaging recently installed a CV-3000 Series vision inspection system from **Keyence Corp. of America** (www.keyence.com/usa) to inspect the labels on its quart bottles of oil. Two cameras mounted in front of and behind the conveyor carrying the bottles,



A vision-inspection system, above, inspects the labels on quart oil bottles. The system software compares the images to ensure that the proper labels are being applied to the bottles, below.



respectively, collect images of the labels on the front and back of the bottles and the system software compares the images to ensure that the proper labels are being applied to the bottles. The system includes ring lights in the front and back to shine polarized light on the bottles and polarizing filters on the cameras to reduce glare on the glossy labels and optimize the viewing process. Incorrectly labeled bottles are automatically rejected and the software sounds an alarm and stops the labeler if five consecutive bottles are rejected. The operator can return images of previous bottles to the screen to see what triggered the reject process.

More information is available: **Keyence Corp. of America**, 201/930-0100. www.keyence.com/usa.

love it, because they can change it over in twenty minutes and have it ready to run," says McLaurin. It's easy to read and easy to go through, because the machine will always tell you what's going on. It makes everyone's job easier."

After filling, bottles travel through a starwheel into the 15-head capper that is part of the monobloc system.

This is followed by an induction sealer from **Enercon Industries Corp.** (www.enerconind.com), where the foil liners inside the caps are sealed to the tops of the bottles. From the induction sealer, the bottles are conveyed past a Linx 4900 small-character ink-jet printer from **Diagraph, an ITW co.** (www.diagraph.com) that prints a lot

code on the shoulder of the bottle. The bottles are then conveyed past a Model CP2000 pressure-sensitive labeler from **Universal Labeling Systems** (www.universal1.com) that applies front and back labels.

After labeling, the bottles are conveyed to a Model CFH continuous-motion shrink wrapper. Continued on page 47

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BECKHOFF New Automation Technology

from **Polypack, Inc.** (www.polypack.com) that applies film around groups of bottles. During PD's visit, it was wrapping groups of six of the 2.6-oz bottles. The bottles are divided into two lanes as they approach the wrapper, and a lug conveyor moves the groups of six bottles into the machine. Simultaneously, high-clarity, 3-mil polyethylene film

enters the machine from a roll. The film is formed into a tube or sock traveling in the direction of product flow with an overlap on the bottom. Vacuum generated through holes in the conveyor hold the bottom film in place so that it travels with the conveyor. Groups of bottles are pulled along on top of the film as it travels, and a heated blade seals

the longitudinal film overlap on the bottom.

A reciprocating forming head containing a heated seal bar travels above each group of bottles, and at the end of the stroke, the blade descends and seals and cuts the film at the trailing edge of one group and the leading edge of the following group. The forming head then moves



A long, U-shaped section of conveyor after the bottle unscrambler/orienter provides accumulation ahead of filling.

SUPERIOR DAIRY fills milk of all fat levels on a Serac dual filler system by combining whole milk from one filler with zero-percent, nonfat milk from the other filler. Read about it at www.packagingdigest.com/superior



back and repeats this process for the next group. The wrapped groups of bottles then travel through the shrink tunnel.

The wrapper incorporates a Telemecanique programmable-logic controller from **Schneider Electric** (www.us.schneider-electric.com) as well as a color touchscreen operator interface with message display and self diagnostics. The unit includes preprogrammed settings for conveyor speeds, timing and temperature settings for fast, accurate setup when changing products.

More information is available:

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1.

Sustainable strides in plastic



The 20th **DUPONT AWARDS** honor seven international food and nonfood packages and three notable accomplishments, selected from nearly 80 entries.



2.

Chocolate tray with a twist

Replacing traditional confectionery packaging inserts, Marks & Spencer chose a biodegradable version (1) made from renewable resources for its Swiss Chocolate Assortment containing various chocolate confections made by Chocolat Frey AG of Switzerland. The gold-toned, food grade insert is made using a plant-based, home-compostable, plastic sheet material produced by Australia's **Plantic Technologies Ltd.** (www.plantic.com.au)

be composted, and that the box can be recycled. If littered, the tray wouldn't stay around in the environment too long; in an aqueous environment, it would take a day or less to degrade. In a home compost heap, it could break down within seven to 10 days, according to Plantic's U.K. marketing manager Alexandra Caven.

Plantic's patented sheet technology is based on high amylose corn starch and water, and either food ingredients or food-contact-approved ingredients, with unique chemical properties that allow for a diverse range of applications, including the production of resin for the extrusion of sheet that can be made into food, cosmetic and pharmaceutical packaging.

The material produces flakes in the recovery process that disperse and simply "wash away," Plantic states, and will not contaminate the polyethylene terephthalate (PET) recycling stream. Still, the material can be formulated to work in conjunction with conventional plastics. Plantic further indicates that the bioplastic sheet requires 40-percent less real energy to produce than conventional, petrochemical-derived plastics that don't biodegrade. Because the high amylase corn starch polymer is naturally occurring, no synthesis is required and much less energy is used.

Ultimately, it says, this reduces the carbon footprint of a Plantic tray.

Marks & Spencer reports that it chose the "environmentally friendly" packaging because it meshes well

Lauren R. Hartman, Senior Editor

As packaging attunes to the environment and all things sustainable, the DuPont Awards are following suit and recognizing breakthrough achievements in sustainability. Announced in April at **DuPont Packaging & Industrial Polymers'** (www.packaging.dupont.com) headquarters in Wilmington, DE, the winners of the 20th DuPont Awards for Packaging Innovation demonstrate new uses of renewable materials, effective recovery and energy efficiency along with convenience, high graphic appeal and critical functionality.

Factors contributing to improved sustainability were the challenges given to the entries. An international jury also selected three products and processes as notable accomplishments, which they define as contributing to an understanding of sustainable packaging.

DuPont placed special emphasis on sustainability this year in order to raise the visibility of initiatives for enhanced performance, resource and energy efficiency, responsible sourcing, effective recovery and other innovation factors leading to sustainable packaging.

Information about this year's winners will also be posted online at the GreenBlue/Sustainable Packaging Coalition Design Library, to be launched in the second quarter of 2008.

Here's a look at the winning breakthroughs.



3.

at its main plant in Melbourne.

Thermoformed by **Stager & Co. AG** (www.staeger-verpackungen.com), Muri, Switzerland, the insert is said to allow consumers to choose the appropriate end-of-life disposal method for the packaging based on the local infrastructure. The packaging lists disposal information on the outer box, which is also recyclable. Logos on the back panel advise consumers that the tray can



4.



5.

with the retailer's overall environmental and corporate social responsibility initiative. The U.K.-based retailer's five-year, 100-point plan is to adopt ecosensitive technology across as many categories of business as possible. "We are calling it Plan A because there is no Plan B," explains Jeremy Tonkin of Marks & Spencer.n.

"We plan to reduce our use of packaging and make sure what we do use is easy to recycle by using sustainably sourced packaging materials. We're doing this because we believe it's the right thing to do. As one of the largest department stores in the world, we are very concerned about the environment and the effects business operations can have on the environment. We hope our use of Plantic packaging demonstrates that we care about how we do business, and about our customers' environmental concerns."

Scientific research for Plantic's biodegradable, water-dispersible packaging began in 1994. After numerous technology trials to overcome the limitations that come



Earthcycle/Natureflex™ environmental package (2) effectively differentiates the organic from the conventional, allowing for proper unit pricing and offering a sustainable message. The EarthCycle organic tray for fresh produce uses only renewable and biodegradable materials in support of responsible sourcing, clean production and effective recovery, according to package developer, EarthCycle Packaging Ltd., Vancouver, and Natureflex film overwrap supplier Innovia Films (www.innoviafilms.com). EarthCycle says that it uses only renewable, compostable materials to produce the package structure to simplify disposal.

We are very concerned about the effects business can have on the environment.

with naturally occurring materials such as corn starch, the trays became commercially available in 2003.

Bio-tray perks up produce

As mainstream supermarkets and grocery stores sell more organic produce, they must find ways to keep it from comingling with nonorganic produce, ensuring that it's priced appropriately and is packaged in a way in which the organic consumer finds acceptable. The combination

Produced using standard molded pulp manufacturing processes, the tray also supports the natural branding strategies associated with organic produce. The innovation is upstream, where EarthCycle has devised a way to use an agricultural biomass as the tray material. The material is sourced from palm fiber at EarthCycle's plantations in West Malaysia. Palm fiber is a renewable resource that is otherwise often a waste product. Continued on page 52

Models C-50 & C-100 Stand-Up Pouch Capabilities

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Overwrapping the tray is Innovia's Natureflex NE 38 transparent cellulose-based film, made from renewable wood pulp that's sourced from "renewable resources."

The produce package serves as an alternative to PET, expanded polystyrene (EPS) foam, molded fiber and film bags. PD learns that the tray's four-color spot label, from **Reynders Label Printing Group** (www.reynders.com), a Dutch company, is made from a wood-based paper and is also certified as home-compostable.

"Palm fiber is different from paper, so new techniques and processes were created to make the production scaleable and accessible," explains EarthCycle's president, Shannon Boase.

The Oppenheimer Group, Vancouver, a multinational fresh fruit and vegetable distributor, asked EarthCycle in 2006 to help it develop a kiwi tray that could protect, differentiate and segregate organic kiwi for sales to Wal-Mart stores. EarthCycle contacted Innovia to participate in the project. Oppenheimer launched the package in May 2006 to 82 Wal-Mart stores located in New York, New Hampshire, Maine, Rhode Island, Massachusetts, Connecticut and Florida.

To-date, Boase says, the kiwi package is carried in more than 650 Wal-Mart stores, though kiwi fruit availability fluctuates with the seasons. Since the launch, sales of the packaging units to Oppenheimer Organics for this particular organic

fruit program have increased by 300 percent, says Boase. According to Ron McCormick, vp of produce merchandising for Wal-Mart, its stores have seen "a substantial boost in sales of organic kiwi with the use of EarthCycle-NatureFlex packaging."

Kraft dresses down to dress up

Redesigning a familiar salad dressing bottle (3) with nearly a 19-percent weight reduction, Kraft Foods is improving transport efficiency and energy conservation while retaining brand appeal. Its new 16-oz PET bottle was revised to retain qualities of Kraft's "consumer-preferred, iconic bottle" and significantly improve its convenience, with no change in its source materials.

Molded by **Plastipak Packaging** (www.plastipak.com), the optimized bottle increases shipping efficiency 18 percent by allowing a greater number of bottles to be shipped per truckload than before.

David Ervin, Kraft Pourables category director, says that what began as a single initiative to update the salad dressing package quickly transformed into



a multi-faceted reinvention of the entire product line. "We wanted to deliver an innovative, more contemporary product from the inside-out," he says. From packaging to research and development, Kraft teams collaborated across the category to offer improvements, from product taste to the bottle shape, which incidentally takes up less space in refrigerators.

Angie Korzeniewski, group leader of Kraft Research, Development and Quality, says that a process refinement played a major role in reducing the dressing bottle's weight. "Less plastic per bottle results in a large-scale savings of 3.4 million pounds of PET annually," she says.

Kraft introduced the contemporary bottle nationwide in March 2008. Tall, recyclable and contoured, the bottle did require new packaging equipment, Korzeniewski says. "Consumers prefer the new bottle three times over the old bottle."

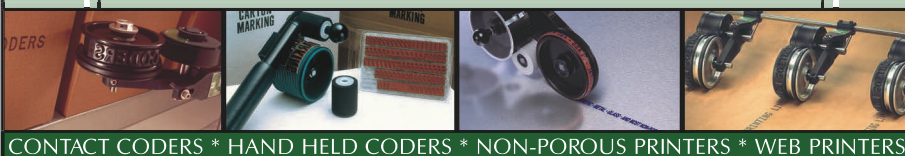
Bag-in-box for water

In 2007, the market in Brazil for bottled water was estimated at about 7 billion liters, according to **DuPont do Brasil SA Co.** (repanet.de/DuPont_Home/en_br), and 60 percent of the country's water products are packaged in 10- and 20-L rigid bottles, with the 20-L size responsible for 90 percent of that volume. The average price per liter of drinking water in Brazil is about R\$ 0,25 (approximately 58 cents in U.S. currency). That's

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why the Life in Box Water Bag-in-Box (4), a new package from Brazil's Lindoya Vida, boxmaker **Klabin S.A.** (www.klabin.com.br) and DuPont do Brasil was developed.

The clever, recyclable BIB is said to cost nearly 40 percent less per liter than many rigid bottles, is said to be less energy-intensive to produce and resists contamination. Made from "responsibly sourced" materials, the outer corrugated packaging made by Klabin is 100-percent-recyclable while the lightweight inner film liner from DuPont can be recycled, resists organoleptic changes and is suitable for energy recovery.

The main challenge of the water project was to find an intermediately priced container that could maintain water quality and at the same time be as convenient as a PET bottle.

Additionally, the solution, which teams experts from three companies, had to be "ecologically correct."

Lindoya Vida introduced rigid water bottles and jugs to Brazil more than 30 years ago. Klabin, Brazil's largest carton producer, invests in differentiated markets such as the BIB applications. The inner extruded polyolefin bag is made by DuPont in the U.S., which also assembles the BIB container, provided BIB fillers, marketing support, spare parts, technical assistance and more.

Lindoya Vida says the Life in Box provides clean, quality drinking water—a basic and fundamental commodity—and helps broaden distribution coverage by avoiding the reverse logistics of the returnable 20-L rigid bottles, providing a social benefit through an alternative approach to other containers.

The BIB filling technology has increased productivity while lowering labor on a water-bottling production line Lindoya Vida added to its facility in Lindóia, São Paulo. Generating 72 liters/min, the line is equipped with a 1000-C1TW Premier 1000 semi-automatic filler, developed by DuPont Liquid Packaging Systems for low-viscosity products.

While Lindoya Vida says it continues to market bulk rigid water bottles (the 20-L size), its Life in Box BIB production will likely increase, because it doesn't have to wait for the bulk bottles to return for filling.

Lindoya Vida says that water

contamination can be drastically reduced using the Life in Box BIB technology because each bag is supplied with a built-in tapper and is ready-to-fill. The BIB can be collapsed and disposed of in carton- and plastic-recycling chains.

Retortable seafood pack cuts waste

With food waste being a major sustainability issue in developed

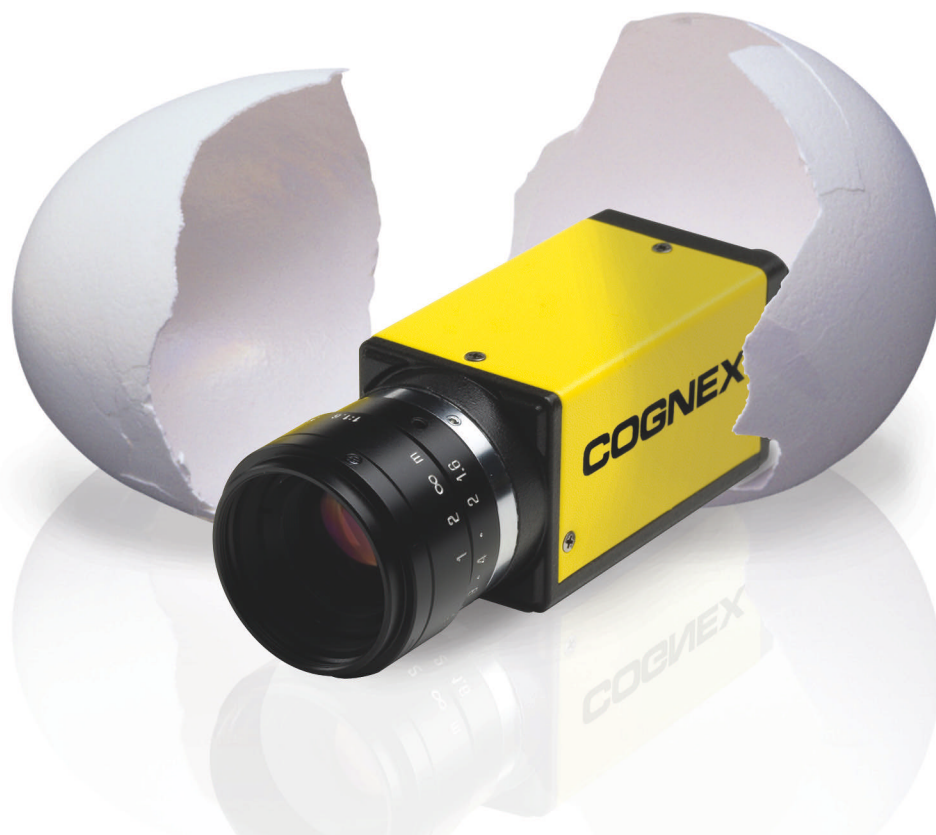
countries, the Ampet® single-serve seafood retorted cup, constructed in this case on a flatbed thermoformer as a multipack with film lidding [from various sources] (5), helps keep food fresh and reduces waste often associated with larger portions.

Recognized for resource and energy optimization, the packaging offers logistics and storage benefits and lower energy usage while matching the shelf-life standards

of traditional container materials, according to Danish thermoformer, **Faerch Plast** (www.faerchplast.com). Based on a PET monomaterial that can be recycled and incinerated, the Ampet container releases only CO₂, water and a minor quantity of ash as by-products. It's also nestable, so it saves as much as 80 percent in storage volume and shipping space.

Adopted by Larsen Danish Seafood
Continued on page 54

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A/S for a variety of shelf-stable seafood products, including four-packs (4.5 and 6 g) of portion-packed marinated mackerel filets, tuna and mackerel mix with various sauces, the thermoform encourages brand differentiation, design flexibility and functionality.

Larsen says the shelf-stable product market has been under price pressures for several years, and has seen few opportunities to differentiate with new types of packaging due to its high cost.

Ann Maul Hyldgaard, Faerch Plast marketing coordinator, says the Ampet pack withstands retort sterilization and autoclaving, is "table-ready" and is microwavable.

Larsen launched its seafood packs in May 2007 with a need to replace cans. Sealed with a film membrane to protect the product, the packages can provide a shelf life of 12 months, Hyldgaard notes.

Bio-bag debuts for cereal

Jordans Organic Fruit & Fibre Cereal's new compostable, biodegradable flexible bag (6) supports the natural branding of the cereal as

Notable accomplishments

Now, you can smack your lips to a "greener" tomorrow, with a line of botanical lipsticks that aims to convey its maker's true passion for the environment and help fight global warming (8). PlantLove™ lipsticks from Cargo Cosmetics,



Toronto, feature applicator tubes made entirely of a mono-material for easier recycling. The tubes are 100-percent-biodegradable and the brightly printed cartons are made from a biodegradable paper embedded with

real flower seeds that can be "planted." To plant the carton, simply moisten it and insert it in dirt, just as a flower would be planted. In a matter of weeks, Cargo says, a beautiful arrangement of wild flowers will grow in a pot or a garden. Cargo says its injection-molded tubes enable easier recycling and are made of polylactide acid (PLA), a renewable polymer from NatureWorks LLC (www.natureworks..c.com). PLA is derived from corn, a renewable resource that's compostable, so the polymer emits less greenhouse gases during production and can help in the fight against global warming, claims Cargo's marketing manager Jaye Campbell.

Campbell points out that the 12 lipsticks combine the

company's vision of designing for the future with a playful execution and modern technology and include six shades designed by celebrities such as Courteney Cox, Mariska Hargitay and Lindsay Lohan. Launched in February 2008, the latest group of colors was designed by celebrity moms Angie Harmon, Kim Raver and Denise Richards.

Cargo's president Hana Zalzal says the lipsticks have been the company's most successful launch to-date. "Consumers love the eco-friendly packaging as well as the charitable component. Celebs also love the product and agree to sign on as celeb designers," she says.

Billed as the first polypropylene container made of 100-percent post-consumer-recycled material with responsible sourcing is the UniPak Eco™ from Superfos Denmark (www.superfos.com) (9). The post-consumer polypropylene (PP) regrind material helps reduce waste and is recyclable, says corporate communications manager Annette Gottsche at Superfos. The company calculates that the source material reduces the carbon dioxide footprint by 20 percent, and the recyclable attributes reduce the carbon footprint by more than 70 percent in terms of weight reduction, natural fillers, post-consumer raw material (regrind), other raw material,



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Notable (cont.)

energy consumption and transportation/shipping. Yet the container has the same barrier qualities as conventional versions, says corporate communications manager Annette Gottsche. "We aim to increase the concept by a number of Superfos brands in new, recycled and recyclable variants." UniPak, the first solution in the line, was introduced in spring 2008.

Promopack (www.promopack.co.uk) of Heanor in Derbyshire, U.K. is a supplier of artwork, design and printing plates to the flexographic printing industry serving the European packaging market. It reports that this is the first major U.K. photopolymer printing plate supplier to eliminate the use of solvents in its manufacturing operation. It uses an environmentally friendly thermal platemaking process (10) that eliminates solvents and helps contribute to cleaner manufacturing. The process involves the use of DuPont's Cyrel® FAST printing plate process, which Promopack claims creates a consistent, quality plate that lasts long and reduces overall press time and labor.

DuPont launched Cyrel FAST solventless processing technology as an analog offering on a controlled-sales basis at DRUPA 2000. A digital version of



FAST was announced at CMM 2001.

Promopack initiated its solventless system in 2007. Traditional photopolymer platemaking requires the use of solvents, such as Decahydronaphthalene or Perc Butanol, as well as heavy energy use to remove excess solvent from the plates in drying ovens, the company says. Promopack's platemaking system uses a thermal-transfer process, a digital imager, a thermal processor, digital Cromalins and an exposure unit that needs no time to dry the plates. This cuts the platemaking process from four hours to 45 minutes. The finished plates have the same performance as the solvent-processed version but reduce both pollution and energy consumption, the company says.

Affirms managing director Mike Baxter, "We will no longer use 200 tonnes of solvent, so solvent emissions will fall from 13 billion milligrams per annum to zero." Baxter says the plates cost the same as solvent-processed plates and perform as well on-press.

it assists in the process of post-use packaging recovery. Considered a first-of-its kind flexible package made from renewable raw materials, the block-bottom bag can be disposed of through a garden compost heap or by an industrial composter. This reduces the need for incineration and landfilling.

Made with assistance from **Alcan Packaging** (www.alcanpackaging.com) in Dublin, the "bio-bag" is

a laminate of films sourced from renewable materials of cellophane and starch and has gained DIN EN 13432 composting accreditation from German certification organization Din Certco. Alcan's David Maxwell, developer of the packaging, relates that the structure contains 30 microns of Innovia Films' Natureflex two-side-coated, cellulose-based compostable film/nitrocellulose inks/PUR adhesive/90 micron of NaturePlus

heat-sealable MaterBi® film, produced by **Biobag Intl. Norway** (www.biobag.no), using corn starch resin from Italy's **Novamont S.p.A.** (www.materbi.com).

Jordans rolled out its cereals in Continued on page 56



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the biodegradable bag in September. Alcan's Javier Gomez, R&D director of FPE Snacks, says that considering Jordan's back-to-nature marketing strategy, it was critical that the new cereal packaging support Jordans' environmental position.

Bag-in-bottle

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Bag-in-Bottle (7) advances process technology with a one-step assembly instead of a four-step assembly.

Gaplast GmbH (www.gaplast.de) of Germany says its new bag-in-bottle uses less raw material (packaging components) than conventional airless spray constructions: a blow-molded bottle; a bag; an injection-molded gasket; and a connector. Suitable for pharmaceutical products and harsh disinfectants sprays, the new 1,000-

mL bag-in-bottle comprises a rigid polypropylene outer bottle (Wall thickness of 1 to 1.5 mm) and a flexible inner bag made of DuPont's Surlyn® (Wall thickness of 0.10 to 0.20 mm).

Gaplast's Stephen Kneer indicates that the bottle replaces an airless, extrusion/blow-molded high-density polyethylene spray bottle that included a separate foil bag that had to be manually stuffed into the bottle.



with a connector welded to the previous bag to create a gasket.

Kneer says the new structure simplifies waste recovery after disposal, because both bottle and bag are made of the same polymer family. The bottle is topped with a trigger sprayer and requires a mechanical treatment to make air-ventilation orifices at the base. Introducing the vents without piercing the inner bag, and partially delaminated the bag, ensures the collapsing of the bag as soon as a pump trigger is depressed.

"Key to producing the airless spray container was finding a way to make air ventilation holes in the PP bottle layer without damaging the attached Surlyn bag layer," explains Kneer. "The Surlyn bag material was critical to the development of this package."

Explains Kneer, "Using this bottle, our customer estimates it will increase efficiency by sixty percent."



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sustainability



The recent Sustainable Packaging Coalition (SPC) spring meeting in San Francisco clearly demonstrated that a growing number of companies recognize the need for sustainable packaging practices in a world with limited resources. At the meeting, many consumer product companies, retailers, packagers, material suppliers, associations and government agencies addressed steps they are taking to protect the environment while profitably doing business.

The highlight of the meeting was a presentation by U.K.-based retailer Marks & Spencer (M&S), which is summarized here with its permission. The company has made great progress in its packaging

the thickness downgauged or the size reduced. M&S will focus on using polypropylene (PP), polyethylene terephthalate (PET) and polyethylene (PE). However, it is already using bioplastics such as corn starch-derived polylactide acid (PLA), and other innovations such as foamed crystalline PET (CPET) trays that are ovenable or microwaveable.

The retailer is attempting to use only wood,

British retailer offers role model for U.S. in implementing sustainable practices

program (also see article starting on p. 50) but also have embedded sustainability practices across all of its operations with a plan to reduce its corporate impact on climate change, waste, raw materials and health while being a fair partner.

For M&S, there is only Plan A, "because there is no Plan B," the company says. Perhaps the most important aspect of this sustainability plan is that M&S is driving immediate changes internally and with suppliers, while educating customers and providing opportunities to reuse or recycle its products. Marks & Spencer is not solely shifting responsibility to suppliers or consumers but are leading by example.

M&S's Plan A is an important model for any U.S. or global company, as no U.S. retailer is yet implementing sustainability so effectively across the board. Indeed, the impact of M&S is global. They have more than 600 stores in the U.K. and another 219 stores in 34 other countries. The company estimates it sells more than 30,000 food, clothing and home products from some 1,000 suppliers around the world. And the company is consistent in establishing sustainability practices wherever it does business.

M&S has set an aggressive number of goals to achieve by 2012. Key goals directly related to packaging include: Reduction of packaging by 25 percent; making 100 percent of its packaging recyclable or compostable; increasing the use of sustainable raw materials; and labeling products so consumers can dispose of its packaging in a responsible way. These are not "pie-in-the-sky" dreams—M&S has already taken actions to meet these objectives.

For instance, to achieve reductions in packaging, the company has removed all packaging unless research has shown that it is necessary to preserve freshness or quality. The containers for many products already have been lightweighted,

paperboard and paper that is recycled or certified as coming from a sustainable source by the Forest Stewardship Council (FSC). M&S also is trialing closed-loop recycling in six cafés where used packaging is recycled into M&S product packaging. The company hopes to roll this out across its 450 cafés and staff restaurants.

M&S takes recycling seriously. It was the first U.K. retailer to use 50-percent-recycled content for its plastic and paperboard food packaging. Its stores and cafés collect office paper and transit packaging materials for recycling, and M&S labels clearly spell out material contents of the packaging and how it can be disposed of for recycling. In addition, M&S was actively involved in launching U.K.'s first reprocessing plant for food packaging.

An ambitious program such as this can face a host of challenges. The company's packaging-reduction targets must be weighed against several factors such as customer perceptions, balancing the use of packaging against food waste, increased labeling requirements and minimum font sizes on labels so that all environmental and product information is readable.

Procurement of a sufficient amount of recycled plastic material also can be difficult because the loop is not 100-percent closed and, in some cases such as with laminated flexible packaging, recycling is not always feasible. Finally, the system cannot be made too complex for customers, because this would likely decrease their desire to participate in sustainable practices.

Many U.S. companies are planning or actually implementing sustainability programs, but few seem to have taken the initiative in such a comprehensive manner. The recent success of M&S shows that such change is possible and, increasingly so, necessary. As the company says, it's called Plan A because the company believes this is the only way to do business now.



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This global medical technology company shares some insights into current issues affecting packaging and **WHAT IS TO COME.**

BD Medical: injects innovation into packaging



Daren Tuttle, principal packaging engineer for BD Medical, a segment of the global medical technology company BD (Becton, Dickinson and Co.), has been involved in the packaging industry for over two decades. In his current role, Tuttle designs, creates and improves packaging processes as well as investigates new materials and equipment for the Infusion Therapy Div. of BD Medical.

Tuttle is also the technical leader of BD Medical's Packaging Knowledge Group (PKG), a select segment of the BD Medical staff tasked with developing innovation in packaging technologies.

He serves as a member of the Packaging Management Council (PMC), an association of senior packaging managers from consumer and industrial goods manufacturing companies, facilitated by the **Packaging Machinery Materials Institute (www.PMMI.org)**. PMMI also sponsors

and produces **PACK EXPO International 2008 (www.packexpo.com)**, being held Nov. 9 to 13 at Chicago's McCormick Place.

Packaging Digest recently spoke with Tuttle to learn more about his perspective on packaging and some of the more pressing issues affecting the industry today:

PD: How important is packaging to BD Medical?

Tuttle: Packaging is fundamental to BD Medical or any company that provides a product to customers. In the medical industry, packaging plays the role of ensuring product integrity, sterility and most importantly, quality. Packaging is also a means of providing dosage instructions and safety information to users. It is our job to develop packaging that exceeds consumer expectations. Whether it is visually appealing or user-friendly,

packaging provides a means of promoting the product while keeping it safe.

PD: How does BD Medical approach the package development process?

Tuttle: Packaging is thought about from the moment of product conception—not as an afterthought. With so many tools at our disposal, package development is a combination of efforts on our part and the many internal and external resources available. Because the medical industry is heavily regulated, there is great importance placed on traceability and accountability.



Daren Tuttle

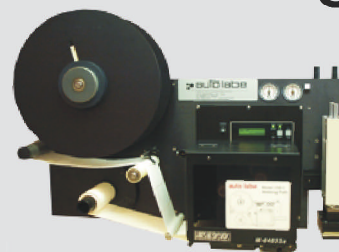
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The key driver for packaging automation is the speed with which products are brought to market and their quality.

PD: Consumer desires are a strong catalyst for packaging innovation. What are consumers looking for from packaging?

Tuttle: Having dealt with different study groups in my career, I have observed a host of things customers want from packaging. Their most important requirement is that packaging protects the product, maintains its quality and sterility and is easy to use. At the same time, customers are looking for new technology and innovation at a reasonable cost to them.

In the medical field, the most successful packages combine innovation, design appeal and familiarity. It is a 'previous use' type of market. Our customers are looking for products that they are already accustomed to whether it is the technology or the package itself.

PD: Sustainability is top of mind in the industry today. Do you think the issue has been well defined?

Tuttle: Generally, sustainability has been well defined in both the packaging and medical industries. Even the general public has an

In the medical field, the most successful packages combine innovation, design appeal and familiarity.

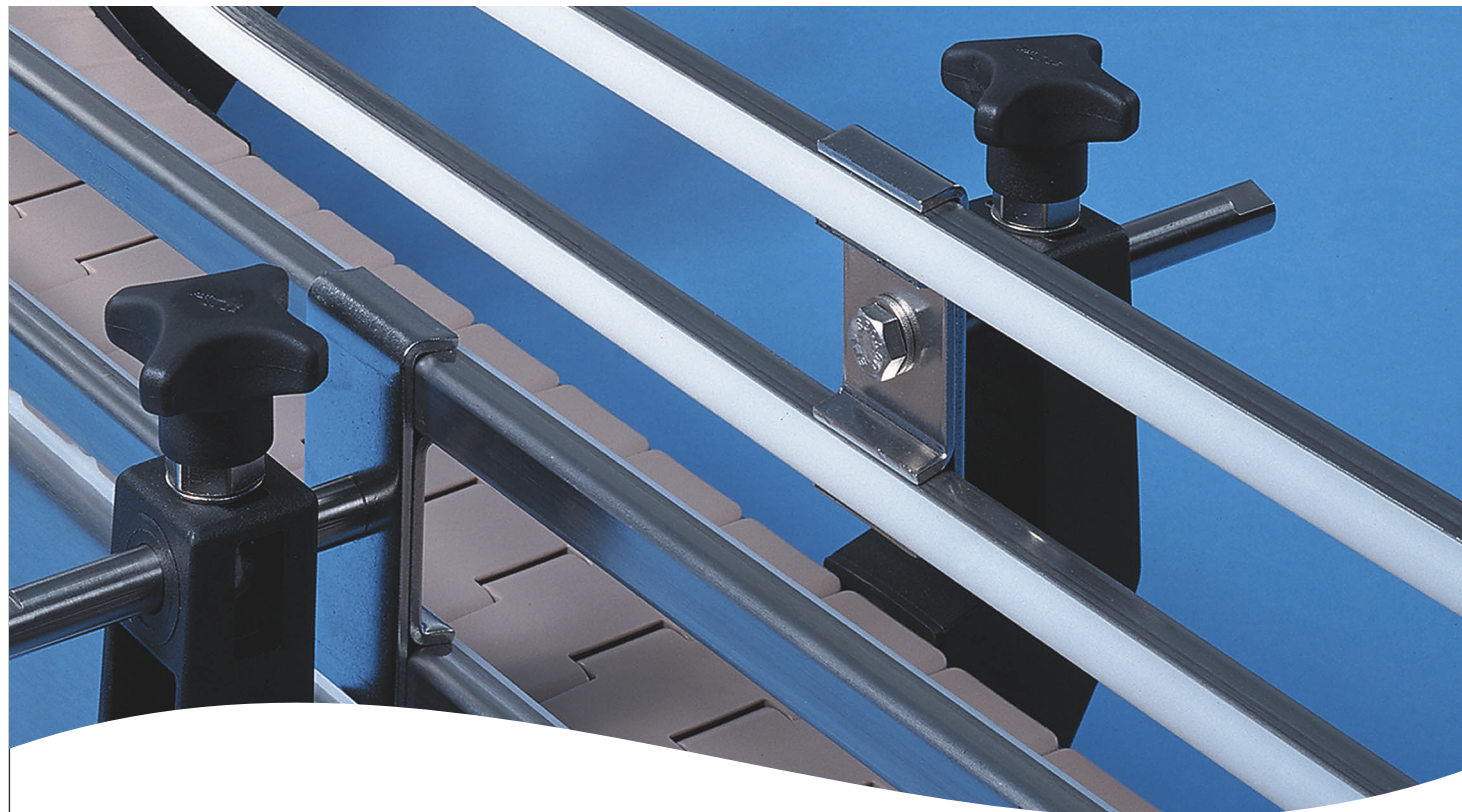
understanding of what it is. When we speak about sustainability in packaging we think green or earth-friendly, but it should also encompass safety. A package has to be safe and healthy for customers and the environment. The responsibility to continue to define the term and think of what is best for the customer, environment and the community is on the individuals and companies that produce the packages we use every day.

PD: Where do you see the biggest strides in sustainability being made? What are the biggest hurdles that still need to be overcome?

Tuttle: I think progress is most evident with the many sustainable material alternatives being integrated into packaging. With plastics being so hard to pass as 'sustainable,' the introduction of more bio-materials such as corn-based polymers and resins are beginning to direct the industry in the right way.

The biggest obstacle will be increasing the general knowledge across medical, packaging and consumer industries. While the issue has been well defined in general terms, there is still more to learn about the effects and future of the sustainability movement. One issue that comes to mind is material handling and what affects the changes will have on the industry as a whole.

Continued on page 60



Guide to Success.

Innovative Design

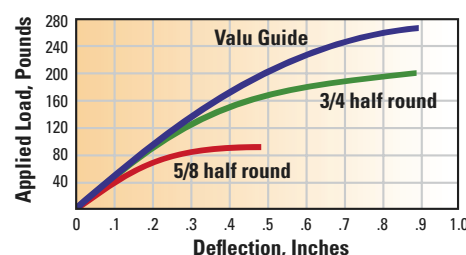
Valu Guide conveyor guide rail from Solus is designed to withstand the rigors of tough conveying environments. Its non-abrasive, low-friction guiding surface keeps containers and packages moving and looking their best.

Durable Materials

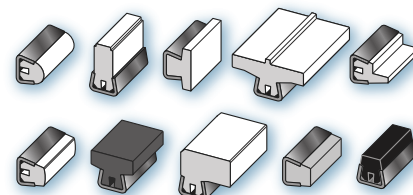
The stainless steel portion of Valu Guide rail keeps it straight, rigid, and looking good. It also provides a solid connecting point for Solus support accessories. The premium UHMW-PE used for the guiding surface of Valu Guide rail is the key to its success. It resists wear and abrasion, while the low-friction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

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Valu Guide's design and materials revolutionized the industry over two decades ago. Miles of Valu Guide rail are installed every year to help companies, big or small, with their conveying systems.



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PD: Automation is another trend growing by leaps and bounds. What do you think the drivers are behind this growth? What are end-users like BD Medical looking for from automation?

Tuttle: The key driver for packaging automation is the speed to which products are brought to market and assuring that they are of the highest quality. While this is slowly happening, the medical industry

requires better inspection systems to be certain of the quality of a packaging product. As automation grows, packaging equipment manufacturers will need to assure the medical industry that products being produced retain their integrity consistently.

When BD Medical looks for automation, it is important that the partners we work with are reputable and provide first rate products. We



Tuttle says trade shows like PACK EXPO and trade magazines are efficient information sources for his team.

have built our success on relationships with our packaging suppliers. We expect them to bring new innovations such as automation to us.

PD: What new or emerging technologies impacting packaging do you think will be important in the next few years?

Tuttle: There are several initiatives driving innovation, but for the medical industry, advances in packaging testing equipment will be key. This testing is specific to porous materials used for sterilization. While it is hard to detect sterile barriers, current movements within the industry are making the process increasingly fool-proof.

Select companies are presently testing products on a single item basis, but the movement is towards testing for 'total packaging integrity' on a mass level. While these technologies are specific to the medical industry right now, as we move towards testing for total package integrity, I can see it being used for other industries such as food.

An interesting issue that has taken center-stage in packaging is the 'RFID versus 2D barcode' discussion. While not an 'emerging technology,' RFID will steadily become an important component of the packaging equation. The issue for suppliers, however, will be to provide the most user-friendly technology which will help prevent fraud and mistakes with use. The true hurdle is finding a way to get everyone on board.

PD: What would you say are some of the opportunities and challenges facing the packaging industry over the next few years?

Tuttle: For medical device and pharmaceutical manufacturers, the use and interpretation of the governing document for sterilized packaging, ISO 11607, is going to change how we think about and create packaged products.

ISO11607 is meant to be a means of validating, verifying and

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designing packaging for the medical industry and creates an opportunity to get to the entire industry on the same page for quality and consistency. The difficulty remains in the fact that the boundaries have yet to be set, which leaves it open to varied interpretations.

There's a lot of work being done to understand the regulations more intimately and assess what the opportunities and challenges will be. The fine tuning is going to be vital moving forward.

PD: When sourcing solutions for new products or packaging, what resources do you use?

Tuttle: There are three vital resources used at BD Medical to source solutions. The first is leveraging relationships with key suppliers and customers around the globe. Customers expect innovative technologies from us, so we expect the same from our suppliers. Our partners

Customers expect innovative technologies from us, so we expect the same from our suppliers.

provide us with updates on emerging technologies that can better help us improve our products.

The next source is leveraging our employees. Within BD there are two groups that are vital to how we package our products. The first is the "Category Management Group" which is comprised of purchasing individuals at BD. Because they constantly deal with suppliers and customers, they provide us with new innovations for our packaging groups to see and try. The second group is the Packaging Knowledge Group (PKG) which represents professionals across all divisions and units throughout BD Medical. We are in constant contact and this continuous flow of ideas allows us to increase efficiencies and often not have to reinvent the wheel. If one area has looked at a product, material, equipment and/or process, we share the information and see if it will be pertinent to the area of business each of the members responds to.

The last source for solutions are the many different trade and industry publications as well as trade shows, which provide a place where individuals can see today's trends while visiting multiple companies see equipment and materials in one place.

PD: Can you describe BD Medical's approach to packaging tradeshow?

Tuttle: BD takes a proactive approach to trade shows as they are a highly efficient way to source industry knowledge. Shows like PACK EXPO provide the opportunity to see the trends affecting packaging up close while interacting with exhibitors and industry experts in an intimate way.

Since PACK EXPO is so large,

we typically utilize a buying-team strategy. Core team members are often our packaging, quality-assurance, purchasing and category-management groups. Prior to each show, the teams are briefed on specific goals, allowing each person to go in with a direction to focus their energies.

Following the show, teams are debriefed and the information gathered is presented to remaining

team members.

The knowledge and information generated from industry tradeshow allows us to continually work toward enhancing our products and our packaging methods.

With new projects constantly in the works, we see the packaging industry from a variety of perspectives, which helps us to maintain our success within our industry.

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www.eastpackshow.com

New York show focuses on packaging



East Coast trade event offers the latest developments in packaging and an entry to related exhibitions.

Packaging takes center stage next month when EastPack 2008 runs June 13 to 15 at the Jacob K. Javits Convention Center in New York City. EastPack is colocated with Atlantic Design & Manufacturing, ATX East (automation), Green Manufacturing Expo, MD&M East (Medical Design and Manufacturing) and PLASTEC East.

The EastPack show will feature the latest advances in packaging and processing, including machinery and machinery components, containers, materials, custom automation technology, contract services, software, robotics and more.

EastPack also will feature five special-focus pavilions: Contract Packaging and Outsourcing Services; Cosmetic and Personal Care Packaging; Green Packaging; Material Handling & Logistics and Pharmaceutical; and Nutraceutical Packaging.

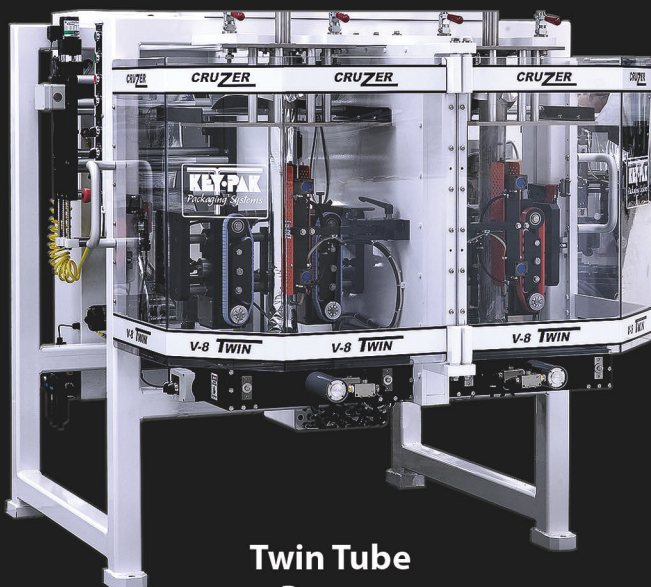
Show hours are 10 a.m. to 4 p.m. on June 3 and 4 and 10 a.m. to 3 p.m. on June 5.

Advance registration for the show is free and online registration stays available during the show. Onsite registration costs \$55. Registration for EastPack includes admission to all colocated shows.

One co-located show, the Green Packaging Expo, is designed for companies interested in furthering their business's sustainability efforts to reduce costs, improve efficiency and spur development of eco-friendly products to meet increasing consumer demand. The Green Packaging Expo will feature exhibits on biocompostable, recyclable, reusable and biopolymer packaging.

The MD&M East show includes a four-day conference beginning June 2. It will include a one-day session on medical device packaging, with the morning session focusing on compliance and testing considerations, while the afternoon session will look at real-life applications in such areas as thermoforming, sterilization and failure analysis. The conference requires separate registration.

For further information or registration, visit www.eastpackshow.com or contact the show's organizer, Canon Communications, at 310/445-4200.



Twin Tube
Bagger

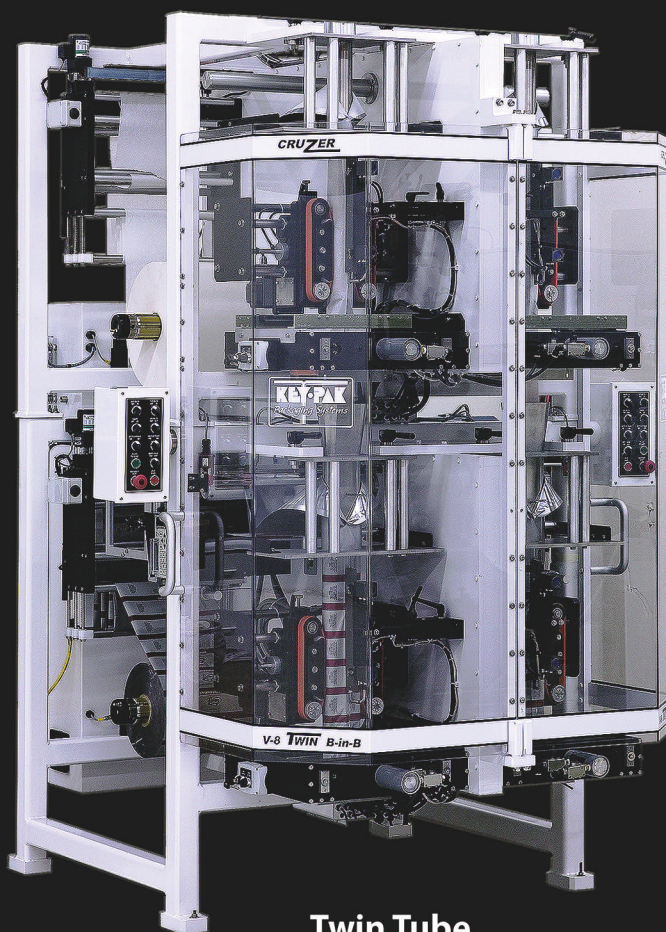
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Getting a handle on vodka

McCormick introduces 1.75-L commercial, **HANDLED LIQUOR BOTTLE.**

McCormick Distilling Co.'s Quadruple Distilled vodka is the number-two selling domestic vodka, but, "Even with all the success McCormick vodka had achieved, we saw room for improvement," says Jim Zargo, McCormick's president and CEO. "That's why we embarked on a two-year journey to further enhance the McCormick vodka experience, which resulted in a built-in handle on the plastic bottle." The 1.75-L polyethylene terephthalate bottle for McCormick Distilling Co.'s popular vodka brand is being supplied by **Amcor PET Packaging** (www.amcor.com).

According to McCormick, up until now, no one had been able to successfully create a commercial, handled PET liquor bottle, due to the difficulty of blow molding around a grip. "We knew that you can't blow a PET handle, so we worked with Amcor to figure out how to do it. We even looked at a clip-on version, but found out pretty quickly that it wouldn't support the 1.75-L volume," Zargo says.

"This is an extremely difficult process to execute," explains Jonathan Jarman, project engineer at Amcor. "One of the trickiest elements is to make sure that the grip is perfectly placed inside the mold. If that is not done correctly, or if the material isn't heated just right, you either won't capture the grip or you will puncture the material. The other major issue is that there wasn't a machine with a proven track record for this type of application." Because there were no commercially available units, a proprietary reheat/blow machine was purpose-built for the project.

With all of those variables in the mix, the bottle design itself also needed to make accommodations for the volume displaced by the grip. "McCormick wanted us to emulate the look of their former 1.75-L bottle, but we needed to modify that a little to get the right volume" Jarman says. "The solution was to move the shoulder up and reduce the neck height." Two years in the making, the bottle entered distribution at the beginning of 2008. Since the introduction, McCormick has been enjoying good feedback from both distributors and retailers. "We are also happy to report that consumers are reacting very favorably to the new bottle. We have already experienced sales growth and are gaining distribution based on the new packaging," Zargo says.

More information is available:

Amcor PET Packaging, 734/302-2802. www.amcor.com.

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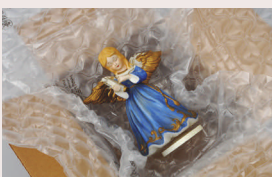
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Key Technology, Inc., 509/529-2161.

www.key.net

Sleeve labeler The Sleever Series Model 8500 labeling system is a single-head shrink-sleeve unit that can easily handle most tamper-evident, middle- and full-body sleeve applications. Specifically designed for high-speed runs of up to 400 products/min, the system can handle industry-standard sleeve materials and a wide range of container shapes and sizes. The series features easy-to-operate PLC controls, a stainless-steel construction, offers an HMI touchscreen and stepper-drive technology.

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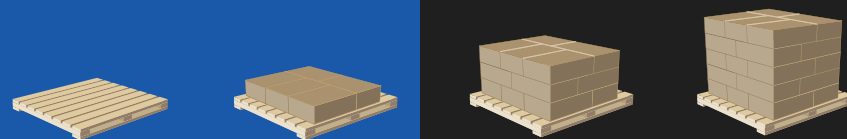
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Bagger The Bingo automatic horizontal bagging machine uses a stationary sealing head. The bagger is designed for premade wicket bags of either laminate or PE materials. Equipped with PLC controls and a user-friendly touchscreen, the bagger is very easy to operate, the co. says. With vacuum and gas-flush options, the bagger is designed to either manually or automatically fill a bag. Running at speeds of up to 20 cycles/min, the bagger is flexible and is equipped to work with a variety of bags including standup, handled and resealable bag types. It can handle bags from 6 to 14 in. W and 6 to 24 in. L. It is a low-profile machine and thus is well suited for areas with height restrictions. The co. also says that the bagging machine is mounted on casters for easy transport.

WeighPack, 702/450-0808.

www.weighpack.com

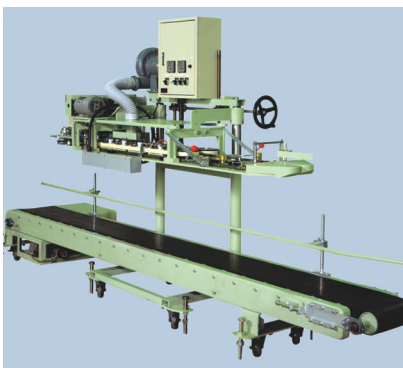


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On/off temperature and limit controllers are now compliant with the European Reduction of Hazardous Substances (RoHS) directive (2002-95-EC). The co.'s on/off line of products includes the Series CV, LV, CF, LF and TM controllers. The controllers' design complies with the RoHS directive, which means that their components meet hazardous material restrictions outlined in the directive. The temperature and limit microprocessor-based controllers come with various packaging options including panel mountings, DIN-rail mountings, open-board and open-board-potted allowing users to select the best version for their individual application. The controllers can be ordered with either fixed or adjustable setpoints, heat or cool on/off temperature controls and with high or low limit trip action, the co. says.

Watlow, 800/928-5692.

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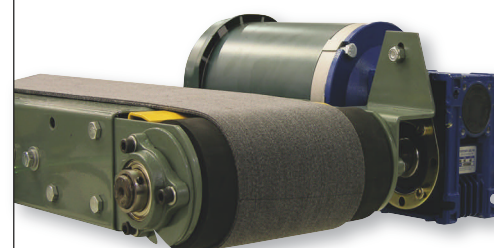
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Vision sensor The Checker® 232 Model has been added to the Checker vision sensor product line. Designed to inspect small features over a wide area, the Model 232 provides reliable inspection results on the fastest production lines, detecting and inspecting up to 1,500 parts/min.

The sensor is suitable for applications where small features are being inspected on large parts, such as the inspection of clips and springs on large automotive assemblies. It is also ideal when a much longer working distance is needed and the vision sensor must be mounted far from the area to be inspected. There's no limit to the number of part features the sensor can inspect because it uses patent-pending, multi-image analysis to determine if a part is present without an external trigger, greatly simplifying installation. This capability also enables the product to track parts in varying positions along the production line, overcoming imprecise part positioning and delivering consistent, precisely timed pass/fail results, the co. states.

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



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Carl Traynor
Domino Printing
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The Hudson-Sharp Machine Co. names Angiolo Brilli aftermarket sales and marketing manager.

Applied Vision Corp. promotes Bud Patel to vp of sales.



Bud Patel
Applied Vision Corp.

CVC Technologies, Inc. promotes Andy Span to president, CVC Technologies, Inc. USA operations and announces that Capmatic, Ltd.,



Andy Span
CVC Technologies Inc.



Jim Craig
Lenze-AC Tech

president and CSO.

Seegrid Corp. appoints Mitchell Weiss COO and Greg Cronin as executive vp.

Mark Andy, Inc. hires Ken Daming

Quebec, has exclusive rights to sell CVC Technologies Inc. products, services and parts in Canada.

Key Technology promotes Bret Larreau to process vegetable and fruit industry marketing manager.

Lenze-AC Tech hires Jim Craig as the director of engineering. **Cereplast, Inc.** names Randy G. Woelfel



Jacques Desroches
Markem-Imaje

Kliklok-Woodman promotes Brett Duernberger to sales director.

SDI Group USA hires Dave Halker as senior consultant.



Daniel Casacci
Multisorb Technologies

as finishing equipment sales manager.

Markem-Imaje appoints Jacques Desroches regional general manager for North America Distribution.

Multisorb Technologies appoints Daniel Casacci business development leader for the electronics market, Adrian T. Possumato global director,



Adrian T. Possumato
Multisorb Technologies

healthcare packaging and Laurent Rozier business development representative, healthcare packaging for central and southern Europe.

Smurfit-Stone Container Corp. names Ken Kushibab vp and division controller for the Recycling Div.

Mettler-Toledo Safeline appoints Dick Wyman x-ray sales manager and Cary Chapman field-service manager.

Nova Chemicals appoints Grant Thomson president of the olefins and feedstocks business.

PneumaticScaleAngelus promotes Paul Kearney to vp of new machine sales, Jim Foley to vp of after-market sales and David Utrup to vp of customer service.

Tagsys RFID appoints Bill Stuek CEO.

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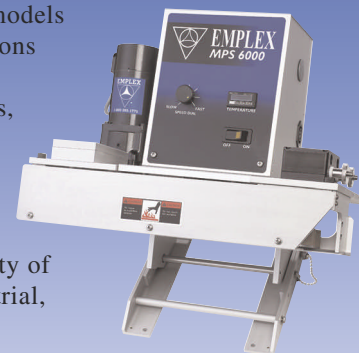
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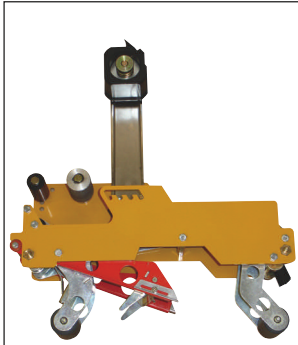
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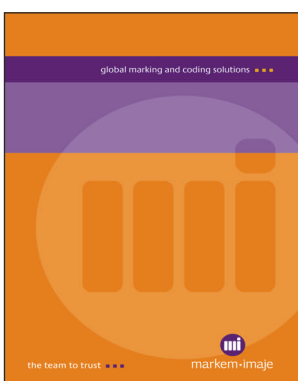
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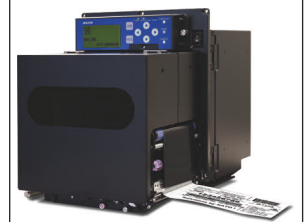
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Friday, July 25, 2008

Coca-Cola enters ready-to-drink (RTD) tea market and gains market share
Nestle in ready-to-drink (RTD) PET bottles, the latest addition to beverage giant Coca-Cola's wide portfolio of beverages, is cornering a significant portion of the market. According to reports released by media market research firm AC Nielsen, Nestle became number two in the market only a few months since its introduction in March this year. Nestle comes in three new variants—Nestle Ice Lemon Tea, Nestle Ice Green Tea, and Nestle Lemon Iced Tea—all packed in a bottle designed to be easy on the grip. Setting Nestle apart from the other brands in its category is the cooling action of its Nestle Ice variants.
[Read more...](#)

The power of packaging
Hey branders, marketers, product development managers and packaging pros. It's time to step up to the plate with your product packaging. Mainstream advertising is losing ground. No one is paying attention to it any more. That puts packaging in line to take its place and capture the consumer's attention and get up close and personal. So what constitutes compelling packaging brand? How "connected" are you to your consumer? Here are a few emotion descriptors that your package must convey: Does your packaging Engage, Evoke and Enrich the consumer?
[Read more...](#)

Automation: Free Trial of TwinCAT from Beckhoff Automation
The Beckhoff TwinCAT Software System turns any compatible PC into a real-time controller with a multi-PC system, I/O access control, a programming environment and an operating system. To access a free trial version of TwinCAT, [click here](#).

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newsmakers



Wago Corp. expands its North American headquarters from 60,000 sq ft to 75,000 sq ft.

GROWING AND MOVING

Cereplast, Inc. opens European headquarters in France and hires Jerome Raphanaud as senior vp, Europe, to head its European operations.

Ferro Corp.'s Organic Specialties Group restructures its plastics business and combines several sub-business units into the Engineered Polymer Products unit.

Honeywell expands production of Aclar® film by up to 23 percent at Pottsville, Pa. facility.

Kureha PGA LLC builds a new, high-performance polymer, polyglycolic acid plant at DuPont's site in Belle, WV.

MeadWestvaco becomes MWV in a global rebranding initiative.

Menasha Packaging expands its wide-web printing facility in Neenah, WI.

Octal Holding and Co. SAOC adds 500,000 metric tons/yr of polyethylene terephthalate production capacity in Salalah, Oman.

UPM Raflatac, a Finnish manufacturer of self-adhesive labels, opens a \$100-million manufacturing plant in Dixon, IL, setting up a Midwestern hub as part of a \$270-million global-expansion program.

Bausch Advanced Technology Group doubles the square footage of its in Clinton, CT facility.

BUYING AND SELLING

Alpha Packaging acquires Technigraph Corp., Winona, MN.

Apriso and AICOMP join forces.

Benchmark Automation is named the exclusive U.S. distributor for INEVER,

Consolidated Graphics, Inc. acquires PBM Graphics, Inc., Durham, NC.

Eastman Chemical Co. sells its European PET and PTA assets to Indorama for close to \$354 million.

EPCO integrates Brown Machine

and moves to Brown's facility in Beaverton, MI.

Flint Group acquires Siegwark Group's packaging ink business in Australia and New Zealand.

GE Fanuc Intelligent Platforms, a unit of GE Enterprise Solutions, acquires MTL Instruments Group p.l.c.'s Open Systems Technology product lines and agrees to resell Catapult software, Ltd's. iPower product as a standard

Proficy® HMI/SCADA - iFIX option.

Schneider Electric acquires Intelligent Motion Systems.

KapStone Paper and Packaging Corp. purchases MeadWestvaco Corp.'s North Charleston Kraft Div. and related assets for \$485 million.

Multi Packaging Solutions, Inc.

acquires Innovative Creative Packaging Solutions, South Plainfield, NJ.

Multivac partners with Johnsondiversey.

Piedmont National Corp. sells

Lantech packaging systems in the southeast U.S.

Printable Technologies®, Inc., Kodak's Graphic Communications Group integrates Printable's FusionPro® web products with the Kodak® EMS business software.

Pro Mach, Inc. acquires Labeling Systems, Inc.

Bosch Rexroth acquires K. & H. Eppensteiner, Ketsch, Germany.

Amcor sells its flexibles packaging plants located in Lund, Sweden, and Somerset, U.K., to Swedish private equity group, Accent Equity 2008.

Rockwell Automation, Inc. acquires the Safety and Automation business of CEDES AG.

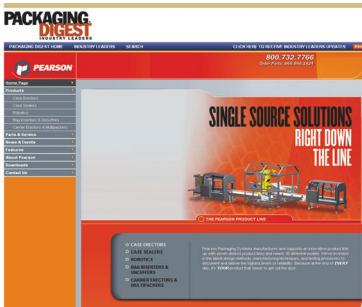
IMA Group SpA acquires BOC Edwards Pharmaceutical Systems Group.

Multi-Color Corp. acquires Collotype International Holdings Pty., Ltd. for \$200 million (Australian).

sales staff

- **Modular Framing** 74

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In a partnership with top suppliers, packagingdigest.com introduces the **Industry Leaders** module. When you conduct story searches, this tool offers links to the partners' microsites for further information on the topics being explored in the story. Industry Leaders then delivers direct links to relevant products and services data from the microsites without leaving packagingdigest.com.

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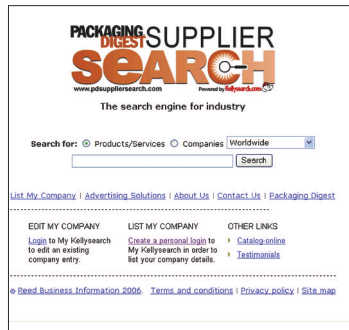
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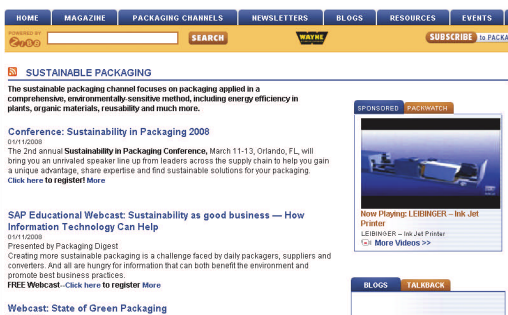


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Visit packagingdigest.com/bytes for these top headlines in the packaging marketplace.

1 Food-allergic consumers find food labeling insufficient, says study

New research, which has been published in the European Journal of Public Health Report, finds food-allergic consumers generally were not satisfied with current labeling practices. They often thought information was unclear or incomplete, noting labeling problems such as insufficient ingredient lists and poor readability of labels.

2 Sleek, eco-friendly cosmetics packaging launches at Paris' Four Seasons Hotel

Skincare collection Sodashis goes high fashion and eco-friendly at the same time with sleek glass and paper packaging. Launched at Paris Four Seasons Hotel GeorgeV, the packaging is made from violet glass with light filtering qualities. The glass is encased in white boxes that are made from 100-percent-recycled materials and are imprinted with vegetable dyes.

3 U.S. personal-care packaging market to exceed 25B units by 2010

New research about the personal care packaging industry projects U.S. demand for cosmetics and toiletry containers will exceed 25 billion units by 2010. Container advances will reflect solid growth in cosmetic and toiletry product shipments, driven by favorable domestic and international demand.

4 U.S. demographics ideal for spirits industry growth, says industry CEO

Diageo North America president and CEO Ivan Menezes attributes the resurgence of the U.S. spirits market to a combination of demographic factors: growth of the 21- to 29-year-old population, aging baby boomers and multicultural shift of the U.S. population.

5 Ernie Banks' charitable private-label wine

Famed Chicago Cubs slugger Ernie Banks donates 100 percent of revenues from Ernie Banks 512 Chardonnay wine. The bottle's label was inspired by the Cubs' blue-and-white pinstriped home uniform, and has an image of Banks in uniform as a Cub, framed in a baseball diamond.

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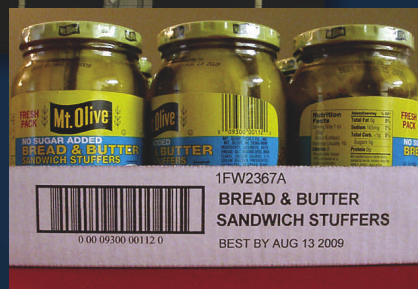
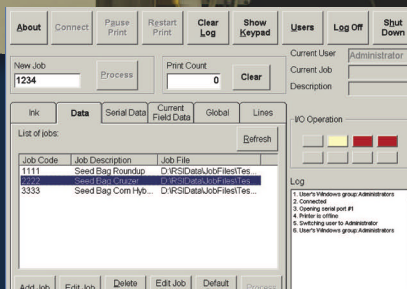
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