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Worldwide market for metal packaging materials

A recent report from Reportlinker.com analyzing the worldwide markets for metal packaging in millions of U.S. dollars looks at aluminum, tinplate and steel materials. Find it at www.packagingdigest/info/reportlinker

Association defends packaging's enviro credentials

The European Organization for Packaging and the Environment defends the packaging industry and its environmental impact after the European commission was called on to examine "eco-taxes." Read more at www.packagingdigest/info/EOP



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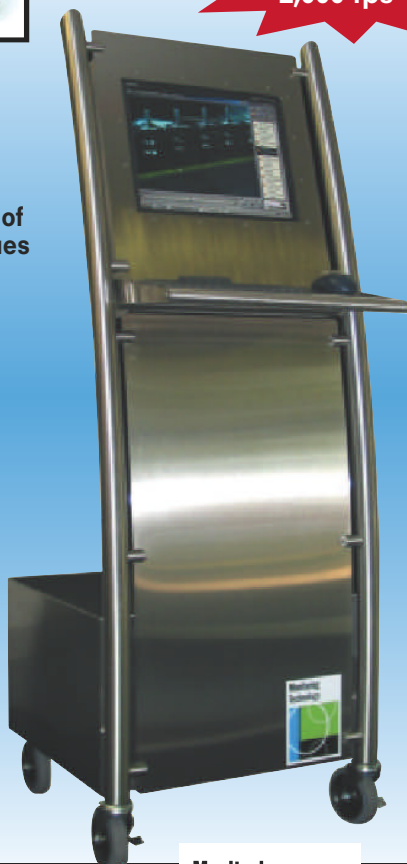
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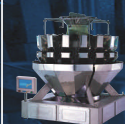


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Dairy decants wine ice cream

A most unusual vintage, Mercer's Wine Ice Cream isn't just "wine-flavored," it says. It's made with real vino. Nestled in New York State's Adirondack Mountains, the dairy has produced assorted ice creams since the 1950s. Mercer's has become a pioneer in the ice cream world, mastering the art of blending luscious ice creams with superb wines to create incredibly elegant adult desserts. Mercer's began producing wine-flavored ice cream

in November 2006. The formula is a trade secret, says Mercer's. The ice cream is available in the following varietals: Ala Port; Cherry Merlot; Peachy White Zinfandel; Red Raspberry Chardonnay; and Royal White Riesling. The ice creams are packed in SecurTEC™ 100 tamper-evident, pint-sized rounds from **Stanpac** (www.stanpacnet.com) and are offset-printed in six colors plus a high-gloss varnish on both the container and the lid.

Queso dip bowl with a twist

ConAgra's new, Ro*Tel ready-to-eat Queso Dip comes in a handy new microwavable bowl that offers a convenient option with spicy point-of-purchase appeal. The attractive PP cup custom-thermoformed by **Printpack** (www.printpack.com) wears a brightly printed shrink label. ConAgra took advantage of Printpack's ability to combine packaging components from its mix to provide value, the company notes. Produced in Printpack's Williamsburg, VA, facility, the cup holds 12 oz of cheesy dip spiked with tomatoes and green chilies. The 2-mil PVC shrink label is gravure-printed in eight colors. A special adhesive applied during the printing process ensures that the label adheres to the curves of the microwaveable container. The large billboard provided by the label enables ConAgra to show the new dip with colorful graphic elements, nutrition facts, ingredients, a UPC code and heating instructions. "The attractive shrink label allows us to create better awareness with targeted consumers," states Ryan Toreson, marketing manager, Consumer Foods Grocery, at ConAgra Foods. "The shrink labeling also supports our product strategy."



Pretzel bags raise autism awareness

To support the first U.N.-sanctioned World Autism Awareness Day on April 2, promote awareness of autism spectrum disorders and to raise money for Autism Speaks™, the Bachman Co. debuted a new pretzel in the shape of the Autism Speaks puzzle piece. The product launched first in grocery stores in the Northeast and online at www.bachmanpretzels.com.

The pretzels are packaged in coextruded, laminate-oriented polypropylene bags, which were designed by **J. Roy Parcels Assoc.** (www.jroyparcels.com) under the direction of The Bachman Co. and Autism Speaks. According to The Bachman Co. marketing product coordinator Jennifer Zechman, the design process, which began in December 2007, had multiple goals. "Consumers associate the bright yellow bags with Bachman," Zechman explains. "Our brand conveys our high standard of quality: we've been making pretzels for 124 years. We also wanted to convey that this was a fun new pretzel that supported a great cause."

The packaging design uses the co.'s stylemark yellow along with a newly design logo sporting the Bachman Co.'s tagline, "Classic quality since 1884." The bags also incorporate a color band of the Autism Speaks blue as well as the organization's logo and information about the group's relationship with The Bachman Co. To allow consumers to see the specially shaped pretzels, each bag also features a window. **CP Flexible Packaging** (www.cpconverters.com) in York, PA, converted and printed the 12-oz and the 100-calorie single-serve bags. Bachman fills the bags using a **Hayssen Packing Machines** (www.hayssen.com) vertical form/fill/seal machine. The bags ship in a brightly colored matching case, which can be used to build displays that grab consumers' attention in the grocery aisle.



P&G puts new spin on its top detergents

When premiering successful extensions of its bellwether laundry detergents, Procter & Gamble, Cincinnati, took Tide® liquid and Gain and transformed them into its higher-end Simple Pleasures™ and Joyful Expressions versions that contain unique scents. To set the new Simple Pleasures bottles apart, P&G looked to **Americhem** (www.americhem.com) to design unique colors with dynamic special effects. Experts at Americhem's Packaging Design Center assisted with the package development. The new Tide products include HDPE bottles in blue pearl, violet pearl, rose pearl and orange pearl. For Gain Joyful Expressions, a premium version of regular Gain laundry detergent, a dramatic cranberry color was chosen and Americhem matched the color with iridescence, metallics and pearlescence, for a design that includes a colored mid-layer that gives the handled bottle opacity. The entire development cycle, from concept through product launch, took six months.



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design trends



Glass packaging that dazzles

Winners of the **Glass Packaging Institute's (www.gpi.org [GPI])** 2008 Clear Choice awards demonstrate the latest developments in glass technology, style, form and functionality, sustainability and salesworthy graphics.

Announced May 5 during the Food Marketing Institute Show in Las Vegas, the 12 consumer product goods winners were recognized for achievements in expanding the frontiers of glass packaging design. The Community Recycling Div. of the Orange County Solid Waste Management Department was honored by GPI for outstanding sustainable practices, in recognition of the county's commercial recycling program that now serves more than 140 businesses with source-separated collection.

Judged in 11 categories from among 103 entries, the winners, by category, include: In the beer category, a 12-oz emerald green, long-neck bottle for Miller Brewing Co.'s Miller Chill chelada-style light beer. Provided by **O-I (www.oi.com)**, the bold bottle is complimented with eye-catching graphics and colors on the labels (from **MultiColor Corp. (www.multicolorcorp.com)**), along with shoulder embossing of the Miller Brewing brand that collectively defines thirst-quenching refreshment; in wine, Tin Roof Chardonnay and Cabernet Sauvignon from White Rocket Wine Co., with a "retro and modern, uber-sophisticated" bottle design from **Saint-Gobain Containers, Inc. (www.sgcontainers.com)** that speaks of old-fashioned quality yet appeals to a new generation. The sleek label illustrates a small, tin-roofed winery, which adds to a super-premium look; for food, the innovative 47-oz clubstore-sized jar with a long neck for On the Border Salsa made by Truco Enterprises, LP, is contour-embossed by supplier **Vitro Packaging (www.vitro.com)** around the shoulder to boost brand recognition and is finished with a pressure-sensitive label designed by **Flow-Design, Inc. (www.flow-design.com)** featuring tactile inks; for carbonated beverages, Q Tonic tonic water in a single-serve, 6.3-oz curvy bottle from Vitro, designed by **aruliden (www.aruliden.com)** in a beautiful, etched format that showcases a mixer that could change the way consumers think about tonic water; an iconic 750-mL bottle design for XanGo mangosteen supplement juice drink from XanGo LLC, in noncarbonated beverages. Created by **Anchor Glass (www.anchorglass.com)** and designed by Flow-Design, which also provided

the clear label, updated brand elements, logo and whole-fruit icon, the contemporary, pinched-waist, slender container beautifully displays the burgundy juice color. A contrasting orange shrink sleeve over a 33-mm aluminum closure make the package as inviting as the juice within; in distilled spirits, UV Vodka from Phillips Distilling teams a sturdy 1.75-mL cinch-waist bottle from Anchor Glass with built-in handles to spotlight three-dimensional, 60s-style label graphics for a sophisticated, yet approachable feel. **J.R. Cole (www.jrcole.com)** provides the labeling; in flavored alcoholic beverages, Sake2me, LLC's Sake2me flavored drinks in single-serve, eco-friendly 6.3-oz bottles are made by Vitro Packaging with up to 70-percent recycled glass. The bottle size is smaller than traditional flavored alcoholic beverages, with a unique neck taper that further differentiates it for consumers. **Spear (www.spearsystem.com)** provides a clear p-s label cleverly decorated with graphics from **Michael Osborne Design (www.modsf.com)**; in organic food, Del Monte organic pickles from packer M. A. Gedney Co. in a 24-oz jar from Saint-Gobain. Gedney says its products fill better and have a longer shelf life in glass containers; Tizane Beverages' custom glass bottle from **Leone Industries (www.leoneindustries.com)** and an oval-shaped label from **Williams Creative (www.williamscreativegroup.com)** stand out in the organic beverage category; Avon Products' Anew Clinical cream in distinctive opaque white, 15- and 30-mL jars from Vitro Packaging swept the cosmetics and fragrance products category with glamour. The flint glass jars have a luxurious appeal, sprayed with a white powder coating and then dressed with organic silver label accents.

The Clear Choice Overall Package Design award went to Rose's Mojito mixers from Cadbury Schweppes Beverages Americas for a uniquely slanted, curvacious bottle from Vitro Packaging that results in an approachable and trend-setting image for flavored mojito cocktail mixers. Embossed at the neck, the 21-oz bottle invites you to "set the rhythm," with its angled, one-of-a-kind rightward curve that's both elegant and sleek. Multiple bottles nest side-by-side on store shelves for a powerful display. Vibrantly printed, p-s clear-film labels present island-style graphics. A Conversion Recognition award went to Red Gold Inc.'s 17-oz glass salsa jar from Saint-Gobain, which replaces a metal can.

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design trends

Bottle is 'dripping' with polish

E.l.f. (which stands for eyes, lips, face) is a cosmetics brand recognized for quality at the incredibly affordable price of \$1 per item. E.l.f.'s line of 18 shades is digits apart from the rest, with an innovative rectangular glass "color-drip" bottle that oozes both fun color and excitement. Marketing and creative director Achelle Dunaway says she created the design to look like polish dripping out of

the bottle to put a fresh spin on polish packaging. "At first glance, the bottle looks like it's broken, but when you look again, you see it's the design," she says. A PE adhesion of "faux polish" is glue-affixed just below the cap. Capping the flint glass bottle is a sleek black rectangular closure and an aerodynamic brush that glides the color on. Screened in black, the 10-mL bottle and ABS cap are both made in China.

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Resealable can keeps water fresh, cool

Marketed as an eco-friendly alternative to water bottled in plastic, Aqua Planet is a line of vitamin-enhanced waters packed in aluminum cans. The first Aqua Planet product, which recently rolled onto Northern California store shelves, is a blueberry-pomegranate flavor sold in resealable 24-oz Cap Cans™ and 16-oz cans and 12-oz Sleek™ cans. All cans are supplied by **Rexam Beverage Can Americas** (www.rexam.com). The resealable can uses cap technology from **Dayton Systems Group** (www.dsgtech.com),

which allows consumers to reseal the can between sips.

Aqua Planet is the brain child of sisters, Teresa Dal Porto and Renee Kordish, who came up with the idea to can water in aluminum cans during a discussion about some cities banning plastic water bottles. "We wanted to provide a package that was more environmentally friendly, and this product is because it is more likely to be recycled," Aqua Planet general manager Chris Herrera explains. "Aluminum is twice as likely to be recycled as plastic."

According to **Power Brands** (www.powerbrands.us), a beverage development co. that Aqua Planet used to help bring its vitamin-enhanced water to market, aluminum cans also improve the water's drinkability: The cans keep beverages cold longer than those in plastic bottles, and aluminum's barrier properties help protect the water's flavor and nutrients from light damage.

After Aqua Planet decided on the aluminum cans, the co. knew it had a design challenge ahead because most consumers are not accustomed to canned water. Because Rexam had an integrated graphic arts operation, Aqua Planet was confident its design work would remain confidential until the launch.

Anna Kernbaum from Power Brands designed the cans' decoration, and Rexam's graphics art facility in Elk Grove, IL, decorated the cans.





Russian juice bottle goes glam

With the juice market in Russia showing yearly growth of 10 percent and climbing, small juice producers strive to vie with the top three producers in a very competitive environment. The assortment of juices produced and sold in Russia is rather limited and mostly consists of apple, pineapple, orange, tomato and grape varieties. Facing the challenge, O'Grae Juice Co. has designed a truly dramatic package that it hopes will gain a juicy part of the Russian market share for its exotic, squeezed juices: Pomegranate; cornel (dogwood flower); and feijoa, a tropical fruit. O'Grae chose **Soldis Communications** (www.soldis.ru), of Moscow to undertake a complex design and branding project for the line, which O'Grae says is not yet on the market as of presstime. Full-scale production of the bottle should be finalized in the third quarter of 2008. Considering the rather unusual juice flavors, their purity and comparatively high pricing, Soldis aimed the packaging toward upscale, health-conscious Russian consumers who welcome innovation. The resulting multifaceted glass container, with its pomegranate color scheme and precious-stone shape, is sure to attract attention on store shelves.

The heavy 1-L glass bottle resembles a gleaming, jeweler-cut ruby, with a faceted surface that has a tactile feel. Label graphics illustrate pomegranate seeds emerging from the fruit to convey the juices' healthy benefits. The word "pomegranate" is phonetically close to the Russian words "cut," "verge," and "facet," which recall the popular Russian expression, "all facets of life." The deep red, black and golden label is a tribute to the juice's deluxe status. Deep red is also used as a color-coding element.

Aussie drink bottle sports 'hazards'

Hazardous Fluids Pty. Ltd., Melbourne, Australia, is pumping a kicky, isotonic beverage into the U.S. market. The SportsDrink+Bodily Fluids—a supplement aimed at motor and power sports athletes—is merchandised in a stock, hot-fillable, 16.9-oz, dome-shaped PowerFlex™ PET bottle from **Amtor PET Packaging** (www.amtorpet.com) with a 38-mm neck. The bottle features a patented panel-less design that withstands hot filling to 185 deg F and has a completely smooth label panel, free of any ribs, which makes it easier to label. **Silgan** (www.silganclosures.com) furnishes the bottle's 38-mm PP closure. A PETG shrink label is flexo-printed in 9 colors by **Fort Dearborn Co.** (www.fortdearborn.com). The 50-micron sleeve presents "edgy" graphics designed in-house that display a stylized biohazard symbol and a "fill-level" stripe marked in ounces and milliliters on either side.



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comment

John Kalkowski, Editorial Director

The gospel of sustainability might create converts



Having just completed my first year as editorial director of *Packaging Digest*, it's fun to reflect on the many people I've met and the understanding I've gained on many issues that impact the packaging community. However, no single issue has hit me right between the eyes in the way sustainability has. While everyone grapples with a host of day-to-day business concerns, sustainability has swept in like a fast-moving thunderstorm.

Sustainability in packaging has been on the lips of nearly everyone at tradeshow, conferences and industry association meetings. It's hard to open a website or a magazine focused on packaging that doesn't have at least one story on sustainability or a number of ads for companies touting the environmental friendliness of their product or service.

The thing I have to confess is that I think I've become a convert. Being won over kind of sneaks up on you. It starts with seeing others in the industry who are taking sustainability to heart, recognizing the limits of our resources. You begin reading more about it and looking for successful examples. Then you write a story that focuses on sustainability. Before you know it, you're sitting in a hotel ballroom listening to an evangelist while nodding your head in agreement. Next thing you know, I'll be chairing a conference on sustainability or presenting to a Federal Trade

Commission (FTC) workshop on their Green Guidelines. Oops! I've done both of those things in the last month.

Some people say there's no zealot like a convert. That's just not me. Like many others in our business, I've begun changing my ways at work and at home to preserve our environment and maximize resources. One lesson learned in the past year is that this looming threat is nothing that any of us can dispel on our own. But if every packaging company makes some effort to reduce, reuse and recycle, the effect will build exponentially.

Some in packaging say this sustainability thing won't last long. We'll be moving along to new and greater challenges in a year or so. Not likely. It's probable that a growing number of packagers and brand owners will recognize that sustainable practices in packaging are just good management of their supply chains. It's what they need to compete and survive in the long run.

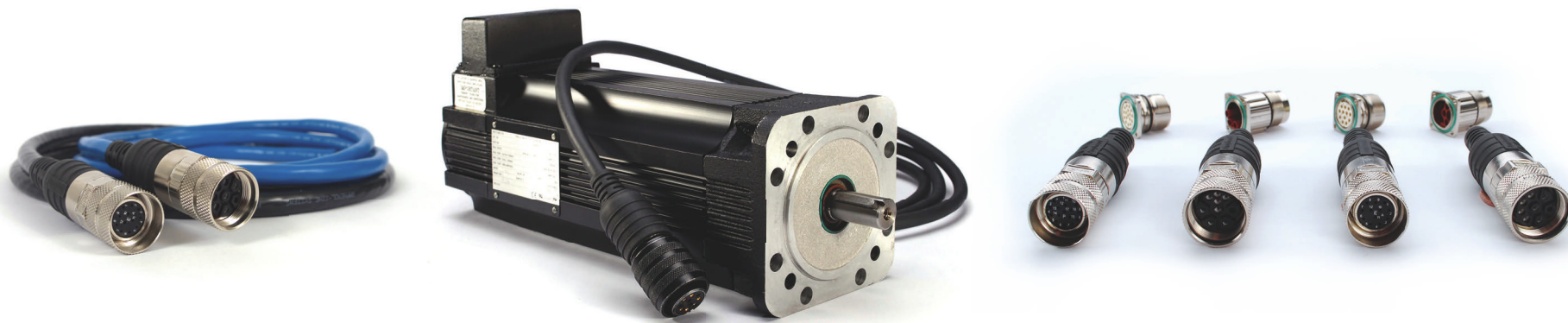
I invite you to read Sustainable Packaging Coalition director Anne Johnson's column about the FTC workshop on p. 22 or visit my "Packaging by Design" blog at packagingdigest.com for a podcast from the FTC commissioner and a link to the webcast of the event. Maybe you'll become a convert, too.

John Kalkowski

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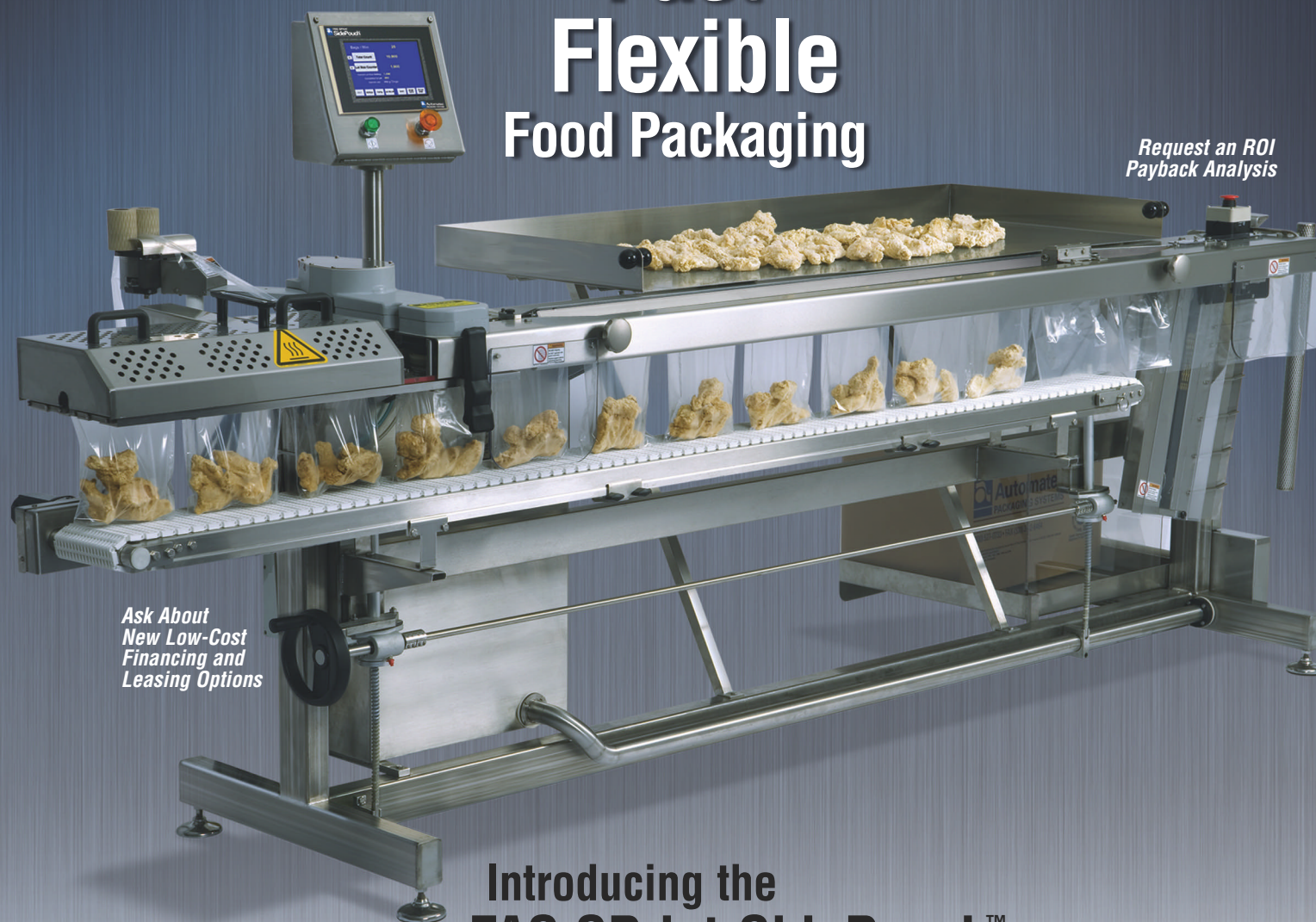
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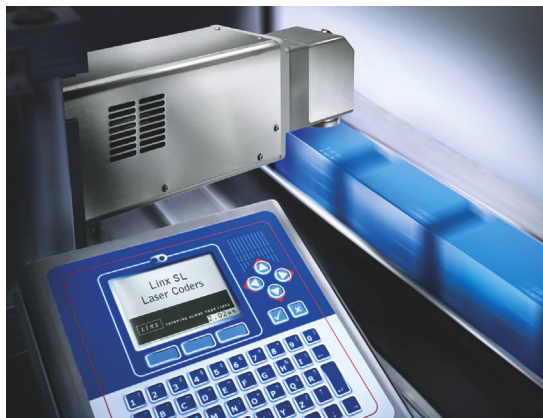
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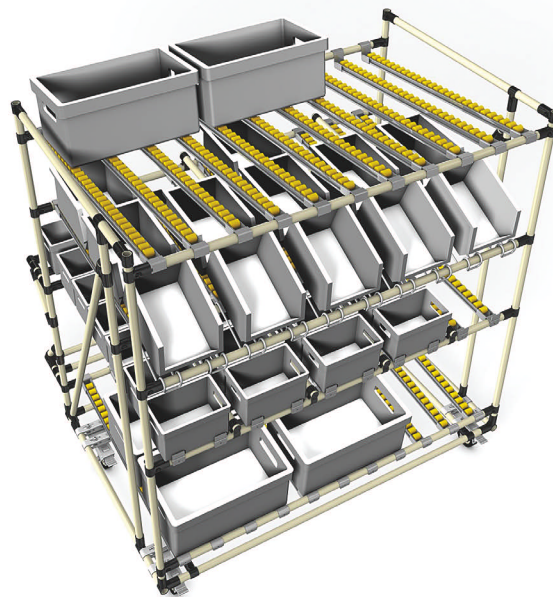
Coding, Feeding & Sealing



Laser coders The LINX SL01 and SL301 offer respectively 10- and 30-w power options, to allow customers to choose the system that best suits their own production line requirements. The laser coders' ranges for lenses and beam delivery options mean they can be maneuvered into tight spaces, the co. says. The coders feature a hand-held control unit for easy operation, PC software that enables more complex code creation, including graphics and 2D codes, flexible standard components, side- and end-shooter options and a small footprint for easy of integration into existing operations, according to the co.

Diagraph an ITW co., 800/722-1125.

www.diagraph.com



Flow rack The Flex Flow Rack comprises only three components: a tube, a connector and a supporting element. The flexible design can be constructed to meet virtually any operational task, the co. states. The application-based design enables its rack system to be easily adapted and reconfigured to adjust to changing logistical processes. The co.'s flow rack system can increase productivity while decreasing floorspace.

Interroll, 910/799-1100.

www.interroll.com

Case sealer The 3M-Matic™ adjustable case sealer a70 features a 4-belt drive for increased traction and consistent sealing of uniformly-sized cases. With quick, easy adjustments, it can seal up to 30 RSCs/min. The case sealer handles carton sizes from 6- to 21.5-in. wide and 4.75- to 21.5-in. high, and up to 65 lb.

3M Co., 800/567-1639.

www.3m.com/packaging



Conveyor software New MTpro software helps simplify conveyor system planning and application by using 3D solid-model and electronic catalog technology to put all required product information within easy reach. An electronic product catalog details all components and systems for VarioFlow modular chain conveyors, the TS-family assembly conveyors, aluminum structural framing, and manual production systems. Users can transfer 3D models and 2D drawings into their own systems via direct interfaces to all common CAD programs. In addition, the software also enables retroactive modifications to components and parts list information in selected CAD systems.

Bosch Rexroth Corp.,

269/697-5295.

www.boschrexroth-us.com



new products equipment



Multiwrapper The new M-75 multiwrapper handles lightweight containers using the Smartrak® Steady Stream Infeed system.

The Smartrak® reduces line pressure so that containers aren't pushed against one another, eliminating product damage and distortion while allowing the metering system to function properly. Features include Slipstream™ pinless metering, side-film stands, quick-change servo-driven wrapping wands and quick, tool-free changeovers. Other features include a heat tunnel using advanced heat and airflow management to deliver tightly wrapped products on pads, U-boards, or in film only for excellent package integrity and appearance, the co. states. Speeds are to 75 cycles/min.

Douglas Machine, Inc., 320/763-6587.

www.douglas-machine.com

Bluetooth ring scanner The new 8650 Bluetooth Ring Scanner for use by mobile workers in a multitude of supply-chain environments. The small, lightweight ring scanner rests on the finger, with the Bluetooth module worn comfortably on the back of the hand or the wrist. The Bluetooth module pairs with any Bluetooth-enabled handheld, wearable, fixed-station or vehicle-mount computer and reliably transmits critical data from up to 30-ft. away, which gives the operator the freedom of movement necessary to perform bar code reading tasks quickly and in comfort. The ring scanner weighs only 4.8-oz and has a tough magnesium housing and specialized electronics designed for use in harsh industrial environments, the Co. states. The entire system is sealed to IP54 standards and can withstand multiple drops to concrete from up to 4-ft. It is available in two scanning options; standard laser and 1D/2D imager and has battery power to operate for up to 24 hr, delivering up to 17,000 scans on a single charge.

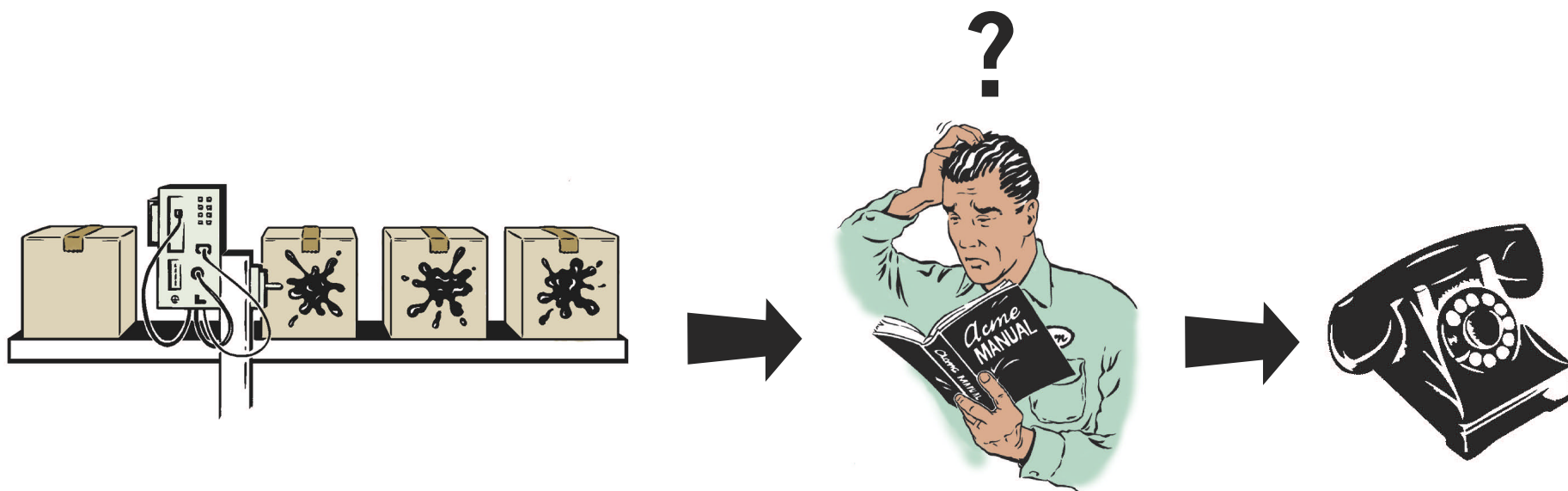
LXE, Inc., 770/582-6174. www.lxe.com



Filters The FR Series of compact, lightweight air filters, regulators and filter/regulators feature a diaphragm for good regulating performance and an engineered polymer body that conforms to nonrease specifications. They are easy to install, with either a supplied mounting bracket or bolt mounting holes on the front of the body, and they can be used as non-ion (NCU) specification products (excluding pressure gauge). The FN 100 air filter can be used for both pressure and vacuum applications. The VFN 100 air filter is designed for both vacuum and vacuum-breaking applications, and is installed just before vacuum pads or other components. Both units filter to 5 microns and have an operating pressure range from -14.5 (vacuum) to 145 psig. The regulators are available in side piping and bottom piping (for panel mounting), with two pressure range options, 0.7 and 0.25 Mpa, and a choice of relief or nonrelief options.

Humphrey Products Co., 269/381-5500.

www.humphrey-products.com



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Couplings Spiral hose and couplings handle pressures to 6,000 psi with the tightest crimp seal and rugged corrosion resistance. These couplings feature a precision-machined internal ferrule that crimps and tightly locks into most spiral hoses for a secure, leak-resistant fit. Designed to eliminate leaks in hydraulic systems, these couplings are ideal for industrial and commercial applications including plant maintenance equipment. Field proven for both shock and vibration conditions, these hose and coupling systems are designed to handle sub-zero through high temperature applications, the co. says. The couplings feature a durable finish, and a RoHS-compliant finish that can withstand more than 400 hr of salt-spray testing. Tested under ISO 9227 and ASTM B117 salt-spray conditions, the new finish has an attractive, modern, silver appearance in addition to being durable and environmentally friendly, the co. states.

Kurt Hydraulics, 866/257-7995.

www.kurthydraulics.com



Granulators The SB Series of five new models granulate containers made of PET and other recyclable plastics at rates of up to seven tons/hr. The advantages of these granulators stem from their horizontal feeding screws that force materials from the hopper to an adjacent cutting chamber at a steady, even pace instead of depending on the materials to fall directly into the blades. They're said to offer less power consumption, quieter operation, no flyback, reduced wear to the cutting blades and reduced fines and dust (since granulated particles spend less time in the cutting chamber). The granulators are suitable for dry or wet operation and can also be used for secondary size reduction of pre-shredded plastics.

Herbold Meckesheim USA, 401/232-3354.

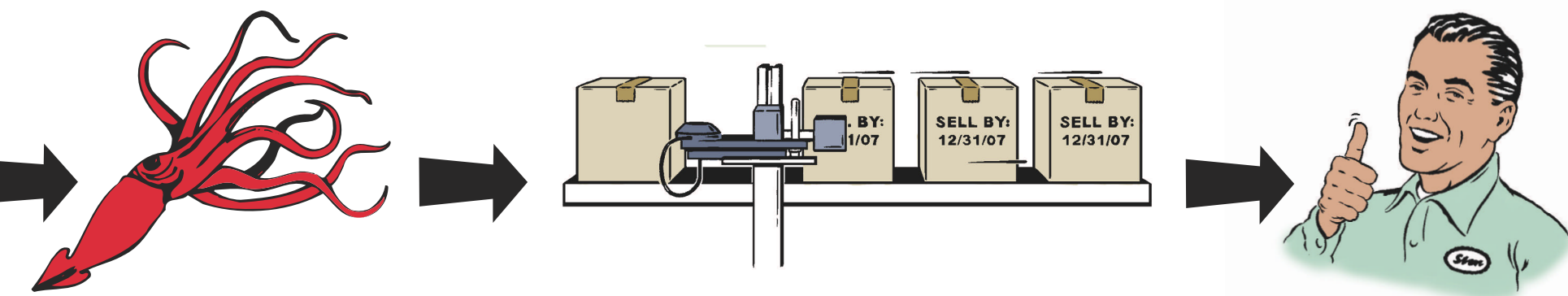
www.herboldusa.net



Adapter The single-port Power-over-Ethernet adapter that provides up to 33.6 w of power on a single Ethernet port, making it ideal for IP telephones, wireless network access points, Bluetooth access points, access controls, security cameras, IP print servers and biometric sensors. This device is designed with the protocol required for Cisco AP1250 Series access points to run in full power mode. The adapter provides fully compliant detection, disconnect and voltage control and it is Gigabit-compatible and incorporates diagnostic LEDs.

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new products materials

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Continental Packaging Solutions, 888/676-5277.
www.continentalpackagingsolutions.com



Closure printing/finishing For metal closures, the co. debuts several finishes and a special ink for differentiation through interior-surface application. Introduced at Interpack, the finishes reportedly include a matte, metallic-sparkle and special color-changing lacquer that shifts shades with a simple turn of the package and can withstand pasteurization and some sterilized filling processes. The special ink, the co. says, is made with FDA- and EU-compliant material.

Crown Holdings, Inc., 740/681-6577.
www.crowncork.com



TE closure The 51PT-Band is hailed as a composite metal and plastic closure featuring a plastic TE band and a safety button indicator with a universal design that's suitable for press-on, twist-off applications. The patented structure's safety features are reportedly visual and audible, with the first opening resulting in the button popping up with a loud click from the release of vacuum while the plastic band permanently breaks away. The 51-mm closure with new gasket geometry is also said to need much less opening torque while offering significantly improved impact resistance.

Silgan White Cap, 203/975-7110.
www.silganwhitecap.com



Luxury jars A series of sophisticated jars and other cosmetic containers make their bow under the Aqua, Aqua Lux and Stella Lux names. Included are acrylic jars and closures in 15- and 50-mL sizes, PE bottles in 125- and 200-mL sizes, a 30-mL glass bottle and glass jars in 50- and 200-mL sizes. The co. notes that matching bottles are also available.
DieterBakicEnterprises, 49-89-490 436-0.
www.bakic.com

Wine bottle The Tall Hock 750-mL glass wine bottle joins the co.'s stock line of packaging. The co. says that the bottle is available in cobalt blue with a cork finish and describes it as perfect for a variety of wine and Champagne applications. Seven other stock bottles are available in different colors and sizes, as well as unique configurations.
Kaufman Container, 216/898-2000.
www.kaufmancontainer.com



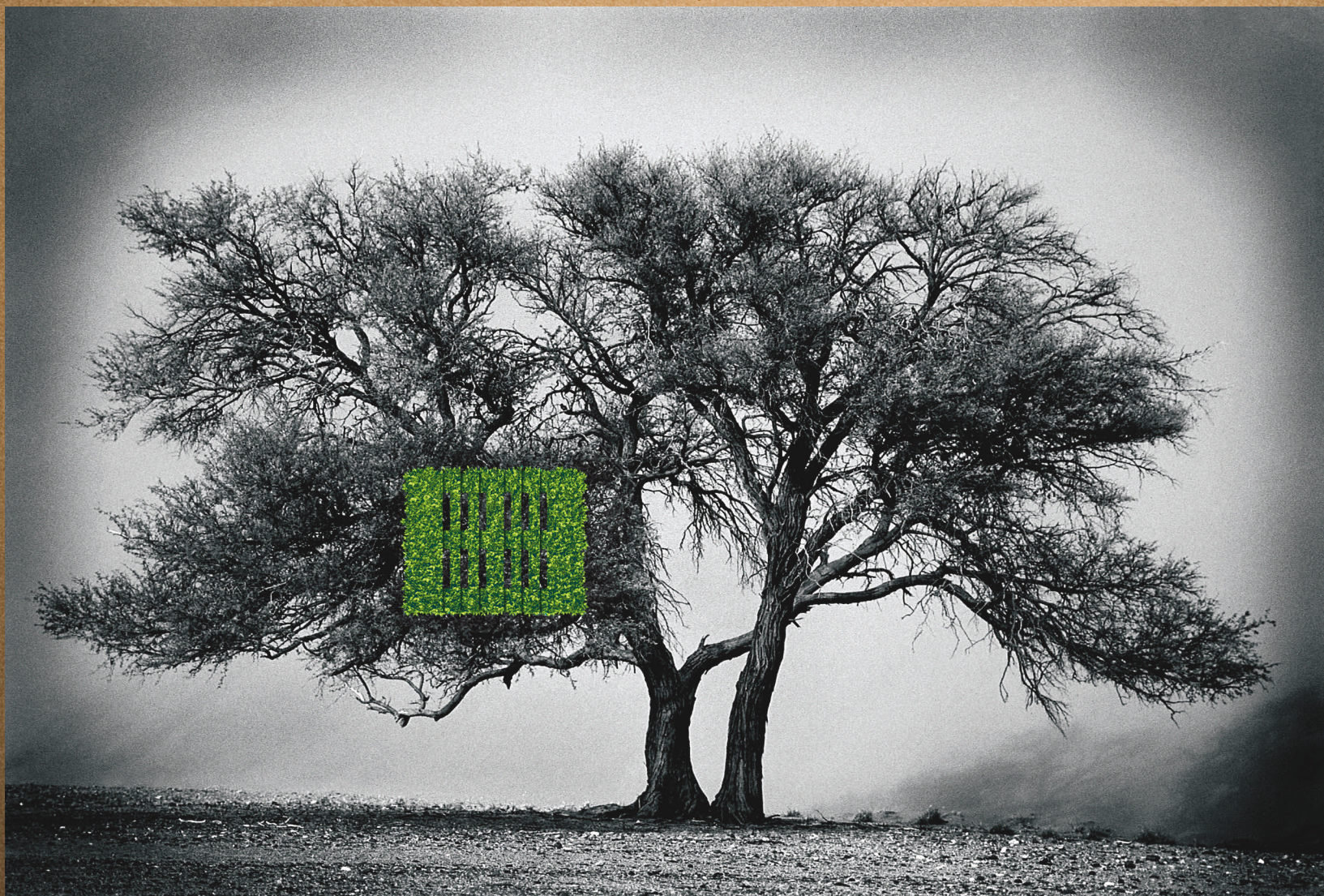
Reclosable thermoform Aimed at processors of luncheon meats and sliced cheeses is the co.'s reclosable thermoform, which it says has already achieved success in Europe and elsewhere. It is described as featuring a top web formed with a deep, angled recess that snaps into the bottom web to tightly close the package and help maintain product freshness, with the top web angle serving to prevent product sliding downward when the package hangs vertically.
Multivac, Inc., 800/800-8552.
www.multivac.com

All-position sprayers

Three all-position trigger sprayers stream in under the Orbital 360 name. Said to be fully adjustable for variable patterns, the sprayers fully dispense from upright, sideways and upside-down positions, the co. says, for improved reach into difficult places and for complete evacuation of the liquid in the bottle.
Delta Industries, 800/523-1475.
www.deltasprayers.com



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new products materials

Glass bottles The Carelis collection of flint glass perfume and cologne bottles is introduced. Square-shaped bottles are available, the co. says, in 30-, 50- and 100-mL capacities, all with 15-mm crimp-neck finishes. The co. notes that the bottles can be enhanced with optional frosting, ceramic decorating and labeling.

Cosmetic Packaging Group, O. Berk Co., 888/274-2375. www.oberk.com



Square PET bottles Aimed specifically at olive oil applications are two square, high-clarity PET bottles in 500- and 1,000-mL (16.9- and 33.8-oz) sizes. The smaller has a 3¼-in.-H recess for adhesive labeling and a 32-g weight; the larger a 4.48-in. recess and weighs 45 g. Both have a 32-mm, Bericap neck finish and are injection stretch/blow-molded in a 2-stage process. The co. says it will add 250-, 750- and 1,500-mL (8½-, 25.4- and 50.7-oz) sizes to the line this year.

Novapak Corp., 800/975-2784.
www.pvcc.com

Antibacterial additive The use of a new, ionic silver, antibacterial additive with bottles is clinically proven to be effective across a wide range of bacteria including MRSA and E. coli., the co. claims. The additive reportedly inhibits fungal growth and kills more than 99.99 percent of bacteria within 24 hr, and is effective over the lifetime of the product. Co. sees additive as a broad-spectrum antimicrobial providing differentiation at a competitive price.

M&H Plastics, 540/504-0030.
www.mhplastics.com



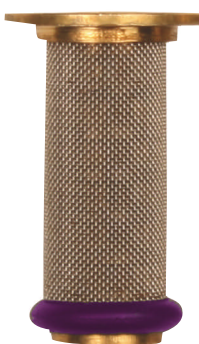
PP resin Pro-fax X11540-81-3 custom PP experimental-grade resin with a 40 melt flow is chosen by Container Corp. of Canada for use in commercial production of OPP hot-fill jars and bottles, the co. reports. Making blow-molded OPP bottles and jars at commercial speeds with clarity equal to PET and with hot-fill and barrier properties, the co. claims, now makes PP a cost-effective alternative to glass, PET, composite cans and multiplayer cartons, for a broad variety of applications beyond water bottles and pharmaceutical vials.

LyondellBasell Industries, 302/583-8141.

www.lyondellbasell.com

Container Corp. of Canada, 905/764-3777.

www.containercorp.com



Glue filter The modular filter cartridge is installed on dispensing modules to remove any rigid particle contaminants from entering hot-melt glue/adhesive. This protection keeps the module's final outlet port and nozzle clear for uninhibited dispensing. Installation of the cartridge reportedly takes less than 2 min.

GoPro, Inc., 615/824-3000.

www.goproinc.com

Tubes Integrated preprinting of tubes via 8-color offset is offered by the co. as part of two new lines providing in-line capping and orienting as well as, in one of the lines, orifice foil sealing. Reportedly improving production procedures and the environment is digital plate-making technology. Plates made directly from digital artwork files supplied by customers eliminate the need for film and processing chemicals.

CCL Tube Inc., 310/625-4444.

www.ccltube.com



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sustainability

Much of the Federal Trade Commission (FTC) Green Guide workshop in April was spent on topics like the prevalence of unsubstantiated and vague claims of general environmental benefit, such as “earth friendly.” However, there were several new terms and issues raised that reflect the desire to communicate in an increasingly environmentally conscientious and global marketplace. Some of these topics include the growing complexity of environmental evaluation and use of terms like “sustainable,” “renewable” and “compostable.”

that awareness of the Green Guides is generally low and an effort to educate the industry on their use is sorely needed. Participants kept highlighting the need for more specific guidance, clearer definitions and standards supported by transparent methodologies. This feedback highlights a wide gap in the FTC’s role as the center of guidance without the authorization to develop needed standards, and leads to a necessary question as to whose role it is to develop these standards.

A review of the Green Guides every five years

marketing claims through terms like “sustainability.” It was pointed out that there is inherent contradiction in trying to summarize systems information through claims like “renewability,” “energy efficiency” and “recycled content.” A clarification made toward the end of the meeting indicated that the Green Guides apply not only to retail consumers, but also to business consumers in business-to-business interactions. For instance, a retailer requesting environmental information from a supplier should expect the same kind of substantiation to support environmental claims as an end consumer.

Companies should be recognized and rewarded for legitimate and substantiated efforts to address and improve their environmental performance—packaging is no exception. There’s an opportunity to come together and figure out definitions, standards and methodologies for the environmental claims most meaningful for packaging. A webcast and transcripts of the session are available at <http://www.ftc.gov/bcp/workshops/packaging/index.shtml>.

FTC workshop re-examines ‘Green Guides’

The Green Guides, formally known as “Guides for the Use of Environmental Marketing Claims,” refer to an FTC oversight of environmental advertising and marketing practices. An important restriction of the FTC’s role noted that day, is that the FTC isn’t authorized to develop standards or definitions. And while the FTC does have enforcement authority, it was pointed out that it is seldom exercised. There was general applause over a suggestion that one course of action might include greater enforcement of compliance with the Green Guides. The sentiment of workshop attendees was

was recommended, but suggestions that an ongoing process could identify and flag new issues more often emerged as an important recommendation.

The proliferation of carbon-related claims over the past years is a timely example of the desire to address new environmental issues as they come up and the concurrent need to keep the Green Guides relevant.

Another discussion focused on the growing use of life-cycle analysis and the growing complexity of

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



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Resin builds options

A copolyester resin coupled with an inspired design gives **Y WATER** bottles a second life as a building toy.

Linda Casey, Associate Editor

Newly available at southern California Whole Foods Markets, Y Water vitamin-fortified bottled waters are designed for small hands, growing bodies and inquisitive minds. Everything from the messaging included with the symmetrical 9-oz bottles to their shape, dimensions and reuse functions are designed for children.

Y Water founder Thomas Arndt hired renowned designer Yves Béhar from **Fuseproject** (www.fuseproject.com) to design the bottle. Béhar, a parent himself, was inspired by two questions children commonly ask: "Why?" and "Why not?"

Béhar visually represented the question, "Why?" with the bottle shape, which is an upside-down letter Y. The question, "Why not?" inspired him to create a "Y Knot" connector that would allow children to connect empty bottles together, thus giving the water bottles a second life as a toy.

While the design is clever, its design is so far out of the box that many bottle makers considered it virtually impossible to craft. At least, in polyethylene terephthalate (PET), that is.

PET is a commonly used, easily recycled bottle material, and it was the material of choice for both Arndt and Béhar until **Bekum America Corp.** (www.bekumamerica.com) national sales director Gary Carr opened their eyes to new possibilities. "Bekum's Gary Carr introduced me to **Eastman** (www.eastman.com) and their Eastar™EBO62 [copolyester resin], which finally enabled us to make our design happen," Arndt explains. Not only was Eastman's copolyester resin compatible with the bottle design, it also would produce a bottle tough enough to withstand rough handling for the bottles' secondary use as a building toy.

According to Arndt, the tough plastic primarily is used in the medical industry and is a safe packaging material. "As part of the polyester/copolyester family of plastics, Eastman's Eastar

EB062 is a Bisphenol A [BPA]-free material," says Arndt. "The polyester family is considered the most environmentally responsible of all plastics because they can be recycled easily as well as reground and used for other purposes," he adds.

Y Water currently comes in four formulations: Bone Water is enriched with calcium, fluoride and vitamins A, C and D; Brain Water has zinc, molybdenum and vitamins B6, B12 and C; Muscle Water features magnesium, potassium and selenium as well as vitamin A and C; and Immune Water has antioxidants and vitamins A, C and E.

"Unlike the usual saccharine 'fruit' flavors marketed to children," says Arndt, "Y Water is available in exotic flavor combinations." He contends that the flavors have passed particularly difficult market testing from his own grade-school-age sons, who don't drink plain water.

More information is available:

Eastman Chemical Co., 423/229-2000.

www.eastman.com.

Bekum America Corp., 517/655-4331.

www.bekumamerica.com.

Fuseproject, Inc., 415/908-1492. www.fuseproject.com.

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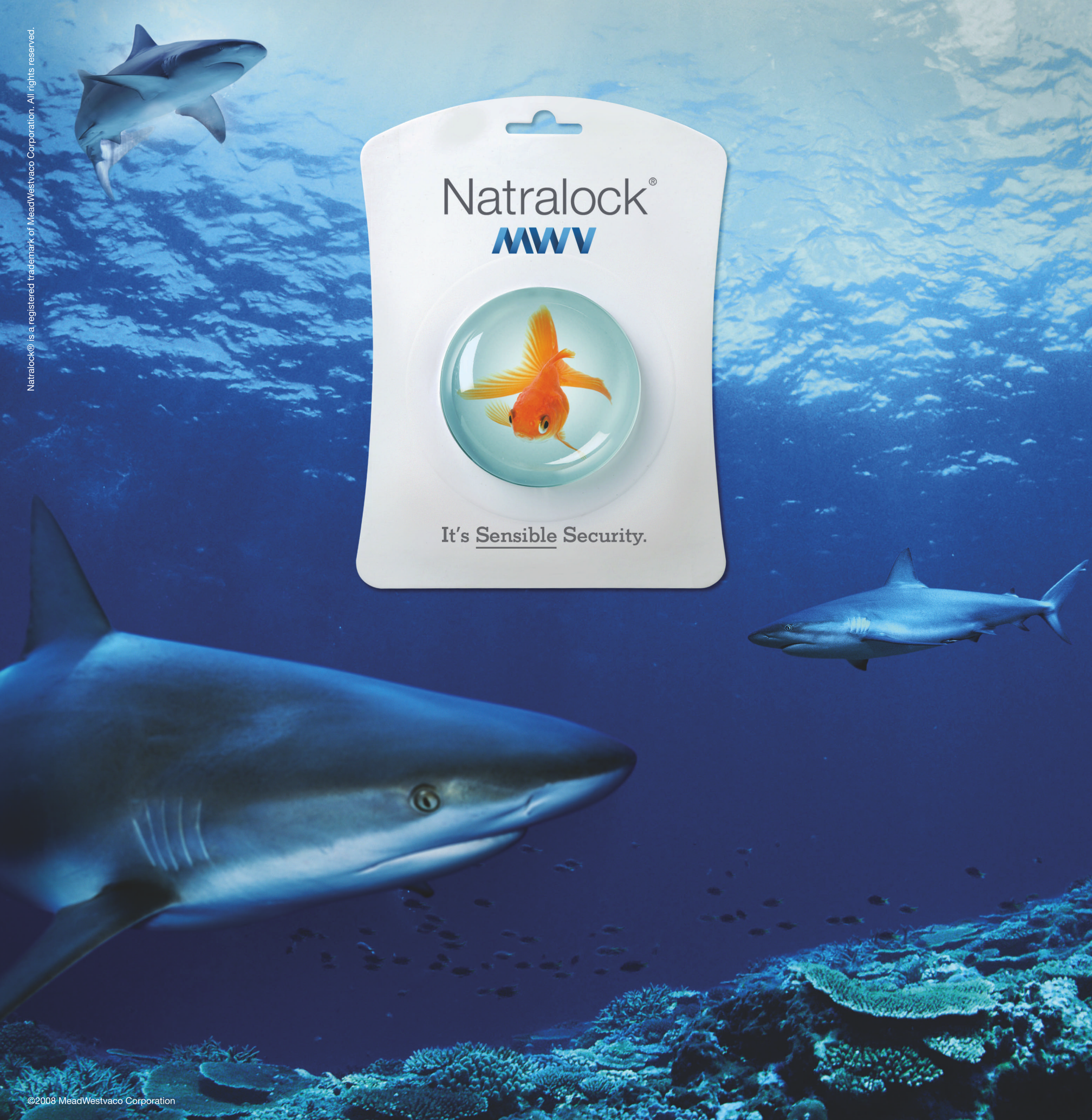
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Shrink film bolsters the bottom line

Label converter Topflight Corp., paper and film distributor RIS Paper and Discover Books adopt a sturdy, multilayer shrink film that **REDUCES MATERIAL AND SHIPPING COSTS, INVENTORY SPACE AND WASTE.**

Lauren R. Hartman, Senior Editor

Companies have really taken a beating on shipping and postage costs in this difficult economy, with fuel and transportation costs, flight costs and postage skyrocketing in recent months. And the situation doesn't look like it will improve anytime soon. This is prompting many packagers to streamline their operations and consider alternative packaging materials. As a distributor, a printer and a retailer have recently experienced, Clysar® ShrinkBox™ shrink film from **Bemis Clysar Inc. (www.clysar.com)** can deliver various advantages for the printing and publishing industry, reducing costs in labor, shipping and materials versus more traditional packaging alternatives. It has even helped some companies "get greener."

Small-press and print-on-demand printers such as Topflight Corp., a Glen Rock, PA-based converter of printed labels and die-cut components, have seen important cost- and labor-saving benefits when using flexible films as packaging instead of more traditional packaging options. Since Topflight began using a 2-mil ShrinkBox film in 2007 to wrap large rolls of labels for the health and beauty aids market, it has eliminated a significant amount of packaging waste, and cut the amount of time and labor it takes

to package the labels for shipment.

Says Tonya Nye, pharmaceuticals and electronics manager, "It used to take three to five minutes to pack an item where it now takes 30 seconds or less. We have doubled our volume, but can keep the same amount of packaging operators."

Traditional secondary packaging, like corrugated cases and paperboard cartons, hold a positive track record for protecting products during transport and storage. However, Bemis Clysar says that consumers are increasingly demanding secondary packaging that's both convenient to open and clearly shows the contents on store shelves. The coextruded, multilayer shrink film responds to these needs with sparkling clarity, and is durable enough to wrap products that, due to an irregular size, weight or shape, were previously only suitable for traditional packaging such as shipping cases, bags, sleeves or cartons.

As warehouses are forced to deal with products that vary in size and shape, packers are looking for packaging that can conform to just about any product configuration, to save space. Provided on 3- and 6-in. (ID) cores and rolls from 10.5 to 15 in. (OD), ShrinkBox film shrinks to fit almost any shape and runs on most shrink-wrapping equipment.

Topflight tried the film, which can be recycled in the low-density polyethylene stream, as a substitute



Discover Books, Ltd. sends its books through an automated machine that side-seals the orders before they head to a shrink tunnel and are then labeled.

for corrugated when customers began to reject bulky boxes due to recycling requirements, and also wanted a more sustainable solution to packaging.

Bill Baitinger, sales development specialist for Bemis Clysar, has extensively researched the ever-changing needs of the print-on-demand segment.

Printers seek competitive advantage

"We've found that a lot of the small to medium, and in some cases large printers, get involved in print-on-demand when they have repeating and shorter-run jobs," he says. "Cost-effective execution of these short production runs is a must if printers want to stay competitive."

Baitinger has worked with several of these small



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Discover Books, Ltd. now enjoys a 30-percent reduction in its cost per package and also saves on postage since it switched to the shrink film.

printers who have tried the shrink film and quickly see advantages to using it as a wrap to protect finished sheet, rolls of printed material and much more. According to Baitinger, the film meshes well with label converters and packagers who place a premium on speedy, streamlined operations.

Bemis Co., Neenah, WI, purchased the Clysar shrink-film business from E.I. duPont de Nemours and Co. in 2002. Considered by Bemis Clysar to be the strongest polyolefin-based shrink film on the market, the heat-shrinkable film is available in two grades: 2-mil 1525 for advanced product protection with maximum optical properties; and 3-mil 2035 for maximum physical properties as well as sparkling optical characteristics.

Both grades are based on the original Clysar structure and also come in an confidential, opaque version as ShrinkBox 1525C and 2035, respectively.

Besides rolls of paper and labels and stacks of board and sheet, it can be used to wrap and secure things like house shutters, ladders, automotive products, hardware, lawn and garden products, carpeting, rope, books, tools, masking tape rolls and even floor tiles. Lightweight and highly resistant to punctures, tears and abrasion, its composition allows the film to conform tightly around products, reducing overall weight and package dimensions, which helps save on postage. Delivering a more low-profile package means that a higher percentage of packages are eligible for lower-cost, flat-rate shipping.

Now, printers such as Topflight realize they can dramatically cut costs using film packaging without sacrificing speed-to-market competitiveness, a win-win solution that couldn't have come at a better time. "The speed and versatility of the film allows them to get their product

out the door faster," says Baitinger. "And they use less floorspace for film compared with things like rigid containers and inserts, which helps reduce inventory costs." As rising postal rates and tighter regulations chip away at profit margins, Topflight can stay on level ground.

Film's use saves warehouse space

Topflight's shipping manager, Patricia Wanbaugh, says her firm can pack twice as much into its warehouse with ShrinkBox film as it can with rigid packaging. "It's an advantage to any shipping and warehouse area where you're limited on space," she says. "The film has saved us a lot of time, money and space that would have otherwise been used to store packing materials."

RIS Paper (www.rispaper.com), a Cincinnati-based national distributor of Clysar as well as paper products, introduced ShrinkBox film to a large, commercial printer of literature and brochures that had been using small, custom-made corrugated shipping cases for "small-drop," print-on-demand production runs of bundled pamphlets and other printed matter in various configurations. According to RIS Paper's Tom Abell, switching to film immediately saved the printer \$1 per unit on a 12,000-package run.

While a \$12,000 savings is significant, the customer also found substantial savings on postage, labor and packing materials, he says.

"Before ShrinkBox was developed, the customer needed more people to pack all of the literature and brochures. Now, they take a pad of corrugated, place a stack of booklets on top, place another sheet of corrugated on top of that to stabilize the stack, wrap it, and automatically side-seal the stacks and the job is

Continued on page 28



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done. The whole process is simplified and costs less."

"The custom containers were costly for a corrugator to produce in the small quantities," he says. "If stock case sizes were used, they might require the addition of dunnage, cushioning or void-fill, and that involved extra labor. The printer had such great results using ShrinkBox that it has become their packaging of choice. And it provides us with another opportunity to bring value to our customers."

The automation packaging process is yet another area where the shrink film can keep labor costs from spiraling out of control. With the inherent benefits of flexible shrink film,

ShrinkBox can provide package customization by adjusting to just about any shipment size.

Abell says the customer he refers to seals the loads using side sealers equipped with **Shrink Packaging Systems'** (www.spsgm.com) Green Machine™ side sealer replacement sealing heads and ShrinkBox Confidential, an opaque blue-tinted 2035C heavy-duty version (approximately 3-mil) that keeps items confidential and

private. Another customer tested ShrinkBox by dropping several packages 15 ft to a concrete floor, notes Abell.

"The results really showed how strong and durable the film is, and proved it could hold up to the most rigorous handling by United Parcel Service (UPS), FedEx and the U.S. Postal Service (USPS). Gauge for gauge, it costs more than most bundling films but is about twice as tough."

30-percent postage savings

Discover Books Ltd., an online book retailer located in Abbotsford, BC, is also impressed with the labor-reducing efficiency it achieves with ShrinkBox. Like printers and packagers, the book retailer must not only ship the correct orders, but deliver them on time. Thus, package integrity is a huge priority.

Marcus Ouimet, Discover Books' president and CEO, says the key advantage is the savings. "We save about thirty percent on the total cost per package." He points to an additional savings in postage per package and attests to ShrinkBox's durability through the book-distribution process. "Considering our large volumes, we have nothing but rave reviews from employees and customers. This film has definitely exceeded our expectations."

More information is available:

Bemis Clysar, Inc., 920/303-7800. www.clysar.com.

RIS Paper, 513/244-2300. www.rispaper.com.

Shrink Packaging Systems Corp., 800/486-5866.

www.spsgm.com.

The opaque, blue-tinted version of ShrinkBox film, above left, keeps orders confidential. Above right, Topflight packs rolls of HBA labels in assorted sizes in far less time than it could previously.



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Can-do attitude

While recycling remains at the heart of the metal can's sustainability story, the **MATERIAL'S INHERENT PROPERTIES** offer economic and social benefits as well.

Steel and aluminum cans hold everything from soup to shaving cream, paint to bandages, cola to fruit cocktail. Offering an effective packaging option, the metal can has evolved in recent years to become more innovative, lighter in weight and significantly easier to recycle.

Consumers have a high regard for metal packaging, crediting it as possibly the safest way to transport and store food and other products.

Safety and a long shelf life, in fact, are arguably the metal can's most notable and time-tested attributes. Since the material is rigid and robust, the can is unlikely to be torn, broken or crushed during shipping. Cans are hermetically sealed, so most of the time, microbes, oxygen, light and other agents cannot infiltrate, contaminate or degrade the contents.

In addition to protecting foods and beverages, however, metal packaging guards the consumer against potentially hazardous substances, such as solvents and cleaning chemicals.

The metal can was invented to provide a way to bring safe, ample food supplies to Napoleon's army on the battlefields. While the scenarios may have changed, the role that metal plays in protecting the supply of countless different goods remains unquestioned. This trust is a valuable asset for packagers to leverage.

The ability to infinitely recycle both steel and aluminum with absolutely no loss or alteration in quality is the highlight of the sustainability of metal packaging. Recycled in a true material-to-material loop (i.e., steel-to-steel), metals retain their original properties regardless of how many times they are

recycled. Many other materials cannot make such a claim. As such, neither steel nor aluminum needs to be downgraded to less demanding uses after recycling. Both metals are permanently reusable. A beverage can could become part of a bicycle; an aerosol can or a metal cap could become part of a new car; or a soup can could become part of a kitchen appliance, or another can.

While other materials promote recycling, there is a limit to the number of times such materials can be transformed into new packaging, especially for applications involving direct food contact.

Metals—including packages—have a long-term, well-established recycling infrastructure due to the economic value of the materials. Through

The EPA reports that steel cans have the highest recycling rate of any materials, followed by paper and paperboard, then aluminum cans.

curbside collection programs, used metal cans are easy to acquire and even easier to separate from the household wastestream through a process of eddy currents or magnetic extraction.

Because steel and aluminum cans are made with a mixture of both virgin and recycled content, it is not possible to trace the recycled content of any specific can. Its recycled portion could have been reused hundreds of times before becoming that actual can. This explains the inherent sustainability of steel-to-steel and aluminum-to-aluminum recycling.

Currently, steel cans have a 62-percent recycling rate in the U.S. and 66 percent in the European

Union (EU). Aluminum can recycling rates are at about 50 percent in both the U.S. and the EU, according to data from the Can Manufacturers' Institute. By comparison, plastic packaging is only at six-percent reclamation in the U.S. and 25 percent in the EU. The Environmental Protection Agency's ReCon model reports that steel cans have the highest recycling rate of any materials, followed by paper and paperboard, then aluminum cans.

Although primary metal production is relatively energy-intensive, recycling of scrap metals requires only a fraction of that energy. Steel recycling saves 70 percent of the energy required for primary production. Each ton of recycled steel saves 1.5 tons of iron ore and 0.5 tons of coal. Aluminum

recycling saves 95 percent of the energy needed for primary production. Each ton of recycled aluminum saves more than four tons of bauxite, the primary ore from which aluminum is extracted.

This significant energy savings also translates to reduced greenhouse gas (GHG) emissions. Each ton of recycled steel saves about 1.875 tons of carbon dioxide, according to the International Iron and Steel Institute (IISI), and each ton of recycled aluminum saves approximately 10 tons of GHG emissions measured in CO₂ equivalents, according to the European Aluminium Association (EAA).

Abundant source materials

Aluminum is the most plentiful ore in the earth's crust, usually as part of bauxite. Iron (the primary

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component of steel) is the second most common ore. Aluminum and iron are the third and fourth most common elements on earth, after oxygen and silicon. Neither element is in any danger of being depleted. Use of the earth's abundant resources is far more sustainable than depleting limited materials.

Recycled steel reduces the need for virgin materials, which lessens both energy demand and CO₂ emissions. Global steel production is 1.2 billion tons, but only 1.5 percent of that

in developing countries, as much as 40 percent of available food products spoil before they reach hungry mouths. European surveys show that 30 percent of purchased food is thrown away without being consumed. Since cans protect contents so well against light, oxygen and microbe infiltration, they have the longest shelf life of any food packaging. Because of this, less product goes to waste.

Cans are also an economical form of packaging. First, they fill the fastest

Aluminum and iron are the third and fourth most common elements on earth.

total is used for packaging. At the present time, about 18 billion tons of steel are in use—somewhere, somehow—and therefore will be available in the future for recycling.

Less than 10 percent of the global production of aluminum is used for packaging. Since the start of commercial aluminum operations 150 years ago, 75 percent of primary production is still in use. That primary production is still available for future collection and additional recycling.

A can-do attitude

In general, cans offer distinct benefits, especially for food, beverage and aerosol products, in addition to the protection and long shelf life they provide. First, cans help to prevent product waste. According to the Industry Council for Packaging and the Environment (INCPEN), of the total energy expended in the food chain, 50 percent is used in food production, 10 percent on the packaging function, 10 percent on distribution to retail and 30 percent is used by the consumer in driving to and from the store and cooking/preparing the food.

The International Food Information Council estimates that,

on packaging lines. In addition, because of their inherent strength, cans require only minimal secondary or transport packaging during shipment. Retorted canned product needs no refrigeration, or any ambient temperature control, during shipment and storage, reducing energy costs and CO₂ emissions.

Cans are economical for the consumer, too. Canned foods require minimal cooking times, if at all, which can further reduce energy use.

Metal cans provide material and design simplicity, making them quite efficient to manufacture. In most canmaking operations, the metal starts as a flat sheet and then is manipulated into the familiar one-piece canister. Shaped cans, which offer new design options, are becoming a popular alternative for brand distinction.

Downgauging cans

Lightweighting of both aluminum and steel cans is an ongoing process. Engineering technology today allows canmakers to reduce the thickness of can walls but still provide a high-performance container. Compared with 20 years ago, aluminum beverage cans are 28 percent lighter; steel Continued on page 34





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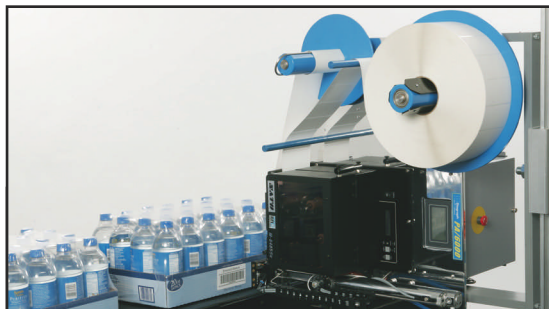
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food cans are 33 percent lighter; and tinsplate aerosol cans are up to 18 percent lighter.

The can end, which is applied after filling, has likewise been substantially lightweighted. The SuperEnd® beverage end from **Crown Holdings, Inc. (www.crowncork.com)**, introduced in 2001 specifically for the beverage market, has become an industry standard, with more than

150 billion ends produced. To date, Crown and its licensees who sell SuperEnd beverage ends have saved more than 37,500 tons of aluminum, more than 6,000 tons of coatings and more than 300,000 tons of greenhouse gases, which is the equivalent of the emissions from 16,500 automobiles per year. The SuperEnd beverage end's downgauged savings is the equivalent of switching from a 204 end to a 202

end. Because it is the same diameter as a standard 202 end, no modifications in packaging machinery are required. The materials savings are realized from a lightweighting of the end itself and the opening tab.

Metal packaging has earned its reputation through the factors of protecting the health and safety of consumers, preventing waste, using available natural resources, reducing

material use, providing economic advantages and, most importantly, being recyclable. Metal packaging earns a star in sustainability for environmental protection, social equity and economic viability.

More information is available:
Crown Holdings, Inc., 215/698-5051.
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Since the Wal-Mart Scorecard was introduced in late 2006, its suppliers have been working to increase their sustainability scores and become more competitive doing business with the super retailer. On February 1, 2008, the Scorecard program was officially implemented. Vendors, distributors and suppliers began to be evaluated based on their ability to smartly use their packaging and materials. But many consumer packaged goods companies are still struggling with how to improve their overall sustainability score and become a favored Wal-Mart supplier.

Reducing overall fiber in corrugated cases is an important first step to ensuring high sustainability scores, as more than 40 percent of the scorecard value is based on a product-to-package ratio, material value and cube utilization, suggests **Georgia-Pacific (G-P, www.gp.com)**. Fiber reduction can be achieved by using lower fiberboard and a lower weight material. G-P offers the Packaging Systems Optimization (PSO™) program, which consists of a five-step process of analysis of the entire packaging supply chain, focusing on package design, material optimization, shelf impact and stock consolidation, as well as line productivity, material handling and distribution. After three weeks, the PSO team delivers a report outlining areas where cost savings, profitability and sustainability can be mutually achieved. Fiber reductions can come from minor or complete package redesigns in both primary and secondary packaging. Analyzing the product-to-package ratio and evaluating the package design can add up to real savings over the course of time, G-P points out.

More information is available:
Georgia-Pacific, 404/652-4000.
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Spice up production

Jack Mans, Plant Operations Editor

Chesapeake Bay's crabs are legendary among lovers of seafood and are a popular item in seafood restaurants. For restaurant patrons who order steamed crabs or other seafood, particularly in Maryland and Virginia, the chances are high that the accompanying spices were made by J.O. Spice Co., Inc.

Established in 1945 to serve Baltimore's fish and seafood markets, J.O. Spice is still a family-owned and operated business, but it has expanded far beyond its original food (and geographical) focus. The company now has some 50 standard products, plus "a few hundred specialty products," says Don Ports, president and grandson of J.O. Spice's founders (J.O. and Dorothy Strigle). Also, while seafood seasonings and batters are still the biggest sellers, the company has added seasonings for meats, poultry and vegetables in recent years. All are distributed throughout the eastern and southern states, with about 60 percent being sold through restaurants and the rest through retail stores.

To meet the increasing demand, J.O. Spice installed new packaging and mixing equipment and reorganized its production operations, effectively quadrupling the capacity. "Our business has been growing by about 25 percent a year for the past five years," says Ports, "and we were having trouble keeping up with the demand." Prior to the mid-2006 changeover, the company was using three paddle mixers to mix the ingredients for its seasonings. The mixed batches were emptied into 1,500-lb bulk bags. When a bag was full, it was raised aloft by a hoist, and then discharged manually into 50-



J.O. Spice Co.'s new feeders provide spice mixtures with as many as 12 different ingredients.

or 75-lb boxes or 125-lb drums.

In the new arrangement, the bags are loaded into a bulk-bag discharger made by **Flexicon Corp.** (www.flexicon.com) and fed to two semi-automated packaging lines. To match the throughput of this system, J.O. Spice added a 150-cu-ft-capacity paddle mixer. This work was done by **EPI Technical Sales, Inc.** (www.episales.net), which basically took J.O. Spice's existing production operation and updated it. EPI designed and set up the new system, and J.O. Spice still uses two of the old paddle mixers for retail products, which are sold in 1- and 2-lb bottles.

A typical batch consists of 10 to 12 ingredients (including liquid additions), depending on the product. The





Top, an operator prepares a lined case for filling. The case will be loaded with 50 lb of spices on the feeding/bagging unit, below.

ingredients—mostly spices and salt—are received in 50-lb bags or boxes that are moved by forklift onto a mezzanine and manually loaded into the mixer below, which can process batch sizes of 7,000 to 12,000 lb, depending on the density of the product. This compares with a combined total of about 2,000 lb for the three paddle mixers previously used, says Ports. The material is discharged into bulk bags and moved by forklift to the Flexicon bulkbag discharger. The bulkbag discharger can handle bags weighing up to 3,200 lb, but J.O. Spice continues to use 1,500-lb bags for ease of movement. The discharger frame has a cantilevered I-beam and a 2-ton-capacity hoist and trolley for lifting a bag into place. The chain hoist has a clevis and four Z-Clip™ strap holders that attach to loops on the bag.

Material is discharged from the bag into a 20-cu-ft hopper via an iris valve, which is opened and closed by a hand-operated wheel. The discharger is equipped with Flexicon's Flow-Flexer® bag activators that raise and lower opposing edges of the bag at timed intervals, thereby loosening compacted material and promoting the spice material flow into the discharge spout.

J.O. uses activators for “stubborn products that don't flow well,” says Ports. As the bag lightens, the stroke of the activators increases and forms

the bag into a deep “V” shape. The activators help eliminate dead spots and enables virtually complete evacuation of the product.

The hopper has dual flanged outlets that mate to two vibratory feeder troughs for the packaging operation. Each trough feeds product directly into a 50- or 75 lb-case or a 125-lb drum. To accomplish this, the containers are placed on a scale and

the feeder is programmed to operate at high speed until the weight is within 90 percent of the limit, after which it dribbles product slowly until the weight reaches the set point. “The redesigned production and packaging system is not only more efficient, but it is easier to operate than the method formerly used,” says Ports. The higher capacity allows the company to take on new business. “We did some

contract packaging and have been able to expand that,” he says. Ports also expects to see a payback on the equipment investment in four years.

More information is available:

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Cases of fasteners and screws are packed, labeled, coded and taped on two, speedy lines that feed into a new robotic palletizer.

Faster fasteners

Label printing, application case coding and robotic palletizing streamline ITW Shakeproof's screw products and fasteners packing operation in Elgin, IL, and
SAVE HOURS OF LABOR-INTENSIVE CASE HANDLING.

Lauren R. Hartman, Senior Editor

Representing more than 80 years of experience as an innovator and manufacturer of fasteners, ITW Shakeproof is the original Illinois Tool Works (ITW) Div. Its invention and the development of the twisted-tooth lock washer marked the beginning of fastener application engineering, which continues industry-wide today.

The formation of this company signaled the start of the multinational, multibillion-dollar Illinois Tool Works Corp., which holds more than 5,000 patents to-date. ITW's Screw Products Div. in Elgin, IL, which is devoted to automotive products, produces a variety of automotive fasteners and other parts, handling some 50,000 shipping cases of product per month. The Screw Products Div. is dedicated to producing smaller-diameter parts including washer and screws assemblies, thread-rolling screws, sheet metal and plastic tapping screws, fasteners, load-bearing screws, automotive

steel beading, plating and much more. It has four manufacturing sites in Wisconsin, producing more than 1 billion screws.

The challenge for ITW Shakeproof was to find a way to increase productivity at the Elgin plant and reduce packaging line safety concerns. Last summer, the company moved away from manually applying pressure-sensitive paper labels and, in the case of some major customers, a green automotive identification "sticker" to its shipping cases. Roger

Bauer, manufacturing engineer of the Elgin plant, began conducting an internal study to further automate the line, its labeling and coding processes and explore the possible implementation of a robotic palletizer. He concluded that upgrading the existing parts packaging line and adding a second line would provide the best result.

Upgrade one line, add a second

Familiar with printing and coding equipment from **Diagraph** (www.diagraph.com), ITW Shakeproof decided to mirror the equipment on both lines and upgrade an existing Diagraph label printer/applicator so that now, the lines are each equipped with one PA/6000 label printer/applicator and one IV700 large-character ink-jet coder. The PA/6000 prints a bar
 Continued on page 40



Shipping cases filled with fasteners are first labeled on the thermal-transfer printer/applicator, left, and then are ink-jet-coded.

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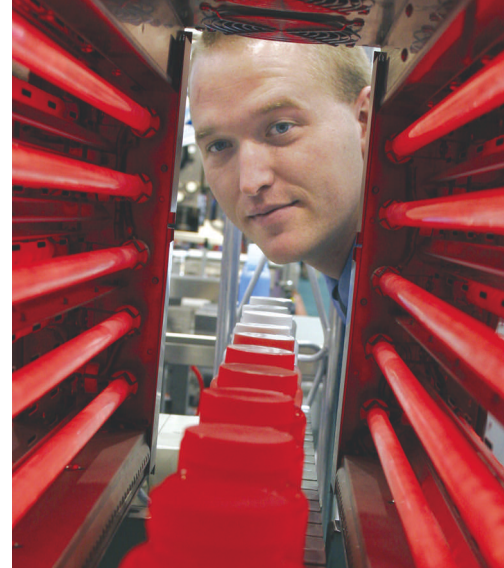


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code, a part number, a lot code and company-specific information in various text sizes on the 4x6.5-in. p-s label, which nearly covers one side of the shipping cases, while the IV700 marks customer identification codes in green ink directly on the other side of each case.

To save time, labor and eliminate any confusion between most of the case labels and the green

identifier copy requested by the major automotive customer, ITW Shakeproof opted to continue using one standard label size for the majority of its labeling applications (printed and applied by the PA/6000) and use an ink-jet coder (the IV700) to print the identifiers in green ink.

Also saving substantial manual labor is a new S-420iF robotic



Photo of ITW Shakeproof's packaging lines' labeling and coding stations show a bustling operation that saves on labor.

palletizer from **Fanuc Robotics** (www.fanucrobotics.com), which accepts cases fed from the two lines. Provided by robot system integrator, **Industrial Robot Supply** (www.industrialrobotix.com), the rugged unit, equipped with an RJ2 controller, has put an end to

There is definitely a savings when you combine everything together as one improvement.

employees having to manually lift the heavy cases, which weigh as much as 40 lb each, in order to palletize at an average of 500 to 1,000 cases per line, per shift.

The robotic system is preventing scores of sore backs and aching muscles, Bauer affirms. "Operators are now able to redirect their time and energy to lean manufacturing and five's practices and can concentrate on setup procedures and work on improving that time so that they can increase throughput," he points out. "They don't have to stand and apply labels and codes to each and every case. They can focus on other areas of the packaging lines, which makes better use of their time. And they were great about accepting all of the changes. Change is always a challenge, but these operators accepted them and are sustaining them," Bauer says. "It's difficult to pinpoint a specific cost savings number on all that we did to the lines. There is definitely a savings when you combine everything together as one improvement, but to give you a definite number would be impossible. Based on the time from the first two months of 2007 to the first two months of 2008, with the updated stations, we saved 331 hours in overtime and eliminated back injuries from lifting the cases."

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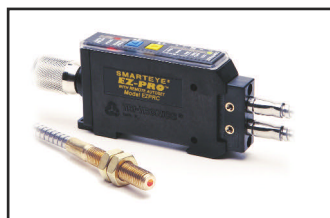
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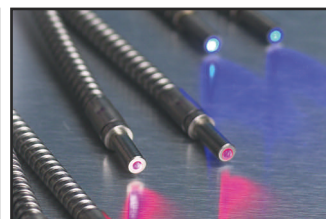
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The large p-s shipping label, left, is printed with lengthy product data. One auto customer also wants a large green code in addition to the p-s label.

fasteners begins with the corrugated shipping cases being erected on equipment designed in-house that folds and seals one end. Measuring 9x9x5 in., the corrugated cases are provided by **Elgin Corrugated Box** (847/741-2200).

The erected cases proceed to a **Powell Systems** (www.powellsystems.com) netweigh filler station, where operators dump a bin of parts into a hopper that feeds a weigher. After a weight/count is made, the parts are released into the case, and another case approaches, ready to be filled.

The filled cases then convey to a tape sealer from **Soco System** (www.socosystem.com). Continued on page 42

Easy being green

Printing at a speeds up to 250 fpm, the in-line IV700 valve-based, drop-on-demand ink-jet printer provides single-line alphanumeric messages up to $\frac{5}{8}$ in. high and can store 99 fifty-character messages using a IV-7 dot printhead. Available for porous or nonporous surfaces, the compact unit marks with 5- and 7-dot fonts in four colors—black, red, blue and most important for ITW Shakeproof—green.

In fact, this is one of the system's key advantages for ITW Shakeproof's automotive customers is the ability for the coder to work with green ink, which replaced the green spot labels. The robust printer eliminated not only the cost of the green sticker, but also the labor to apply it.

The coder also features a disposable 13.5-oz ink supply canister that prints up to 225,000 characters per canister, and a controller that stores up to 99 fifty-character messages.

With self-diagnostics and a remote, hand-held user interface

We can pack on two lines at a time while the operators focus on other areas.

that can access multiple systems, the next-label-out PA/6000 uses thermal-transfer technology to print labels and apply them to cases at speeds up to 110/min.

Designed for three-shift operations, the label printer/applicator has a discrete I/O for direct interface with secondary devices and can apply dual-panel, adjacent-panel labels, pallet labels and tray labels. Bauer says he praises Diagraph's service technicians who worked through the issues of synchronizing the company's older computer programs to the new programs.

Erecting, taping, labeling

On either production line at the 225,000-sq-ft plant, packaging of the



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socosystem.com) that tapes the tops closed and they progress to the PA/6000 label printer/applicator via a conveyor Diagraph provided through **R.L. Craig** (www.rlcraig.com) as a turnkey solution. As the cases pass a sensor from **Banner Eng.** (www.bannerengineering.com) that triggers a Diagraph-supplied scanner, the bar-coded information is read from an electronically encoded routing slip (or pan tag) that denotes case contents,

shipment details and case routing instructions and is transmitted to the printer/applicator through a wedge, or a device that emulates a keyboard on a PC (Diagraph provided the wedges).

Next, the p-s label, supplied by **Diagraph Label Group** (www.itwlabels.com), is printed and then unwinds to be automatically tamped down, onto the shipper.

With their coded labels in place, the cases continue to the IV700 large-

character coder. First, the cases pass another Banner sensor that triggers the system to generate a customer code in green ink on the side of the cases. The IV700 sprays a 7-dot bold matrix of characters and then the sealed, labeled, coded cases head downstream into a robotic cell.

There, the Fanuc robotic palletizer

picks up the cases and places them, layer by layer, onto an empty pallet. Industrial Robot Supply designed

PACIFIC TOMATO GROWERS adopted Diagraph's ink-jet coders in a big way to ensure more precise, quality container codes at less cost. Read about it at www.packagingdigest.com/pacific



the robot with special end-of-arm tooling that accesses the cases using suction cups and grippers, as well as tooling that picks up empty pallets. When the full pallet load is complete, the robot ejects the load and replaces it with an empty pallet to start the process over again. The cases move downline with about 10 sec of space between each other.

"We can pack on two lines at the same time while the operators focus on other areas of their job," Bauer says. "The lines continue running during breaks, lunches, etcetera."

Line 1 runs at speeds of about five cases/min while Line 2 runs about 23 cases/min.

Concludes a pleased Bauer, the project nailed ITW Shapeproof's packaging line needs on the head.

"There was a lot of money and time applied to this automation project," he says with appreciation for the team. "Without the support of ITW Diagraph technicians, the maintenance department, our staff, our line operators, the robot supplier and the folks from Industrial Robot Supply, we would have never been able to complete this project.

Everyone pulled together as a team.

"We are very pleased with the results. There will be future opportunities to work with them and we'll definitely choose Diagraph to help with those projects. We are talking about adding a third line."

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Robots sort blood specimens

A robotic system that sorts 2,700 tubes of blood/hr is helping the **AMERICAN RED CROSS** improve traceability of donated blood samples and increase productivity at its testing facilities.

In addition to being an international humanitarian organization, the American Red Cross is the biggest, single blood-collection agency in the U.S. Operating as a nonprofit, the Red Cross supplies blood and blood products to approximately 3,000 hospitals daily. The organization is now using advanced robotic automation linked directly to a computerized laboratory information system database to sort tens of thousands of blood samples each day. Ultimately, this high-tech approach is reducing human error and helping improve productivity and traceability.

Along with every donated pint bag of blood that the Red Cross receives, it also collects several blood samples in test tubes. The bag and all of the samples are bar-coded for identification and tracking purposes. Before any blood or component products, such as platelets, red cells, plasma or cryoprecipitate, can be used, samples from each unit must be centrifuged, blood-typed and tested for a variety of viral diseases. This testing is performed at one of five National Testing Laboratories (NTLs) that serve the

36 collection regions encompassing the U.S. and Puerto Rico. Test results are electronically transferred to the blood centers via laboratory information systems.

One of the test tubes from each blood donation is also sent to the newly formed Red Cross Plasma Sample Management Facility located in Birmingham, AL, where the bar-coded samples

are centrifuged, frozen and stored for a specified number of days.

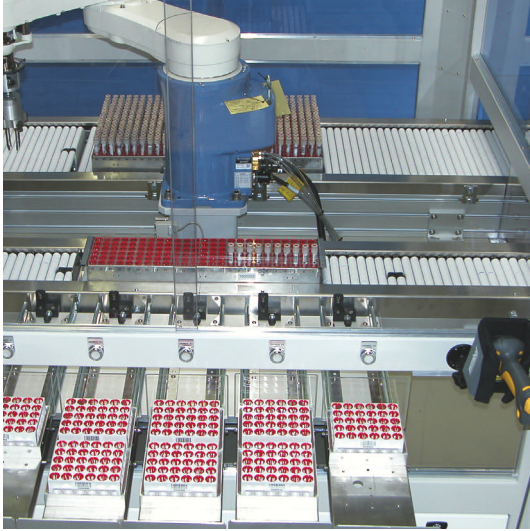
Test results from the NTLs are matched with samples at the plasma facility using the

laboratory-information system database. Based on these test results and other information, the tubes then are sorted into categories for processing. The customer receives acceptable test tubes, performs additional testing and ultimately uses acceptable product to manufacture blood-derived products.

Before the Red Cross had the robots, various people at each of the five NTLs would spend part of their day sorting the tubes manually. This involved scanning the tubes into the system by passing each

Read how **HERSHEY FOODS** combines one conventional and three robotic palletizers from Motoman, Inc. to run a range of case sizes at different speed requirements at www.packagingdigest.com/hershey





Each robot can sort up to 950 tubes/hr, which is 50 tubes/hr faster than the Plasma Sample Facility requirement.

tube in front of a stationary bar-code scanner. Audio and visual signals indicated whether the sample was good or bad, and an operator interface indicated the proper sort category for each tube. When the Red Cross consolidated this activity from the five NTLs into one site, it became obvious that this sorting process needed to be automated.

Sorting 30,000 tubes/day

The Plasma Sample Management Facility needed a system capable of sorting up to 30,000 specimen tubes a day. The goal was to reduce manual handling of potentially hazardous biological specimens and also to reduce direct-labor hours dedicated to specimen sorting.

In addition, management wanted to improve traceability and eliminate sorting errors.

The challenge was to find an automated solution with the capability to accurately sort tubes according to bar-code labels, based on a direct

The goal was to reduce manual handling of potentially hazardous biological specimens and also to reduce direct-labor hours dedicated to specimen sorting.

link with the laboratory information databases. The plasma facility wanted the capability to sort tubes to multiple targets and cells that could operate without interruption for tray and rack loading and unloading. Additionally, a significant amount of walkaway time was desirable. Equipment also had to be compact to fit within the facility, where floorspace is tight.

For this project, the Red Cross purchased three identical AutoSorter II work cells from **Motoman, Inc.** (www.motoman.com) that were

integrated and programmed by Motoman. Each cell sorts up to 950 tubes/hr and provides 35 to 45 min of walkaway time with no interruption for loading and unloading. The Plasma Sample Management Facility currently requires a sortation throughput rate of 2,700 tubes/hr (900/hr/cell), so the throughput of the installation is 50 tubes/hr faster than the

requirement, which provides production capacity for future needs.

Each AutoSorter II cell includes a high-speed, Motoman HM700 Scara robot that provides rapid, reliable specimen handling between input trays, bar-code readers and targets. Each four-axis robot manipulator is equipped with a four-jaw, fail-safe tube gripper

capable of handling an array of industry-standard test tubes, which range from 12 to 16 mm in diameter and 75 to 100 mm high. The Red Cross uses 13×100-mm tubes, which is a common size in clinical laboratories. The tubes remain capped throughout the entire sorting process.

Tubes enter the AutoSorter Continued on page 46

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cells via a tray/rack-handling conveyor system that infeeds product in 450-position trays and locates the trays for unloading.

The conveyor system queues emptied trays and loaded 150-position trays on separate conveyors on the outbound side of the system for pickup. Each AutoSorter includes five drawers that contain a total of eight 5x6 target racks (240 possible positions). An

operator can service the target trays without interrupting the operation.

The AutoSorter cells are fully enclosed with clear plastic panels or interlocked moveable doors on all system access points. A personal computer-based control system regulates the cell control, and an integrated database from **Oracle** (www.oracle.com) is used to manage the information. The control system

communicates with the laboratory information system to obtain specimen data, improve traceability and eliminate sorting errors.

Four basic categories

On the day that a particular batch is scheduled for processing, 450-count trays of frozen samples are removed from the freezer, placed on large rolling racks and allowed to thaw, so

the tubes are at room temperature when they are sorted. They can be out of the freezer for up to 72 hr, but the sorting is done in a small fraction of that time. The AutoSorter cells require very little operator intervention of any sort. One operator is assigned to service all three cells, but this person performs other tasks, as well.

The cells are run by touchscreens and a graphical user interface. The software allows multiple sample collection dates to be imported into any number of sorters. Once these files have been downloaded, the operator loads the 450-count trays with samples on one conveyor, puts empty 150-count trays on another, makes sure the cell has 30-count racks in place at other targets and places a biohazard box under the discard point. The operator then removes trays and replaces them.

An automatic scanner checks bar-codes on the 150-count trays, and an operator uses a hand-held bar-code reader to manually scan 30-count racks prior to loading them into one of the five drawers.

The robot first unloads tubes from the 450-count tray and presents each tube to the stationary bar-code reader, which is mounted above a funnel that leads to the discard container. A gripper rotates each tube 360 deg to ensure a good scan of the label. Based on the bar-code reading from each tube label and the link with the laboratory information database, the robot knows what to do with each tube.

The Red Cross systems currently sort specimen tubes into only four basic categories. The robot drops unacceptable tubes directly into a biohazard container for disposal and places acceptable tubes (qualified samples) into the 150-position tray. It places tubes with bar-code labels that the system cannot recognize into 6x5 racks in one or more of five drawers.

The AutoSorter II cells operate two shifts per day, seven days a week and need little maintenance. The factory acceptance test for the cells was done in 2006, and the cells were installed in Birmingham in October. The Red Cross began using the cells in the live environment to process tubes in mid-February 2007.

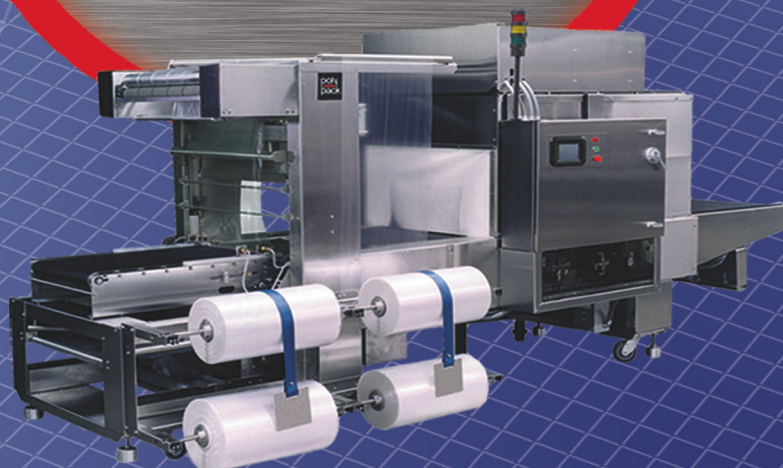
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Control panel, above, features a graphics-driven touchscreen that helps simplify communication and operation issues. Right, Alpine Slicing & Cheese's finished packs of cheese exit the IQ3 metal detector and convey to a manual case-packing area.



Flexible inspections

CHEESE CONVERTER finds a metal detector that offers accuracy, flexibility.

Alpine Slicing & Cheese Conversion of Monroe, WI, provides slicing, cutting and packaging services to cheese producers nationwide. Recently, the company has been able to raise its quality control to new levels, largely by taking advantage of the flexibility found in **Loma Systems'** (www.loma.com) IQ3 variable-frequency metal detector.

"We run a combined total of seventy-eight different products and sizes through our metal detector," explains Bill Stuart, plant manager at

Alpine. "Before variable-frequency came along, you would have to set a metal detector at a compromise point that would work for your products across the board." Earlier, Stuart and five other key employees had all worked together at a different cheese-cutting operation that had gone out of business. Afterward, one of their customers convinced them to start their own operation. So, although Alpine was founded in 2005, it was able to open its doors with 290 years combined of cheese industry experience.

"Alpine is a cheese converter," says Stuart. "What we do is take bulk cheese from different cheese plants, and we convert it into slices, chunks and shreds. The end result usually ranges from an eight-ounce chunk, wedge or package of slices to a five-pound deli piece."

The company converts all natural cheese products, including organic and kosher. To wrap the cheese, Alpine typically uses polyethylene-

Continued on page 48

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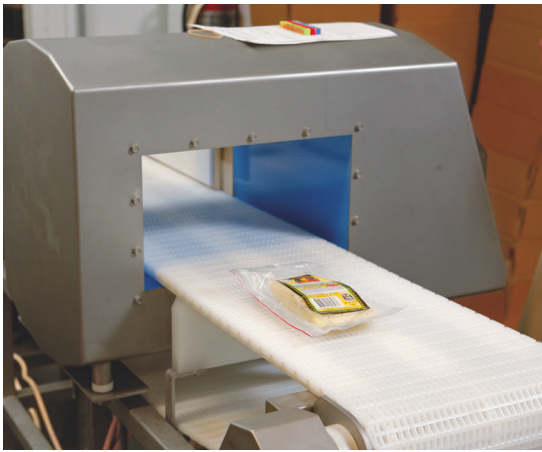
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A pack of Monterey Jack cheese slices passes through the detector on its way to the casing station.

based structures on a variety of packaging equipment including vacuum, gas-flushing and (horizontal and vertical) form/fill/seal machines.

Because Alpine was building a new operation from scratch, it was in an ideal position to select

equipment that could deliver desired performance.

Higher frequency level

Historically, metal detectors were designed to operate on a single frequency calibrated to specific product characteristics. Recently, two- and three-frequency units have expanded those capabilities somewhat, but tended to deliver statistically

compromised results.

The IQ3 system takes things to an even higher level by offering both state-of-the-art sensitivity and stability so that packagers with multiple product requirements have a higher degree of detecting accuracy than was previously possible.

"The ability to detect small particles accurately has really improved with the IQ3," Stuart says. "It's just one more tool for us to meet our HACCP requirements."

The variable-frequency metal detector alters the way most metal detectors function by analyzing "product effect" (temperature, moisture, salt content, speed, packaging material, etc.) and reviewing a broad band of frequencies.

The system offers the right frequency for the specific application within seconds. This frequency selection also removes the potential for operator error from the equation and allows the same unit to run a broad variety of products.

The IQ3's state-of-the-art capabilities are made possible by the latest in case and coil geometry, which deliver a quantum leap in immunity from vibration, electrical interference and thermal shock, Loma says. In turn, this can increase stability, which means fewer false positives.

The improved sensitivity delivers an even greater capability to detect metal contaminants. Further, the IQ3 is built to withstand extremely harsh operating environments.

Adds Stuart, "The unit is extremely user-friendly and easy to set up for a new product. We haven't had any problems with the machine or training our people on how to use it."

The IQ3 also offers a solution for plants where multiple primary languages are spoken. The graphics-driven touchscreen simplifies communication and operation issues and has a language-based interface with multiple choices and user identification options.

At first, Alpine wheeled the unit to wherever it was needed. As more packing lines were added (five in total, now), it purchased an additional three IQ3 units. The detectors are now in a fixed position on three respective lines.

"More and more companies won't do business with you if you don't have metal detectors," says Stuart. "We're confident that we're meeting our quality-control objectives."

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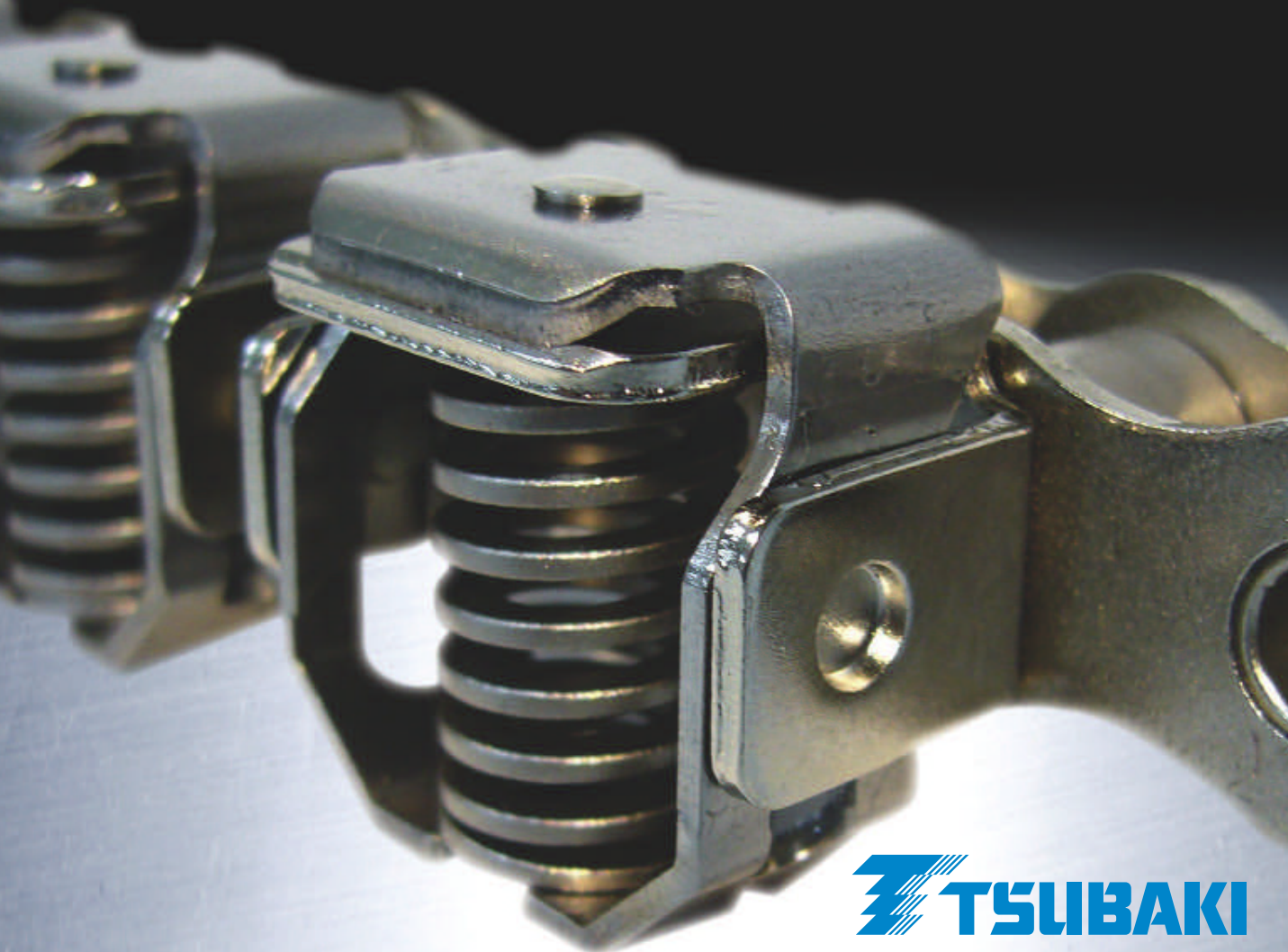
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More than 7 million impact-extruded **ALUMINUM CANS** are produced monthly for P&G Febreze products.

Aluminum cans make high-volume impact

Linda Casey, Associate Editor

Procter & Gamble (P&G), Cincinnati, OH, has experienced strong growth with its Febreze family of products, most of which are sold in the highly recognizable Febreze can. The cans, which are made with easily recycled aluminum and use a nitrogen propellant, are marketed to consumers looking to put their purchasing dollars behind sustainable products and eco-conscious companies.

Socially responsible manufacturing

EXAL Corp.'s (www.EXAL.com) Youngstown, OH, facility manufactures the cans from 99.7-percent pure aluminum slugs on two of the co.'s 13 impact-extrusion lines.

The plant is part of an international sole proprietorship led by Spanish-born Delfin Gibert, who owns facilities in the U.S., Argentina, France, Holland and Switzerland.

The recently expanded U.S. can-manufacturing plant is built on the brownfields of a bankrupt steel-manufacturing plant, allowing



After being immersed in a five-stage alkaline-extrusion bath, cans are washed, dried and placed in a work-in-progress buffer (pictured above). Approximately 360,000 Febreze containers are produced at the Youngstown plant daily.

the company to not only reclaim a brownfield, but also to provide manufacturing jobs for Youngstown residents in an eco-friendly business.

The surge in demand for sustainable packaging has served the company well. "We've expanded the first building from 150,000 to 300,000 square feet," EXAL sales

director Susan Chupak explains. "We're still running out of room because we grew so much and our customers grew so much."

Chrysalizing slugs

More than 7.2 million cans of Febreze Air Effects are produced for the U.S. market alone in any given

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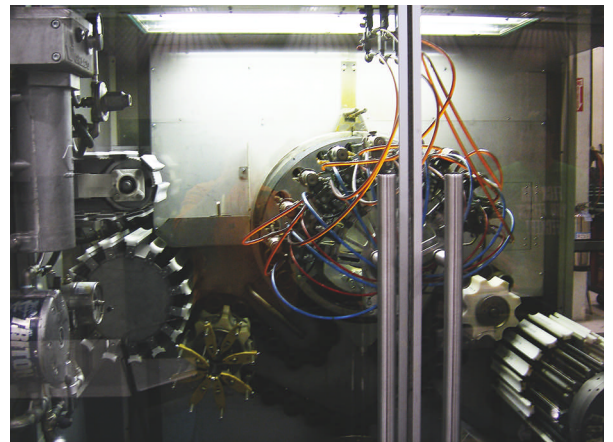
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Left: Up to 400 kg of slugs are fed into the tumbling equipment at once. Center: Newly formed cans exit an impact-extrusion press. Right: Febreze cans are lined with a polyamide-imide resin.

month. When manufacturing for Canada is considered, this number jumps to nearly 8 million.

To produce the cans, EXAL feeds up to 400 kilograms of slugs into the tumbling equipment at once. These slugs are size-specific, meaning that they are specifically ordered to create a Febreze can with minimal trimming. In a typical day, the manufacturer produces approximately 360,000 Febreze containers from two production lines during two 12-hour shifts.

After the aluminum slug is coated with lubricant, an impact-extrusion press uses a punch to strike it at a high velocity. The slug molds into the shape of the die's cavity. This produces cans free of side seams.

After extrusion, the can's walls are ironed to straighten and strengthen them. EXAL says that an additional benefit to the wall-ironing process is a smoother surface for better lacquer application and print quality during the lithography process.

Designing for sales

According to Chupak, it is the can's graphics that sell the product on the shelf. "That's what makes it pop out for the customer and adds marketability," she adds.

P&G has updated the Febreze color palette with the most recent product redesign belonging to Febreze's Pet Odor Eliminator, which relaunched March 2008.

To develop the new color palette, the Febreze team worked with the company's internal research division and external design firm **Landor Associates (www.landor.com)**.

"The color palette is a differentiating factor for Febreze," assistant brand manager Michael Sabbia explains. "We're giving reassurance to our consumers via colors from our palette," Sabbia

Continued on page 52

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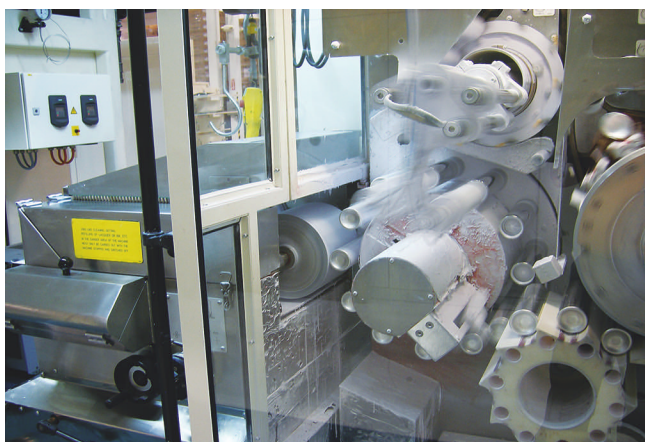
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Left: A white basecoat is applied to the aluminum cans. Center: A dry-offset press applies the decoration from the press' common blanket to the cured cans. Right: An overvarnish is applied to protect the cans' decoration.

remarks. "For example, the deeper blue cues are more aligned to drive the efficacy message for our odor elimination product line."

To maximize the differentiating characteristics of the Febreze color palette, P&G did extensively shelf-testing before deciding on the new palette.

Applying color

Before the cans are printed, they are trimmed, bathed, washed and dried. The cans then are sprayed with a polyamide-imide (PAM) resin lining. As part of the qualification process that resulted from work by EXAL's quality engineer Mark Sanders, quality checks with statistical process control (SPC) are performed at every stage of manufacturing, including liner application. Only cans with good lining adhesion move to lithography station, which includes equipment from Mall+Herlan GmbH (www.mall-herlan.de) and Hinterkopf

The decorating process is a three-step method that's very similar to painting a car.

GmbH (www.hinterkopf.de).

A printing process, which uses letterpress and dry-offset technologies, is used to decorate the Febreze cans. "The decorating process is a three-step method that's very similar to painting a car," says Chupak. "When you paint a can, you put the primer on the car then you put the color on the car, which you let dry. Then you usually put a top-coat to protect the color on the car and to make it have a nice finish. It's the same way with a can."

A white basecoat is applied to the



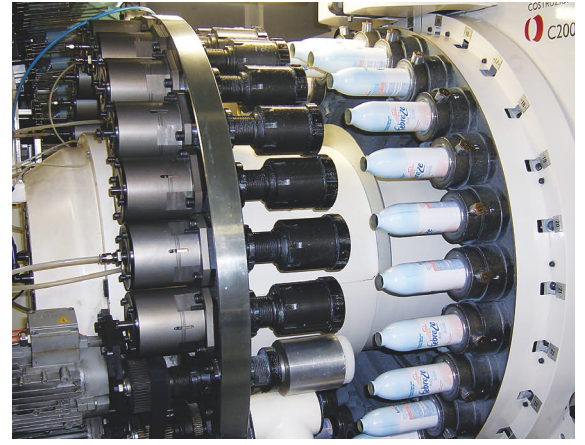
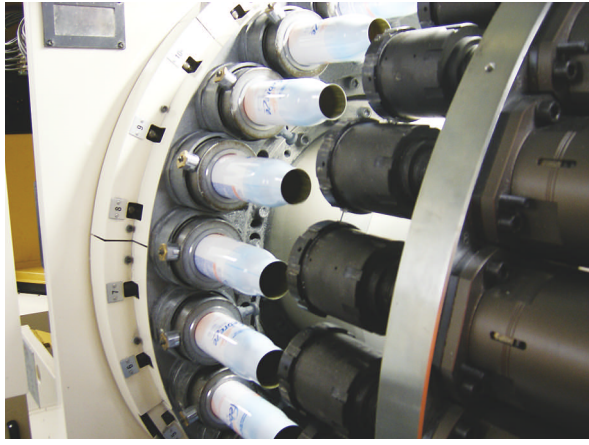
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Left: The cans are fully decorated before the shoulders are formed. Center: A series of dies begins to gradually shape the cans' shoulders. Right: Each finished can has a soft-shoulder shape with a 1-in. curl.

Febreze cans by the formed cylinder of a coating roller system. The cans then go into a drying oven to cure the basecoat.

EXAL graphics manager Cary Dworek, assistant graphics manager Chris Donegan and graphics employee Donna Holmes image printing plates, which then are registered and mounted onto individual ink stations on the press. Febreze cans are designed to be decorated with seven to nine colors in combination with the base-coat color. The plates pick up and place the inks onto a common blanket.

The common blanket then offsets all colors onto the can in a single pass. Decorated cans are placed into another drying oven for curing.

After the decorated cans are dry, a protective coating of gloss overvarnish is applied to the entire can surface. The cans then go to the last drying oven to cure the overcoat before traveling into the neckdown station for shoulder shaping.

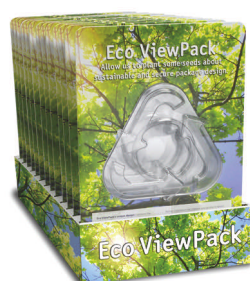
At the neckdown station, the cans are placed in equipment from Italian manufacturer **Frattini S.p.A.** (www.frattinispa.com). A series of dies reduce the outside diameter of the can into a soft-shoulder shape with a 1-in. outside curl. The cans then are packed for direct shipment to copacker **KIK Custom Products** (www.kikcorp.com), Elkhart, IN.

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MWV used its cost savings to move from zinc to nickel plating, which has increased the durability of its machines.

MeadWestvaco Corp. (MWV) provides packaging solutions for a wide range of brands in the food-and-beverage, media and entertainment, personal-care, home-and-garden, cosmetics and healthcare industries. One of the most popular machine series made at the MWV Consumer Solutions Group facility in Smyrna, GA, is one of its most versatile: the Duodozen® 1250M multipacker, which the company previously built using custom-machined components.

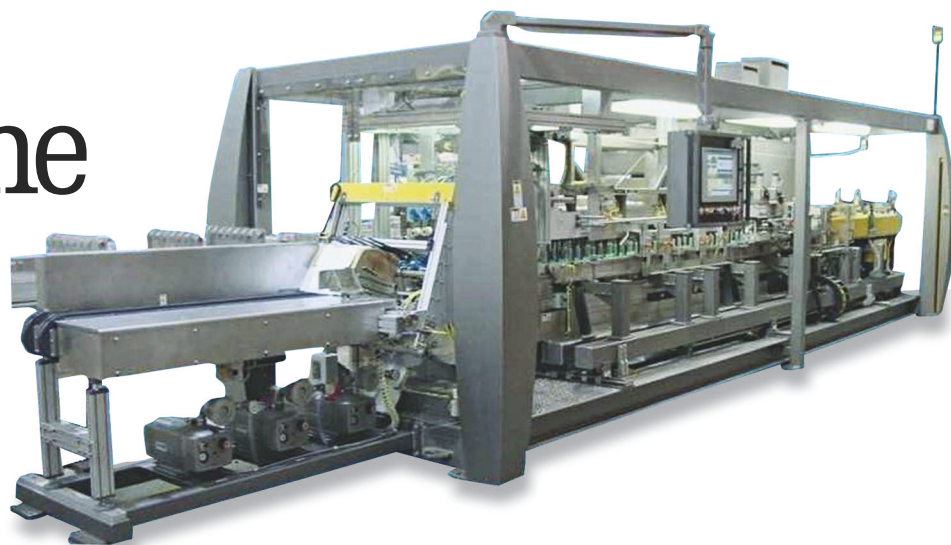
Pursuing continuous innovation

Because designing and building these machines can be challenging projects, MWV engineers work

to continuously improve company processes.

MWV Consumer Solutions Group senior design engineer Michael F. Flagg, P.E., explains: "MWV is committed to continuous innovation, collaboration and quality. So, we are always looking for new ways to improve efficiencies in our projects. After seeing an advertisement for **Misumi** (www.misumiusa.com) in a trade magazine, I requested a catalog, and shortly thereafter, Don Schmeltzer, senior account manager for Misumi, visited my facility and presented the configurable component concept to my entire staff, and we were immediately interested in this concept."

Flagg and his team used Misumi configurable



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mechanical factory automation components to reduce the Duodozen 1250M's mechanical factory automation component cost by 50 percent. "This is huge," exclaims Flagg. "We not only cut costs for one of our most popular machines, but using Misumi has opened up new design possibilities as we can now have a reliable supplier providing top quality machined components quickly and at a very low cost. This enables us to configure them to our specifications."

MWV engineers use various design parameters to specify critical dimensions of the configurable components. This system offers MWV the reliability, price and leadtimes of stocked components combined with the design flexibilities of custom-manufactured components. Misumi also does not require minimum order quantities, and the company does not have any setup charges for its entire product portfolio.

Noting how using configurable machine components has improved the machines his team builds as well, Flagg states, "We used to avoid using machined mechanical components such as linear shafts because they were too expensive. However, with Misumi, we can configure machined linear shafts exactly how we need them, at a fraction of the cost."

Feeding engineers' muses

Misumi USA was established in 1988 as a subsidiary of Japan-based Misumi Corp. and supplies configurable and fixed components for factory automation. The company offers a wide range of press and plastic die components, cutting tools and gauges. With a product portfolio of 500,000 metric and inch components, Misumi has become known for its factory automation components. The company also hosts a website that allows engineers to download native CAD files and place orders for all of its product offerings.

MWV engineers then can insert these CAD files directly into their machine drawings. They use these web-based tools along with the ease with which Misumi parts can be ordered and the low cost of the parts to push the design envelope even further.

"We can have more trial-and-error in the design and can engineer the best machine possible," notes Flagg. "We use Misumi T-Nuts for strip nuts and use the Rails for Sensors product for bracket applications. We now have hundreds

of parts we've converted over to Misumi-configurable parts.

"Before Misumi, we had to stay with very strict design guidelines in order to stay within budget," Flagg recalls. "But now, we can obtain beautifully machined,

mechanical components and use these parts in all areas of a packaging machine."

According to Flagg, the result is better machine performance, increased modularity and repeatability, all at lower costs.

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Misumi handwheels are common components on many MWV machines.

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can handling



The results of hundreds of planning hours, the new line can run two- four- and six-packs of 401, 502 and 603 size cans and takes less than 30 min to change over. Here, cans in three lanes feed into a new case/tray packer.

Powder pack

Automating end-of-line functions offers conveying, tagging, case-packing and palletizing **FLEXIBILITY FOR CANS OF NUTRACEUTICALS.**

Peter Wuerl, Contributing Editor

"Make no small plans for they have no power to stir the soul."

This quote, by Italian Renaissance philosopher Machiavelli, could aptly describe the 2007 project by PBM Nutritionals, LLC to add a new packaging line to its nutraceuticals manufacturing facility in Georgia, VT.

PBM Nutritionals' primary business is powdered nutraceuticals with an emphasis on infant formulas.

The project certainly stirred the souls of all who were involved. And, its scope was anything but small. According to Dennis Phillips, PBM Nutritionals' operations manager, the project team put a herculean effort into making sure that every detail was done to perfection. This was particularly true of the planning that went into the footprint, which was a critical element due to the limited space available.

"It took a very creative effort to get a footprint that everybody was comfortable with," says Phillips. "We ended up with twenty-six revisions

before we got the final layout that everybody could agree on."

The result of hundreds of planning hours was a one-of-a-kind project incorporating two key components: a Z conveyor; and a mezzanine platform that doubled back over the conveyor and shrink wrapper. These signature components enabled PBM Nutritionals to get maximum utilization from every inch of space in the plant.

Purchased by chief executive officer Paul B.

Manning in 2005, the Vermont facility had been manufacturing powder infant formulas for 20 years. As a former customer of the plant, Manning was familiar with the firm and

realized its potential. The vision of Manning and chief operations officer Adam Burke resulted in the new line that introduced four-sided coding, increased flexibility and speed, and vastly improved changeover time.

The entire installation was accomplished during an extremely compacted two-week period in July-August 2007. The installation was a highly orchestrated event to make the most of

Clean-build requirements add complexity and take more effort, and the product has to be pristine.



Coded, scanned cases bypass through a shrink wrapper but trays are wrapped on the system before they're labeled.

the two-week window. Major equipment and components were prefabricated off-site. Pinpoint accuracy in planning assured the timely delivery and assembly of the line components.

"That was a tremendous accomplishment by the entire team in the window that we had," says George Salg, vp of engineering.

Without the leadership of Manning and Burke, the project never would have become reality. Phillips credits their leadership and vision with revitalizing the firm.

"They pumped life into what had been a pretty quiet facility. They've been a breath of fresh air as far as picking up sales, increasing volume and really bringing daylight into the facility," says Phillips.

The plant has two lines, with the new line accounting for 40 percent of total production capacity. Private-label formulas are supplied to domestic and international retailers, such as Wal-Mart, Kroger, Target, Loblaws and Walgreens, as well as its own Ultra Bright Beginnings formulas. PBM Nutritionals is the only ISO 9001: 2000-certified, infant formula manufacturing facility in the U.S., a fact that added an extra level of complexity to the new line installation project.

"We are highly regulated by the Food and Drug Administration, actually to the same level as a pharmaceutical company," explains Salg. "Clean-build requirements add complexity and take more effort, and the product has to be pristine."

Cleaned and sanitized

So pristine, in fact, that during the installation, every piece of equipment, from the largest component to the smallest nut and bolt was cleaned and sanitized prior to arrival at the plant.

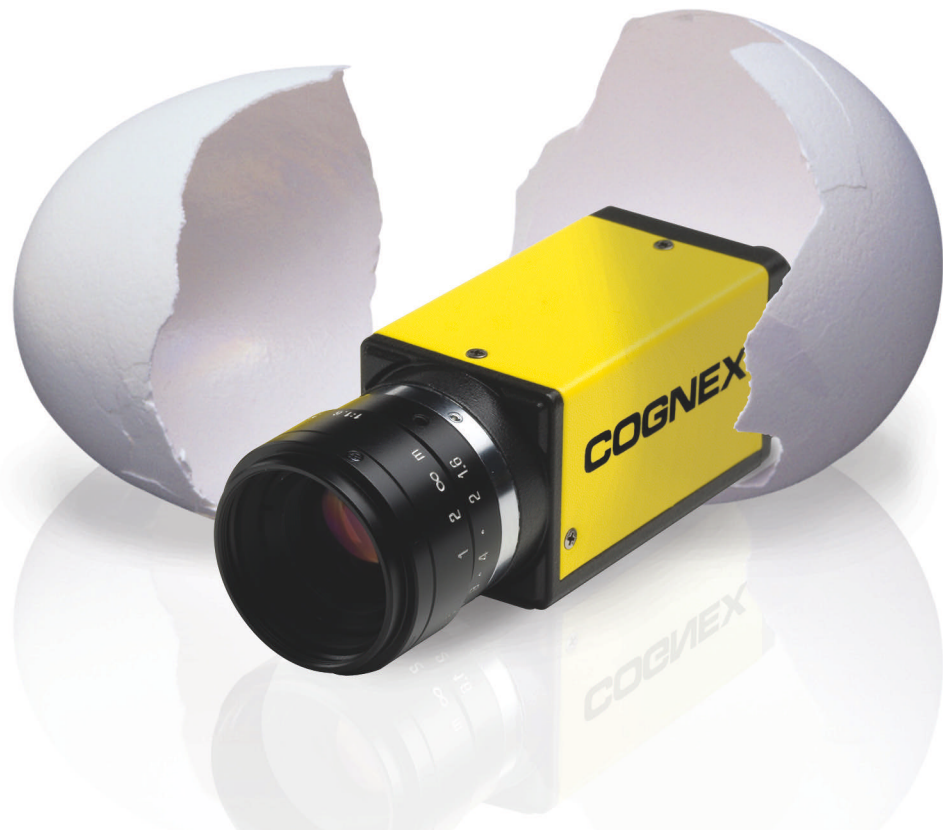
After the installation, PBM Nutritionals performed an additional round of detailed cleaning.

The project was led by system integrator, **Cal-Pak, Inc. (www.cal-pak.com)**. Mark Scollard, Cal-Pak president, was the point man overseeing the line concept, design and layouts.

Cal-Pak was also responsible for removal of the old line, building alternations needed to accommodate the new line, placement of new equipment, installing the new line, debugging and commissioning the equipment.

"Mark was very
Continued on page 58

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professional and dedicated to the project," says Salg. "He did a very good job with follow-up after the installation. We think his project-management capabilities are top notch."

Changeovers in 30 min or less

The previous line was 30 years old and ran a maximum of 20 cases/min only in a wraparound four-pack. The new line was built to have the capability to run a two-, a four-,

into the new portion of the line.

Grouping, casing, coding

The cans convey via a single-lane tabletop conveyor at a 49-in. elevation. From the conveyor, the cans are transferred to a **Nedco Conveyor Technology** (www.nedcoconveyor.com) accumulation-style conveyor.

At the discharge of the accumulating conveyor, cans enter a **Douglas Machine, Inc.** (www.douglas-machine.com) one-to-three

This was a real home run when you talk about ownership and training, and having a chance to interface with the people who actually built the equipment.

and a six-pack for 401, 502 and 603 size cans. The four-packs needed to run at 50 cases/min utilizing the same floorspace as the previous line that ran 20 cases/min.

Cal-Pak designed the line to changeover in less than 30 minutes. Depending on the specific changes required, some changeovers are done in as little as 10 min.

PBM Nutritionals uses a variety of cans made of metal or composite materials. Can heights range from 9½-in. tall to 4-in. tall and include many different widths.

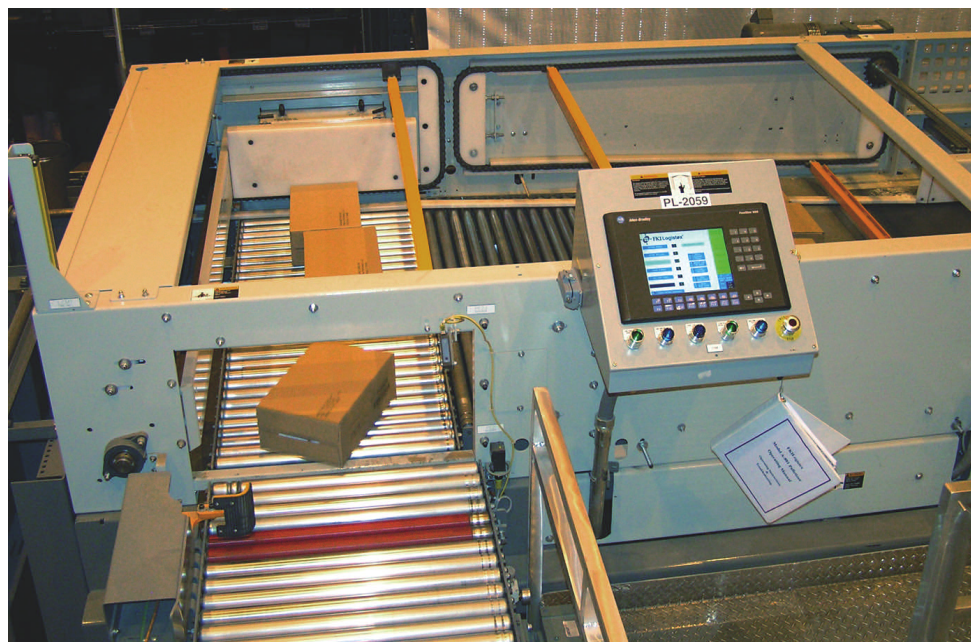
After the empty cans are filled in a designated filling room and are seamed with a lid applied using a clincher and seamer, the cans are labeled and overcapped. Some cans may also receive an insert under the overcap. From there, the cans move

lane divider at a 36-in. elevation.

The cans are then divided into the three-lane infeed of a Douglas Machine WDL-55 case packer that groups the cans according to the attached case pattern matrix. The cans are packed in either a tray of full wraparound shipping case. The trays or cases are then discharged onto the Z case conveyor, which also provides a four-sided case code with the help of a **Graphic Controls** (www.graphiccontrols.com) GC 5000 high-resolution case coder.

Custom designed to fit the new line, the Z-conveyor comprises three conveyor sections and two servo-driven transfer stations.

A reject station is positioned at the beginning of the coding conveyor to reject cases or trays with open flaps. The coding conveyor



Finished cases of cans are palletized on a high-level system, right, that discharges the loads to a pallet wrapper.



RFID-tagged cases are weighed on a system that verifies the RFID tag and checks for under- and overweighments.

Approved cases/trays move off the mezzanine and onto an overhead case conveyor. They then go onto the **FKI Logistex** (www.fkilogistex.com) Model 881 high-level palletizer.

The palletizer discharges completed pallets to an **Orion Packaging Systems** (www.orionpackaging.com) M55 pallet wrapper.

After the pallets are wrapped, they are discharged to a pickup conveyor that transfers them to waiting forklifts.

A 'real home run'

Phillips and Salg are generous in the credit they give to all who have played a role in the success of the project. They give particular Continued on page 60

processes the good cases, which are next checked by **Accusort** (www.accusort.com) Model 22 II bar-code scanners. If there is a no-read bar code, the case is rejected.

Wrapping, tagging, palletizing

After coding and scanning on two sides to assure that a readable bar-code has been applied, the good cases are then transferred onto the infeed of a Douglas Machine single roll S-50 shrink wrapper. A sheet of shrink film is wrapped around the package if it is a tray. If the case packer is making full wraparound cases, the S-50 wrapper acts as a transport conveyor.

The tray then goes proceeds a heat tunnel, discharges onto

The case packer and conveyors are able to handle the line speeds and variety of packages we were looking for.

a cooling conveyor and is transferred to the infeed of a **Ryson Intl.** (www.ryson.com) vertical spiral conveyor.

At the discharge, cases/trays incline up the 92-in. spiral elevation. This puts the cases/trays on the mezzanine where they travel past a **Kennedy Group** (www.kennedygrp.com) ramp-on labeler. Here, a radio-frequency identification (RFID) tag is applied. A **Thermo Fisher Scientific** (www.thermofisher.com) AC9-Accu Star HD case weigher verifies the RFID tag and checks for cases that are either underweight or overweight. Cases/trays that are under weight or those with no-read RFID tags are rejected by a cross-push mechanism onto a static table.

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*Patent(s) granted and/or pending. ©2005 Flexicon Corporation. Flexicon Corporation has registrations and pending applications for the trademark FLEXICON throughout the world.

recognition to system integrator Cal-Pak and key equipment supplier Douglas Machine. "Douglas Machine has some very unique equipment," Salg notes. "They are able to handle the line speeds and the variety of packages that we were looking for."

The team from PBM Nutritionals is also worthy of recognition, particularly Gary Cudek, junior engineer who designed the mezzanine platform, and

Also new to the end-of-line project is a high-level palletizer that discharges completed pallets to a new wrapper.

Dan Orr, in-house packaging specialist. Jim Francis, a senior packaging operator, and Jeff Partlow, a packaging mechanic, went to Douglas Machine's plant in Minnesota to participate in a factory acceptance test.

"This was a real home run," adds Salg, "when you talk about ownership



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The packaging group was tremendous, especially the ownership that it exhibited.

and training, and having a chance to interface with the people who actually built the equipment. When the equipment arrived and was set in place, our packaging team had a good idea of what was coming."

The packaging group was tremendous, especially the ownership that it exhibited."

Pulling it all together

According to Phillips and Salg, none of this would have happened without the expertise of Cal-Pak.

"Cal-Pak's expertise in this part of the packaging world is demonstrated by the success of the project," Phillips concludes. "They pulled it all together."

More information is available:

Cal-Pak, Inc., 781/944-8000.
www.cal-pak.com.
Douglas Machine Inc.,
320/763-6587.
www.douglasmachine.com.
Accu-Sort Systems, Inc.,
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Summit Brands follows a **LONG-TERM, ENVIRONMENTAL COMMITMENT** by lightweighting its detergent and stain-remover bottles and introducing post-consumer recycled content.

Cleaning products manufacturer Summit Brands, Fort Wayne, IN, is making its packaging more environmentally friendly by incorporating 25 percent post-consumer recycled content (PCR) into the high density polyethylene (HDPE) resin used to manufacture the bottles and jugs for its specialty household cleaning and laundry products.

With brands such as Super Iron Out, Instant Rust Out and Dishwasher Magic, Summit worked with **Silgan Plastics** (www.silganplastics.com) and packaging provider **TricorBraun** (www.tricorbraun.com) on the project.

Summit has long been environmentally conscious, says Dan Teague, a TricorBraun packaging consultant who sourced the bottles with Silgan Plastics. "Summit began lightweighting its bottles in the early 1990s."

The use of PCR plastic has grown in recent years, driven by the requirements of California laws that require either the lightweighting of plastic bottles by 10 percent or the use of PCR (Summit chooses to do both), by other states as well as the development of Wal-Mart's Scorecard. Some sources report that this has led to the demand exceeding the



current supply of PCR, making PCR sometimes difficult to obtain for smaller manufacturers. Silgan Plastics, as a major user of the regrind resin, says it has not had that problem.

"The best results," explains Todd Wright, Silgan Plastics' manager of business development, "require a reliable supplier of the resin and experience in using it. Bottles can vary from batch to batch, as PCR is combined with virgin resin unless the process is carefully monitored."

"We have used PCR in bottles for our customers for more than fifteen years at levels between twenty-five percent and 100 percent, and we can testify to the importance of a trusted supplier and an experienced production crew," Wright says.

PCR becoming a given?

Today in the household products category, Wright adds, it's virtually a given that PCR will

be used in bottles. "This increase in demand across the industry may lead to a temporary shortage," he says, "but that should lead in turn to a corresponding increase of sources of supply."

Along with asking TricorBraun and Silgan to make its bottles as light as possible, and to introduce the PCR content in its new packaging, Summit management has also reduced the volume of its packaging material in another way by replacing its original 16-oz bottle with a 30-oz version and introducing a larger, 80-oz size. This reduces the amount of plastic per ounce of

product, and gives consumers an option to buy in bulk instead of in multiples, minimizing overall packaging volume.

TricorBraun's design group, TricorBraun Design & Eng., tweaked the original bottle design to showcase Summit's proprietary pressure-sensitive labels, and it also made the molds used to extrusion/blow-mold the bottles. Silgan Plastics' Ottawa, OH, facility produces the HDPE bottles, which are topped with continuous-threaded closures from **Rexam Closures** (www.rexamclosures.com).

More information is available:

Silgan Plastics Corp., 800/274-5426.

www.silganplastics.com.

Rexam Closures, 812/867-6671.

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Clio awards: Good looks flirt with sustainability

This year's Clio Awards for package design **FOLLOW THE SUSTAINABILITY TRAIL.**



Bernie Abrams, Contributing Editor

Don't look now. Or maybe you should. Sustainability is catching up with pulchritude in package design competitions. The latest proof of this desirable flirtation is some of the more prestigious prizes for package design presented by **Clio Awards** (www.clioawards.com) on May 14 in Miami Beach, FL.

Always an example of the fewer, the more desirable, the category's awards in this annual media prize festival number only eight; with no gold Clios chosen this time around.

All of the winning packages would appear

to affirm package design's point-of-communication efficacy, some with a nimble glint of wit. Most follow the current graphics trend toward minimalism, which can heighten impact.

Most interesting, all of the winners lend themselves to post-purchase reuse, retention or recyclability.

Symbolizing this spirit is the 250-mL contoured aluminum bottle for Coca-Cola, marketed by Atlanta-based Coca-Cola International (**1**). The bottle, in 2007 test markets using a splashy bright design by **Turner Duckworth** (www.turnerduckworth.com), captures the energy



of the original bottle's configuration as well as the elegant script font and colors first used in the brand's packaging.

The recyclable aluminum bottle, which is impact-extruded, is supplied by **Exal USA** (www.exal.com). The bottle and its threaded closure are lithographed in three colors.

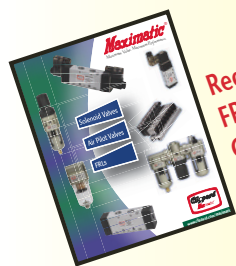
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The two winners of silver Clios, both from Apple of Cupertino, CA, are backed up only by descriptions of visuals, since the marketer has not responded to inquiries by this publication.

The two are cartons. One is for the Apple's new iPhone (2), and appears to be a fully telescoping style. The lid's top panel seems to be decorated directly or by label with a full-color graphic depicting the product. The cartons' side panels portray alternately the familiar Apple and new iPhone logos.

For Apple keyboards, the other silver Clio winner (3), what appears to be a conforming, narrow tuck-top folding carton possibly made from a single blank, is identified by a keyboard graphic, seemingly varied with the product style.

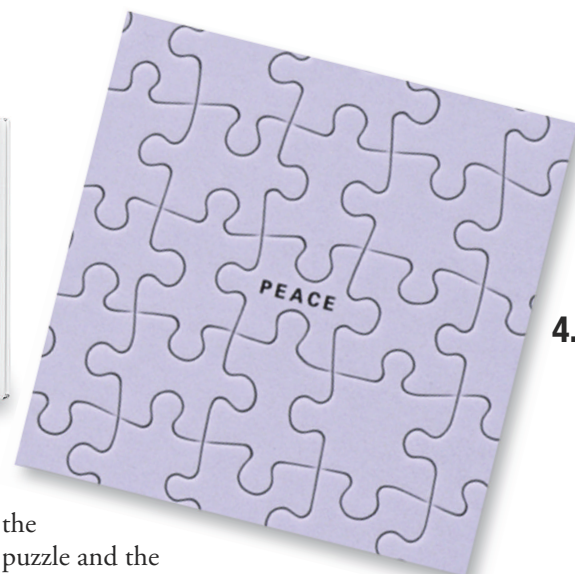
It's a simple solution that wastes neither words nor symbology.

A bronze Clio winner also finds high inspiration in the potential of paperboard. In an overall design program for trade show exhibits by Takeo Co., Ltd., producer of fine papers and packaging papers with operations throughout Japan, **good design company** (www.gooddesigncompany.com) designs a promotional carton that relies for its impact on a play of words (4).

With the concept of good design, art director Manabu Mizuno, the carton graphic is based on a jigsaw puzzle, its interlocking parts centered on



3.



4.



5.

the puzzle and the world cannot hold together and be complete.

Glass, ever recyclable, reusable and retentive, accounts for two bronze Clio winners for the same marketer by two different design firms. The marketer is Waitrose Foods, based in Bracknell, Berks, England.

Both of the winning packages also demonstrate the growing sophistication in design used for private-label brands that cannot only compete successfully with the nationals, but also differentiate quality through segmentation to tempt the consumer ever upward.

Continued on page 64



Fogg, a market leader in the design and manufacture of rotary filling systems for the liquids industry will be displaying their filler model F4 FG-185 with a 700 Series capper. This filler is set up to do five different bottles, both glass and plastic. Please visit booth 1512 to learn how Fogg's filling equipment can give you the competitive edge you have been looking for!

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The first, by Turner Duckworth, is a container for Waitrose honeys (5) that aligns them within the marketer's good-better-best display scheme, PD learns from TD spokesperson Vicci Baigrie. The designs, she adds, differentiate between everyday honey and the provenance-based honeys for cooking "or that special weekend treat."

And they do it with honey-dipped sweetness. The 454-g glass jar from

Ardagh Glass Ltd. (Rockware) (www.rockware.co.uk) features designs printed flexographically in up to four colors on a Fasson (www.fasson.com) biaxially oriented, polypropylene pressure-sensitive label. Metal closures are produced by Crown Packaging U.K. (www.crowncork.com) and Massilly U.K. Ltd. (www.massilly.com/uk).

Beneath a small, restrained Waitrose logo, the Turner Duckworth designers have fun with the letter "e" in honey, playfully rendering it as stripes on a bee's body while also referencing

Sustainability is catching up with pulchritude in packaging design competitions.

a wooden honey twizzler stick. Simple, imaginative, effective.

The second Waitrose winner of a bronze Clio is a glass jar for a series of three mustards (6). The design system by Lewis Moberly (www.lewisoberly.uk) has an equally simple approach for a package with only one specification given.

On a full-wraparound Raflamatt label stock from Raflatrac (www.raflatrac.com) that is printed flexographically in two colors on white, an equally retiring Waitrose logotype is joined in the main display areas by the descriptives "English mustard," "Wholegrain mustard" and "French mustard."

Above each product descriptive, a glob-shaped die-cut reveals some of the mustard, which is also somewhat visible above and under the label area.

A chip off the block

A second bronze Clio for Turner Duckworth—the sole package design firm to capture more than one—also rewards imagination. It's for a line of wall paints (7), and it's aimed at consumers who never believe the shade of product in the container is exactly the same as that printed on the label.

For PPG's Sigmakalon (www.ppg.com) 2½-L and 125-mL stainless-steel cans holding the Flawless paint series, the Homebase chain is now reportedly selling the do-it-yourself British market by gluing an actual paint chip to the can. How it's done isn't explained,



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but the promise of a shade that is exactly right isn't lost on amateurs and professionals.

Introduction of the Flawless can designs comes after a period of changing ownership. Sainsbury's reportedly sold the Homebase chain to a venture capitalist company, with the firm eventually becoming part of the Greater Universal Stores p.l.c., now GUS. It then became a component of the GUS Argus Retail Group, then renamed the Home Retail Group. Thus the powerful new design system for the paint collection provides a clear opportunity to reach new consumers with a memorable, useful and unified identity.

One and only annual

The final bronze Clio is presented for a design by artists in the advertising agency, Arnold Worldwide, for The One Club in New York City. The club describes its existence as a way for people to champion and promote excellence in advertising and design.

In this connection, it held its One Show exactly a month before the Clio awards night for package design. In anticipation, Arnold's artists and copywriters designed a three-volume set, the One Show Design Annual, in a rigid paperboard sleeve, honoring agencies involved in creative communication endeavors in advertising, design or interactive. It is produced by **Craft Printing Intl.**

(www.craftprint.com), which also prints the three volumes it holds.

Arnold associate director of Marketing Meredith Velines tells PD, "We all strive to get into the annual because it's a lasting memorial to our talent."

So the volumes are provided with p-s labels that enable a high degree of customization by the ad agencies cited within. Some are affixed to the cover, flagging particular pages;

other are amusingly designed Post-it type notes that highlight special pages. And of course there's a page admitting the owner isn't in it. Or,

as Velines says, "You are either in the book, or not in the book." And while Arnold is in the book, it can now also relish a bronze Clio.



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www.rockware.co.uk.

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system integration

Within the automation industry, the phrases “open system” and “open architecture” typically refer to products or equipment that end users can modify, configure and install themselves when necessary. These products have largely replaced proprietary products that only the vendor’s own engineers or specially trained system integrators could customize to a particular application.

Today, open architecture products dominate the automation industry, making it much easier for end

a key element of many successful automation projects. In fact, most vendors rely on system integrators to provide that expertise for end users who might not otherwise buy the vendors’ products, be they open architecture or proprietary.

Still, not all system integrators will benefit from open systems technology. Open systems can eliminate a lot of custom programming, so integrators that rely on programming time to generate billable hours will lose revenue in the near term. On the other hand, open systems technology should allow them to replace the lost work with more projects that they can complete more quickly.

Even if open systems do become easy enough for end users to implement themselves, many users will still want to outsource their automation projects simply because they lack the necessary technical expertise in-house.

One service that end users will probably continue to ask of their integrator partners is to keep track of the latest developments in automation technology, many of which derive from the proliferation of open systems. As more and more products from different vendors become interoperable, thanks to their open architectures, the potential solutions for any automation problem multiply exponentially.

The typical end user simply doesn’t have time to consider them all and will often rely on a system integrator to sort out the best options.

After all, automation system integrators earn their keep in large part by knowing what can be done with the available technology. They make it their business to know which products are mostly hype and what can actually deliver the functionality their clients require. They also tend to know which products can actually deliver the required functionality and which tend to be hype.

Ironically, much of the hype surrounding automation products derives from claims of “openness.” Vendors claim their products conform to the latest communications and interoperability standards, but don’t always make good on those promises. A seasoned integrator can save an end user from buying into exaggerated claims.

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.



Open architecture systems can be a mixed blessing

users and system integrators to assemble complete automation systems from several sources without the vendors’ help. That certainly makes integration projects easier, but could open systems become so easy to implement that the end user won’t need their integrators’ help either?

Open system vendors don’t seem to think so. Some point out that every application is unique, and therefore requires a unique solution. While automation products are becoming more flexible and easier to install and configure, highly qualified integrators with specific industry experience remain

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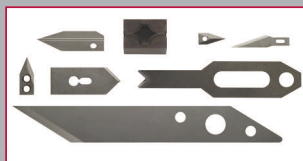
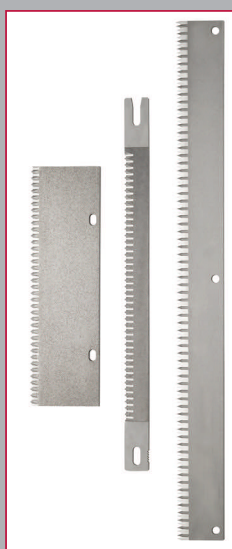
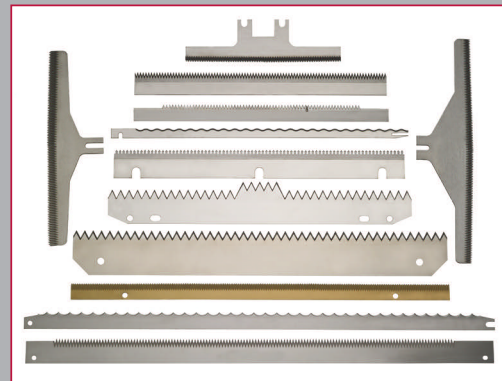
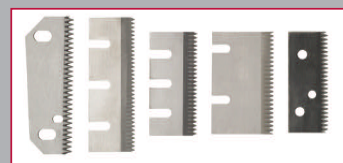
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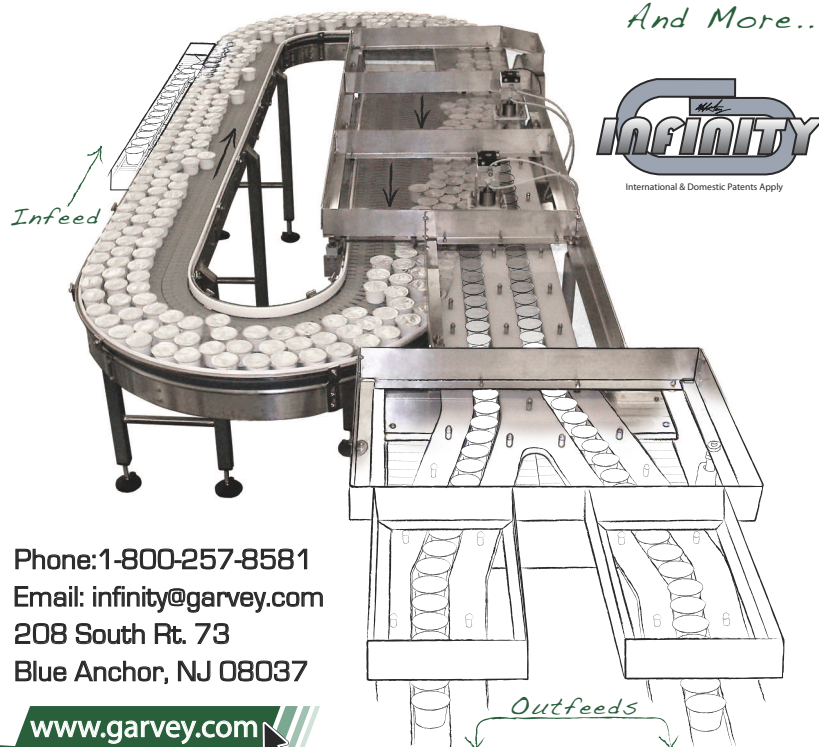
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Printer

The 1510 small-character continuous ink-jet printer focuses on ease of operation through its intuitive user interface. The printer features a simplified fluid replacement system called Smart Cartridges™ with the industry's first microchip-enabled fluid bottles. Designed for medium-duty applications that involve printing codes 16 to 20 hr/day, six days/week, the printer is ideal for the food, beverage, chemical, pharmaceutical and personal care/cosmetic industries, the co. says.

Videojet Technologies, Inc.,
630/616-3657.
www.videojet.com



Aseptic filler The Sensofill™ FMa ultra-flexible aseptic filler is for manufacturers that produce a wide variety of beverages and bottles and require extreme flexibility. Product and format changeovers are performed from outside of the sterile zone with no loss of sterility. In addition, production can continue for 72 to 120 hr without resterilization because the environment remains under absolute control. The newly designed, hermetically sealed isolator and sterile air overpressure are reinforced by directed airflow in the filling zone. Using the rinsing configuration, the internal and external bottle decontamination process uses a high-pressure jet of peracetic acid. Sterile water pulse-rinsing results in low chemical residue and less water consumption, the co. reports.

Sidel, Inc., 678/221-3000.
www.sidel.com

Embedded system The co.'s product range has been expanded with the APC620 embedded. Windows XP embedded with a real-time extension is the system platform used, which offers advantages for applications with a minimal operating system size. Intel processors from Celeron M to Pentium M 1.4 GHz provide requirement-oriented, scalable computing power. POWERLINK and CAN as well as the X2X remote backplane are onboard as fieldbus interfaces. The CPU has 256 KB of battery-buffered SRAM memory. The system includes an integrated Smart Display Link that can operate a remote line with four displays at distances up to 160 m.

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



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new products equipment

Shrink wrapper Stainless-steel TSi is an automatic and continuous shrink wrapper designed for mini-brick and small, round containers such as for smoothie and yogurt drinks. Its 45-deg infeed eliminates the use of a lane diverter. The machine offers extensive flexibility on pack patterns, on printed or clear film and is capable of inserting promotional leaflets, the co. asserts. In less than 25 ft with tool-less adjustment, the shrink wrapper's compact footprint ensures accessibility to film rolls, convenient product elevation and a significant level of ergonomics.

Cermex, Inc., 678/221-3570.

www.cermexinc.com



Case packer The co.'s case packer utilizes dynamic servo operation to ensure top precision and accuracy at speeds to 30 cases/min. The case packer utilizes servo motors to control the main case drive, infeed, down stacker, and load pusher, ensuring precise case and product movement and gentle handling throughout the machine. PLC operation provides integral synchronization of all moving parts and smooth, harmonious performance. The packer runs various cartons and semi-rigid containers, and offers motorized size adjustments for repeatable accuracy and less tweaking that can slow changeover. In cases where changeparts are required, locking handles to secure parts reduces downtime.

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

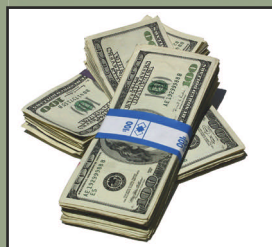
www.abcpackaging.com



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Label printer/applier The PA1200t label printer/applier is easy to use, with minimal adjustments necessary, quick setup and changeover for applying labels to the top or sides of varying height products. The label printer/applier features an all-metal construction and a heavy-duty cylinder to compensate for high stress in side labeling, with minimal deflection when using a conveyor. The Co. points out that the printer/applier is available automatic or semi-automatic; it can apply labels from 3x1 in. to 4x6.5-in., and can apply up to 40 labels/min, depending on the printer used, label size and product height.

Tharo Systems, Inc.,
330/273-4408.
www.tharo.com



Static locator The 983v2 static locator is a pocket-sized device that provides an accurate measurement of static electrical charges over a wide range of voltages. This new locator has been developed for use by production, maintenance, inspection and quality engineers and its innovative design means that it is suitable for use on any material where static is an issue, the Co. states. The locator features a 'continuous' mode that can easily measure fluctuation in charge levels, while the highest charge can be detected with the 'peak hold' mode enabled. With an integral distance meter, a clear indication of the correct operating range is given and this means that all readings will be both accurate and consistent. Measurement range of the new locator is -200 to +200 kV at a distance of 150-mm, with a resolution of 100V and an accuracy of better than +/- 5 percent on calibration.

Meech Static Eliminators USA, Inc.,
330/564-2000.
www.meech.com



Measurement system The PETWall Profiler™ material-distribution measurement system is designed to provide comprehensive sidewall distribution data on a PET container at the time of production. This system provides the long-awaited, comprehensive feedback that is necessary for a closed-loop blow-molding operation. The system offers up to 32 channels of distribution measurement points over the sidewall of the container, providing a complete bottle profile, and utilizes miniaturized LED light technology, permitting close proximity of sensors.

Agr Intl., Inc., 724/482-2163.
www.agrintl.com



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MOVERS & SHAKERS



Don Lewis
SCA Tissue North
America

SCA Tissue North America names Don Lewis president. **Alcan Packaging**, a division of Rio Tinto Alcan, name Michael Rubenstein, currently president of

the Global Pharmaceutical Packaging Business, to the newly created position of chief growth and innovation officer and Mike Schmitt, who continues as president of Food Packaging Americas, as president, Global Pharmaceutical Packaging.

DE-STA-CO promotes Bill Crusey to vp and general manager for Industrial Motion Control, LLC.

DataLase hires Joan Cekovsky-Kaza as vp of sales and marketing, North



Bill Denzen
Smyth Companies, Inc.

America. **Smyth Companies, Inc.** names Bill Denzen general manager of Smyth's Minneapolis roll-fed division.

Weber Marking Systems

names Thomas Michaelsen marketing director.

Fujifilm Graphic Systems U.S.A., Inc. promotes



Thomas Michaelsen
Weber Marking Systems

Masahiro Ota to president and CEO, replacing Hiro Tada, who has taken a new position as president and CEO with Fujifilm's Medical



Masahiro Ota
Fujifilm Graphic Systems
U.S.A., Inc.

Imaging Div. In addition, Todd Zimmerman and Phil Kane have been promoted, respectively, to vp, field sales and vp, national equipment sales.

Multisorb Technologies

appoints Robert Sabdo business development leader—food and beverage packaging. **WAGO Interconnect Div.** welcomes Cory Thiel as



Robert Sabdo
Multisorb Technologies

product manager.

employees, which will increase the size of its research and development department by nearly 20 percent.

Shorewood Packaging, a business of International Paper, forms a joint venture with Corporativo Cartograf S.A. de C.V., Aguascalientes, Mexico, which produces folding cartons.

The Association for Operations Management relocates its corporate headquarters from Alexandria, VA, to Chicago.

BUYING AND SELLING

Applied Manufacturing Technologies, Inc. acquires K-R Automation.

Alfa S.A.B. de C.V., parent company of DAK Americas LLC, acquires the PET resins businesses of Eastman Chemical Co. in both Argentina and Mexico. They provide additional capacity of 407 million lb/year and 330 million lb/year, respectively.

Henkel acquires the Adhesives and Electronic Materials businesses from National Starch for 3.7 billion euros.

Silgan Holdings completes the acquisition of the White Cap closures business in Brazil.

Clear Lam Packaging, Inc. sells its MAP Systems Equipment Div. to OYSTAR Packaging Technologies of Davenport, IA.

Rockwell Automation, Inc. acquires Incuity Software, Inc., a privately held company that supplies enterprise manufacturing intelligence software.

GROWING AND MOVING

BASF SE expands production of the biodegradable plastic, Ecoflex®, at the company's Ludwigshafen site from the current 14,000 to 60,000 metric tons/year.

Smurfit Kappa Group closes 130,000 tons of container board capacity at its Valladolid, Spain recycled container board mill.

Sandvik Coromant adds 40 new

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

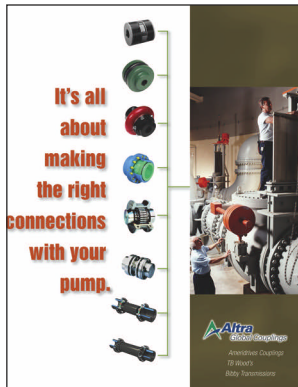
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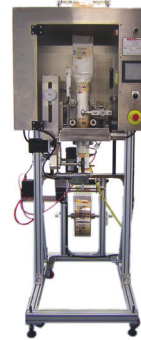
Flowmeter Filler Model EXACTA-R

Ronchi offers a compact 8 head advanced technology flowmeter filler Model EXACTA-R for users with moderate outputs for speeds up to 80 BPM. Developed from the unique and mature pedigree of 400 machines installed world wide, it has all the outstanding advantages of its larger family of flowmeter machines. Current blue chip users benefit from features including recipe management, quick C.I.P/S.I.P, 10 minute changeover, and "on-the-fly" fill adjustment for individual or all filling heads **Ronchi America LLC**, 201-802-1901, Fax: 201-802-1905 E: info@ronchiamerica.com, www.ronchiamerica.com



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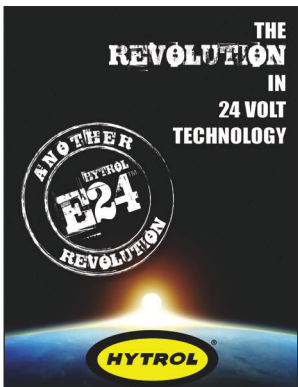
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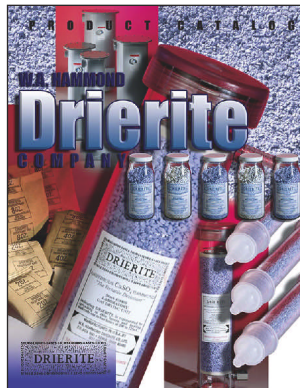


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WeighPack Systems Inc., 1-888-934-4472, 702-450-0808, Fax: 702-450-6101, www.weighpack.com



Sustainable/Source Reduction Shrink Sleeve Yogurt Label

Packstar and Sealed Air in conjunction with Upstate Farms Cooperative developed a PVC alternative shrink sleeve for a new line of organic yogurt cups launched by Wegmans supermarket chain. Challenges included; managing the labels shrink distortion through a dry convection heat tunnel, maintaining label adhesion on tapered cup with a proprietary heat activated glue. The new shrink film also possess excellent sustainable and source reduction characteristics. **Packstar Flexible Packaging**, 800-808-1688, info@packstargroup.com, www.packstargroup.com



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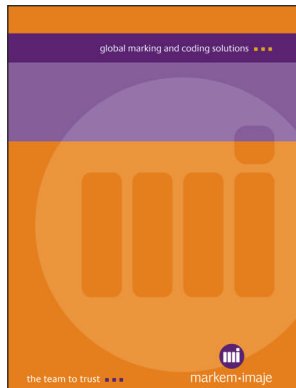
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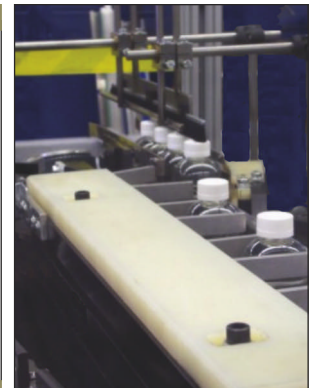
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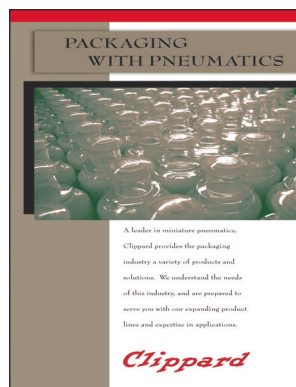
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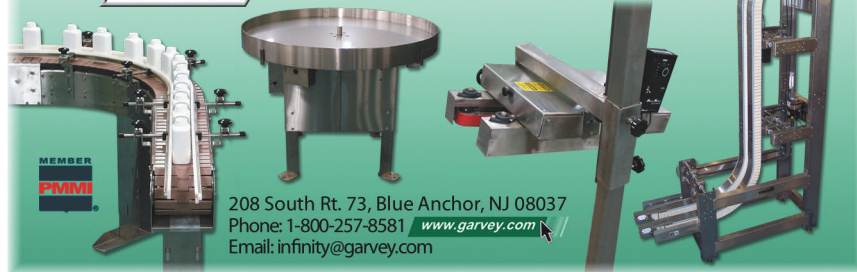
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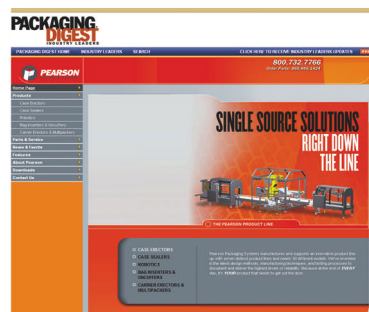
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Office supplies made from recycled packaging

OfficeMax has partnered with TerraCycle, a company that built its business on selling fertilizer made from worm waste. The office-supply giant will sell seven TerraCycle products, including pencil cases, trash cans, binders and cleaners that are made from recycled packaging and other materials.

Coke, Pepsi test smaller drinks

Responding to rising ingredient and packaging costs as well as the effects of higher gas prices on consumers, both Coke and Pepsi are testing 12- and 16-oz bottles with lower retail prices. Coca-Cola Bottling Co. Consolidated, Coke's second-largest bottler, already has yanked 20-oz Coke and Diet Coke bottles from coolers in 1,700 convenience stores in North Carolina and Virginia.



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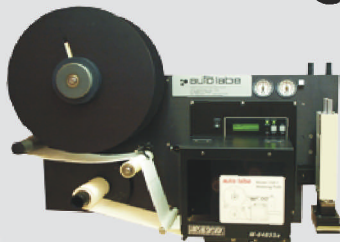
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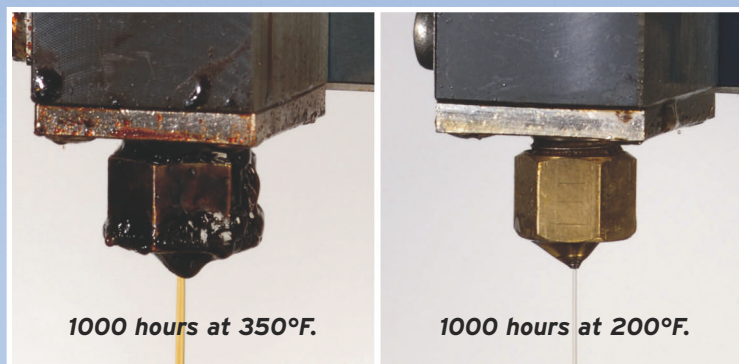
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