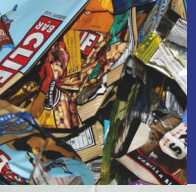

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RFID to track meat, poultry through Norway's food supply

IBM and Matiq, an information technology subsidiary of Nortura, Norway's largest food supplier, are working on an RFID tagging project in which the technology will track and trace poultry and meats from the farm through the supply chain. Read more at **www.packagingdigest.com/RFIDnorway**

New technology makes bioplastics more feasible

Metabolix's recent greenhouse trials showed that switchgrass plants engineered using multi-gene expression technology produced key amounts of PHA bioplastics in leaf tissues, indicating a possible means of maximizing the potential of biomass crops for bioplastics. Read more at **www.packagningdigest.com/metabolix**

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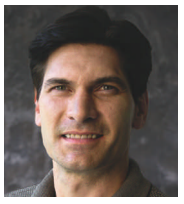

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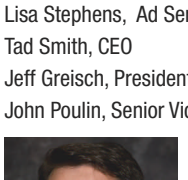
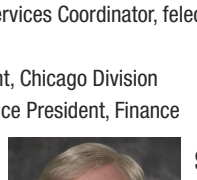

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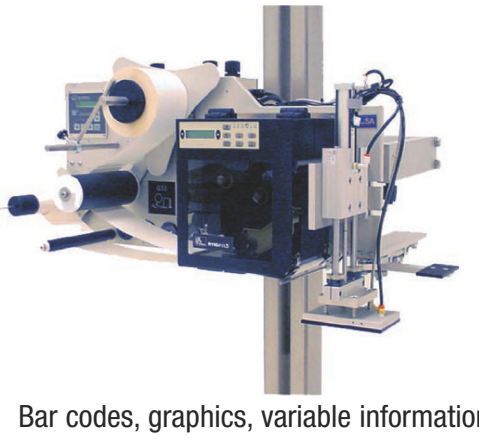

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design trends

McCormick jars spice up the crust

Restaurant inspirations are taking over the supermarket this year. One example, perfect for grilling, oven heating or the stovetop is from McCormick, Hunt Valley, MD, which is capitalizing on restaurant seasoning techniques to liven up at-home dinners with its McCormick Crusting Blends. Made with whole-wheat panko (flakey, Japenese) breadcrumbs and combinations of specialty herbs and spices, the new dry-rub mixes give a crunchy coating to chicken, fish, beef and pork.

Just brush, coat and cook. Pop the meat in the oven or toss it on the stove and 15 min later, you have a moist, flavorful and crunchy dishes are ready to enjoy. The dry product, in 6.7- and 7.7-oz square, plastic jars, hold sophisticated pairings of French Onion, Pepper and Herb, Garlic Lemon & Rosemary and Italian Herb & Cheese varieties. Available in the spice aisle, the proprietary jars with bright red caps sell for $3.88.

McCormick says it wanted the new products to make a night in taste like a night out. “Crusting is one of the hottest trends in restaurants, and people may be intimidated about replicating this technique at home,” says Kevan Vetter, executive chef at McCormick. “Now, with Crusting Blends, home cooks can easily bring restaurant pizzazz to their family meals in just three simple steps.”

Shakes in pouches add to weight-loss diet

Physician, author and weight-loss expert Dr. Sanford Siegal created his hunger-controlling Dr. Siegal’s® COOKIE DIET™ more than 30 years ago. With his “secret” blend of amino acids and food proteins, which he personally mixes every night in his bakery, the diet cookies effectively suppress hunger in hopes of helping consumers reach their desired weight. He has now introduced hunger-controlling diet shakes that contain the same secret, amino-acid protein formula that is in the cookies. On the diet program, one shake is equal to two cookies, and many people rely on both the cookies and shakes for hunger suppression. Even if you’re not on Dr. Siegal’s diet program, just like the cookies, these shakes can be enjoyed as a healthy snack to curb hunger. With just water, ice and a blender you can have a delicious chocolate, vanilla, strawberry, pina colada or crème brulee shake in about 60 sec. “Our target market is people who want to lose weight or who want to maintain their weight with a hunger-controlling snack food,” says Siegal.

The dry-shake mixes are packaged in foil-laminated pouches containing 1.3 oz of mix and selling for about $2.65 each. “We wanted a resealable bag for freshness and also an elegant, high quality look,” says Siegal. The pouches are packaged in boxes containing 21 individual shake pouches. They are sold online at CookieDiet.com, Dr. Siegal’s® COOKIE DIET™ shopping mall locations and in more than 100 drugstores, spas and medical practices that currently offer Dr. Siegal’s cookies.

Mashed potatoes get the steam treatment

Ore-Ida, a Heinz brand, has launched Steam n’ Mash™ to provide convenient side-dish preparation. The new line of frozen potato products is available in four varieties—Cut Russet, Garlic Seasoned, Three Cheese and Sweet Potatoes— and capitalizes on the growing popularity of steam-in-bag packaging in the frozen food category.

Scrubbed, peeled and chopped potatoes are packaged in a standup pouch produced by A**lcan Packaging (www.alcanpackaging.com).** The microwaveable bag has a proprietary laminated structure with in-register laser venting that is designed to help the pouch stand up to the high-heat levels attained during the 10-min cooking process.

Printed using 10-color flexographic reverse printing, the Steam n’ Mash packaging serves as a high-impact pouch billboard with photography of the cut potatoes inside as well as the finished mashed product. Abbreviated microwave cooking instructions also are featured on the bag’s front.

Revised Ethos water bottle builds character

Ethos Water was a startup in 2001, with the simple idea of creating bottled water to help children around the world get clean water. Five cents for every bottle of natural spring water sold is donated to humanitarian water programs that by 2010 are expected to reach a goal of $10 million in grant commitments. Purchased by Starbucks in 2005, Ethos has become a staple at the coffee stores as well as in grocery, convenience and drugstores.

A major packaging redesign and the expansion of the filling platform took advantages of many elements of a new, transparent PET bottle with clear, 2-mil BOPP front-and-back pressure-sensitive labels from **Spear (www.spearlabel.com).** Available in three sizes (500- and 700-mL and 1-L), the stylish cinch-waist bottle (from **Ball Corp. [www.ball.com]**) presents refined, understated graphic elements printed by a combination screen/flexo process. The front label is printed in 5 colors plus varnish; the back in three plus varnish. Below the san serif Ethos logo is the phrase, “Helping children get clean water,” in black script. A frosted map of the world appears on the back label panel. Both labels can be viewed from either side of the bottle. Besides the label development, Spear also assisted in multiple application trials with **Krones (www.krones.com)** equipment and the retrofitting of existing labeling equipment to make the packaging ready for market.

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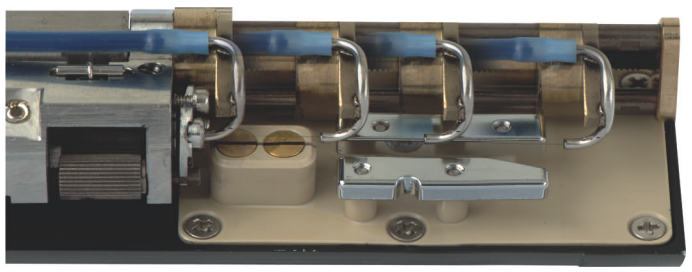

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design trends household products

GE launches quick-fix caulk singles

Not every caulking job requires a full tube to fill seams around a room's molding or a bath tub. GE Caulk Singles from Momentive Performance Materials, Huntersville, NC, dispense effortlessly with one hand, with little knowhow, tools or time required. The one-time-use, 1.25-oz caulk packets make small jobs and touchups easy without the need for a caulking gun, a large, new tube of caulk or a used, half-empty, dried-up one that barely works.

Available since June in white paintable acrylic or white or clear water-resistant silicone, the quick-fix Caulk Singles carry a suggested retail price of $2.29 to $2.99 each. Disposable and squeezable, each unit-of-use foil packet with an E-flute corrugated backing has a tear-tab opening that dispenses a small bead of caulk fter the tab is torn away and the packet is folded in half and squeezed. Foldable bellows use the pressure of a hand to help emit an even, neat bead of caulk.

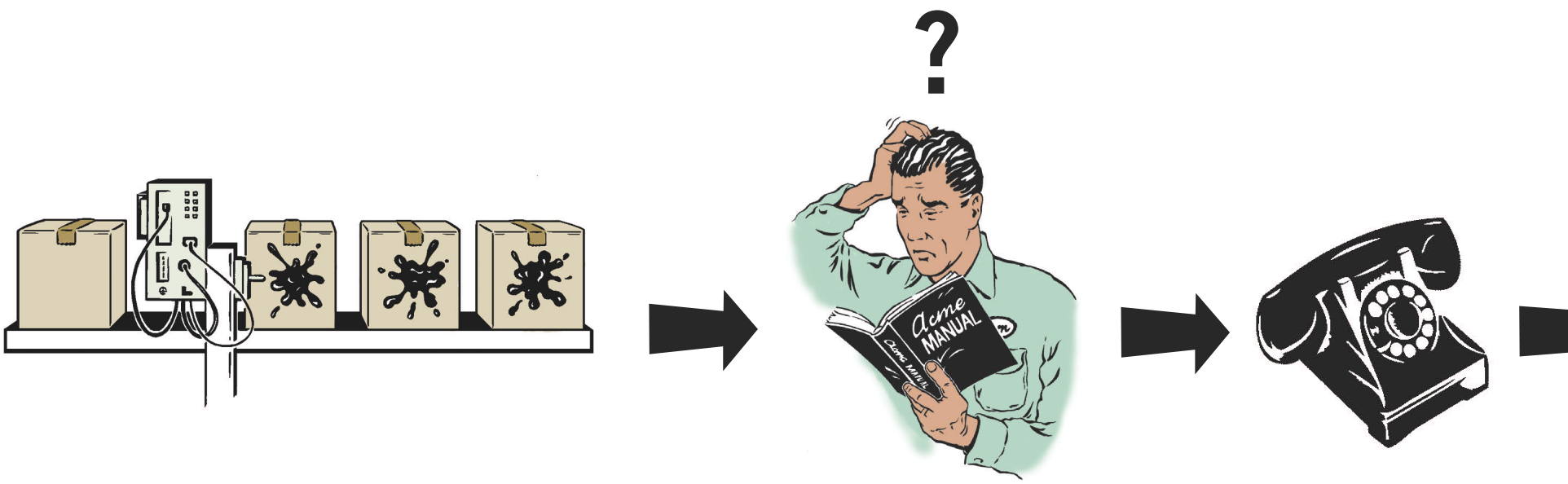
The palm-sized packets are handy for kitchens, bathrooms, chair rails, tight spaces, awkward locations and wherever small caulking jobs crop up. The touch-up caulk is currently available nationally at Lowe's, Ace Hardware, Do It Best and True Value.

The packets are made of a 5.5-mil stock that incorporates a foil laminate from **Technipaq (www.technipaq.com)**, and a biaxially oriented nylon layer, along with the E-flute corrugated backing. The foil laminate layer is flexo-printed by Technipaq in 3 colors. The pouches are formed and filled by **New Century Packaging, Inc. (www.newcenturypackaging.net).**

The eye-catching graphic design was created with help from industrial design firm **Ideo (www.ideo.com).** The top front panel of each package is printed with the phrase, "Tear, Squeeze, Toss," emphasizing the convenience aspects of the deceptively simple new product with its ingeniously engineered, palm-sized packaging.

Caulk Singles are also the subject of a caulksingles.com website/blog. There, cauking projects are related by consumers who have completed jobs with Caulk Singles and often include images of their projects.

"We've had an extremely positive response from consumers," says Trisha McGuire, communications specialist at Momentive Performance Materials. Since April, thousands of consumers have posted blog entries regarding their positive experiences with Caulk Singles and how easy it is to use," McGuire tells PD. "Many consumers say they will now do caulk [projects], but they wouldn't have before the development of Caulk Singles," she notes.



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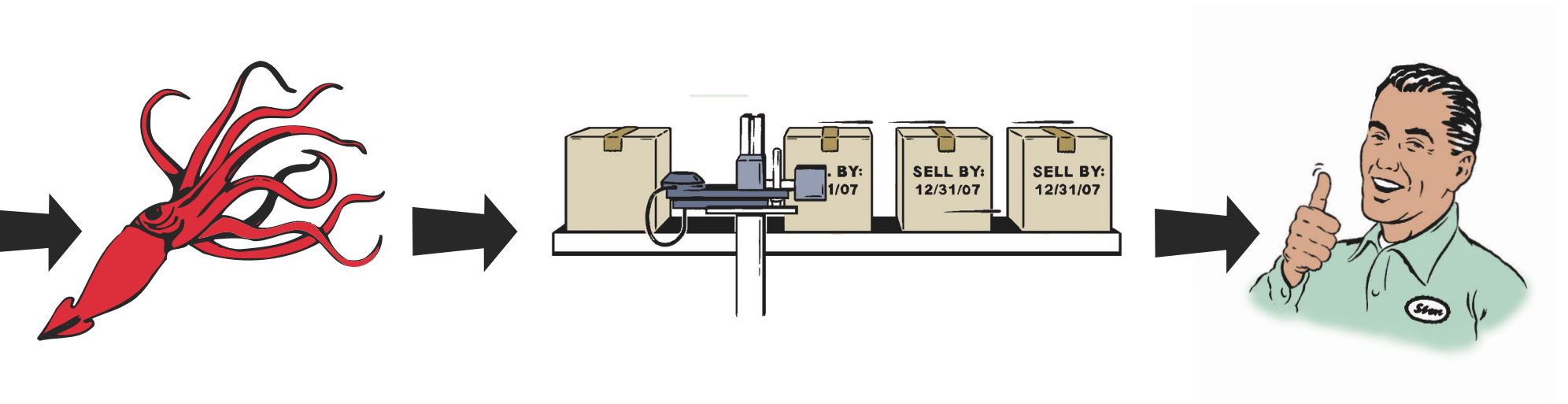
Workplace cleanliness and environmental safety make the newest product a natural complement to a line of corrosion-inhibiting products. Introduced in April, Armor's Metal Rescue™ from Armor Protective Packaging, safely and effectively removes iron oxide from metal in as little as 20 min, leaving the base part and other materials unaffected. Metal Rescue is a nontoxic liquid solution that does not contain harmful or hazardous acids found in alternative rust-removal systems. As supplied, the product is noncorrosive, nonflammable, nontoxic and biodegradable and contains no volatile organic compounds, solvents, acids, bases or hazardous ingredients. If no toxic or hazardous materials have been introduced into the solution, Metal Rescue typically can be disposed of in city sewer systems.

"Metal Rescue effectively helps our customers' bottom lines, and right now that's everyone's top priority," says Armor vp David Yancho. "It's a simple and quick alternative to expensive methods such as outsourcing rust removal, unsafe acidic rust-removal materials, or worse yet, scrapping rusted metal." Metal Rescue is water-based, and is safe for aluminum, brass, copper, chrome, gold, lead, nickel, silver, titanium, tungsten, solder or solder points. Plastic, glass or cloth can be cleaned as well without any damage. Depending on the object's size, the amount of rust and the temperature of the solution, Metal Rescue can completely remove rust in up to 24 hr. The product is available in a 1-gal polystyrene bottle that sells for $40 and a 5-gal container that sells for $144. **United States Plastic Corp. (www.usplastic.com)** supplies the 1-gal bottles and the closures, and **Lightning Labels (www.lightninglabels.com)** supplies the pressure-sensitive labels.

Wellness drink 'pulsates' with good looks

Goldshield Elite debuts Pulsate Plus, a new cardio-wellness energy drink with label graphics that characterize a dynamic, electrifying shelf presence on a shrink label from **Gilbreth (www.gilbrethusa.com).** The challenge of communicating color, gloss and movement on an environmentally-friendly PETG shrink label required the Gilbreth custom F-I-T team to develop a totally new combination of materials, inks and cutting-edge technology. The full-body shrink label incorporates a smooth-fitting, sag-resistant, or "smile-free," feature and a handy, perforated/removable tamper-evident neckband. Depth of color is achieved in the printing on a 10-station gravure press. The eye-catching Pulsate Plus had to communicate vibrancy, vitality and excellence at an effective price-point, says its marketer. The drink comes in a 30-oz generic stock white plastic bottle that was selected for its practicality and safety.



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design trends

Black PET liqueur bottle says sleek for Ryan's cream

White Rock Distilleries, Lewiston, ME, has commercialized what it says is the first 1.75-mL, opaque black PET liquor bottle for its popular Ryan's Cream Liqueur, a 34-proof combination of fresh cream, rich chocolate, natural vanilla and imported Irish whiskey. Produced by **Amcor PET Packaging (www.amcor.com),** the new bottle joins 750-mL and 1-L bottle sizes in opaque black PET that were launched in 2007.

Converted from light brown, stock glass bottles, the black PET versions were a bit of a challenge to create. Explains Jonathan Jarman, project engineer at Amcor, "the primary reason is that the dark, opaque color absorbs heat differently than anything else we produce."

The cream liqueur was visible through the sidewall of the previous PET 1.75-L bottle. "That's when we decided to invest in custom molds that would come as close as possible to extending the look of our glass to PET," explains Marguerite Provandie, associate marketing director at White Rock. Provandie adds that the "brow" over the top of the bottle label also was tricky to duplicate in PET from the glass version's length and indentation. Amcor handled processing challenges by developing some proprietary heating techniques and also worked with colorant supplier, **Colormatrix (www.colormatrix.com).** Amcor's Nicholasville, KY, facility produces the bottle, which is filled at White Rock's Lewiston, ME plant. Topping the bottle is a tamper-evident, 33-mm PP closure, also in black, from **Berry Plastics (www.berryplastics.com).** The sleek, new 1.75-mL bottle retails nationally for a suggested price of $19.99.

Courting beauty on a budget

Creative Nail Designs' revised Enhancements Kits use a streamlined, sophisticated design to convey a premium image in more sustainable and affordable packaging. Previously, CND relied on the use of plastic in its packaging to emphasize the premium nature of its Enhancement Kits.

The new look, the result of a collaboration between CND and **MiresBall (www.miresball.com)**, employs existing CND imagery to help preserve the co.'s 28 years of brand equity. To ease customers' transitions from the previous packaging to the new system, the boxes feature color coding that aligns with each product's original packaging color: purple for Moxie Liquid, red for Radical SolarNail; Liquid; and blue for Retention+ Liquid.

To help identify the products as premium, the new packaging uses a grid motif that is a recurring element in the corporate visual identity and underscores the systematic nature of CND's enhancement products. "The new design presents the packages' beauty and product shots in a visually compelling way, and it creates visual pop when the boxes are grouped together," says John Ball, partner and creative director at MiresBall. "Because of the sophistication of the new design, the packaging is cheaper to manufacture yet achieves a more premium look and feel."

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comment

John Kalkowski, Editorial Director

Word to the wise: Plastic films usage will expand

It was classic cinema. Do you remember the conversation from "The Graduate"? Dustin Hoffman, playing a troubled young man named "Ben," was told by a family friend: "I just want to say one word to you. Just one word: Plastics."

Ben: "Exactly how do you mean?"

Mr. McGuire: "There's a great future in plastics. Think about it. Will you think about it?"

Now, more than 40 years later, it's amazing how prescient that Mr. McGuire was. Where would Ben be if he had followed his advice? After all, the use of plastics has spiraled dramatically, especially in packaging, which has become the largest use for the material in the U.S. At the end of 2006, one study estimated that rigid plastics accounted for 23 percent of all packaging and flexible plastics another 15 percent. Other materials—like glass, paper, board and metal—have seen their shares diminish.

The "Plastic Film" study just released by The Freedonia Group, a Cleveland-based industry research film, forecasts that plastic film usage will grow about 2.6 percent annually through 2012. Resin demand should total about 16 billion lb, valued at $13.4 billion. The total plastic film value, including resins, additives, processing and other costs, is expected to reach nearly $32 billion.

Bill Weizer, Freedonia's vp of plastics, says applications like standup pouches and modified atmosphere packaging will help drive growth, adding that film's advantages such as cost, performance and source reduction are other favorable factors.

Weizer says consumption rates for the five highest-volume resins used in packaging will vary widely. LDPE and PP films will likely lead the way, with annual growth rates at or above three percent. LDPE will flourish in areas like produce and snack packs, stretch and shrink wrap, and trash bags. PP's use will swell in packaging for produce, dairy and other food applications. PET's packaging applications may expand, but overall use will drop as film and magnetic tape use declines. Sustainability will be a factor in slowing the performance of PVC, as its use has been targeted by environmentalists and some retailers. Weizer says a soon-to-be-released bioplastics study shows their use will jump 15 percent annually, though by 2012 they'll still account for less than one percent of total plastic film usage.

So, if Mr. McGuire offers you advice on plastics, perhaps you should listen. Then, carefully weigh your choices.

John Kalkowski

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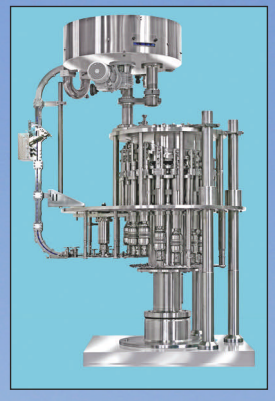

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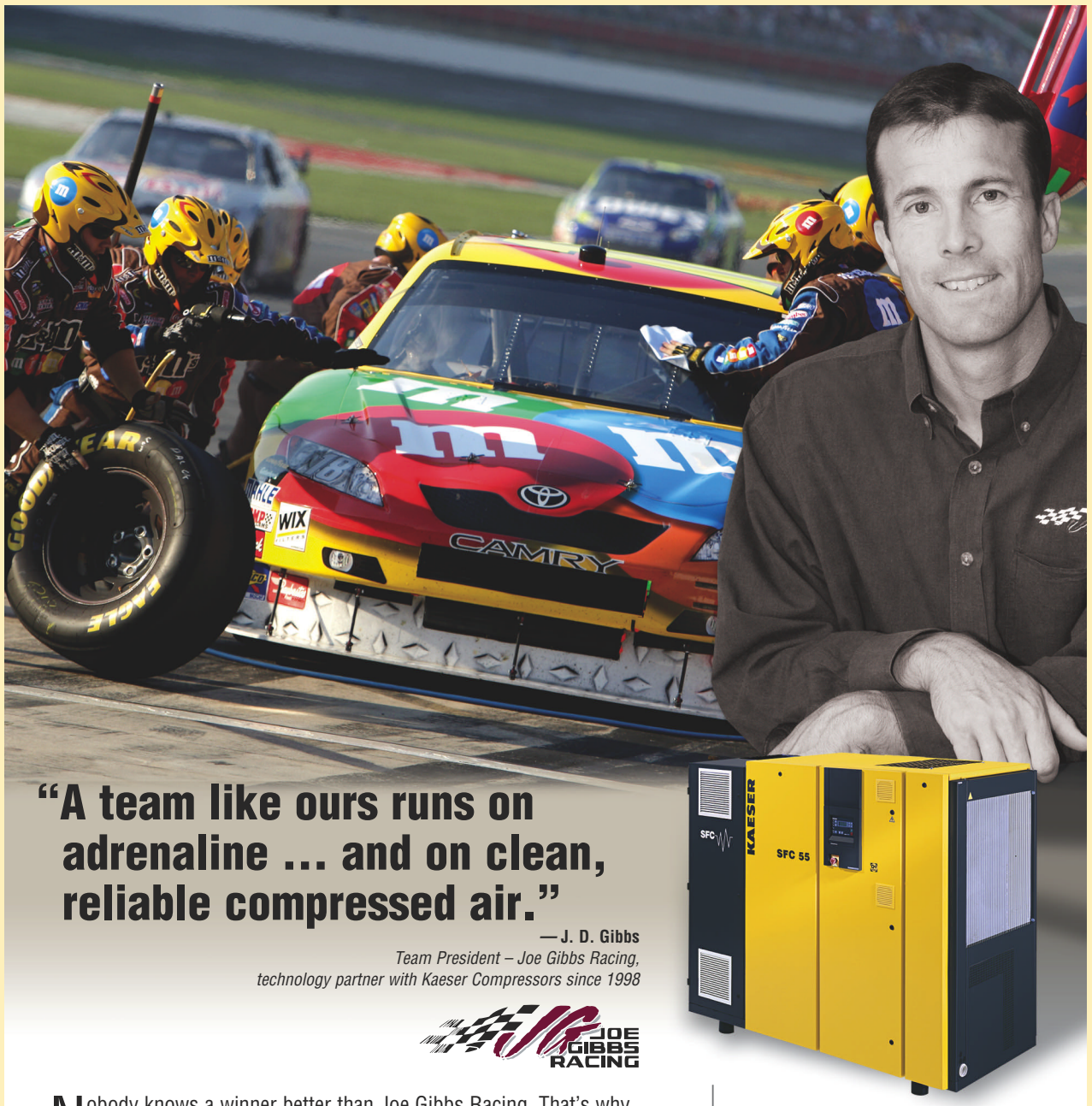

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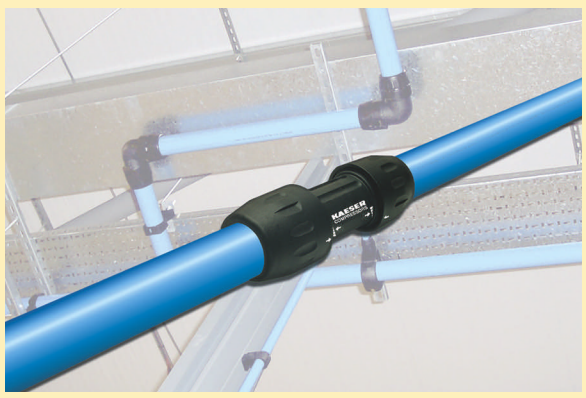

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Eriez, 888/300-3743.
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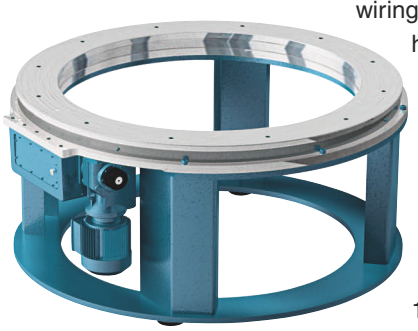

Camco® ring index drives feature larger through-holes to accommodate a variety of automated machinery and equipment, including electrical wiring and air or hydraulic lines. New models include the 1100RNG, with a 1-m nominal dia ring, and the 1.5-m 1550RNG. Both can be ordered in a 6- to 48-stop configuration. Additional features include a large output mounting surface supported by a 4-point contact bearing for high accuracy, thrust and moment capacity.
DE-STA-CO, 888/337-2226.
www.destaco.com

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The co. introduces its miniBOSS™ and microBOSS™ tool-cord lines, designed to deliver power and signal to a variety of devices. miniBOSS™ comes in 3-, 4-, 5- and 6-position variations and uses both static and high-flex, dual-rated TC-ER and STOOW 14-awg cable, as well as thick and thin Devicenet™. microBOSS™ is available in 3-, 4- and 5-pin configurations; cable types include standard 22-awg STOOW and thin Devicenet,™ with static and high-flex cabling available.
Amphenol-Sine Systems, 800/394-7732.
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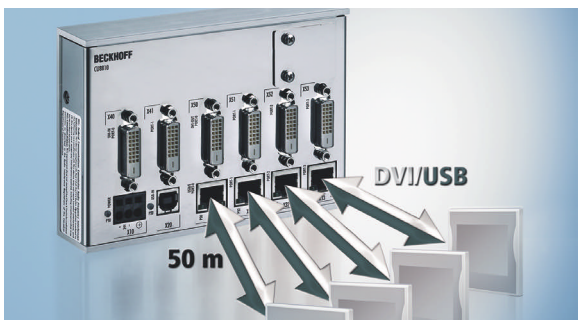

DVI/USB splitter

The CU8810 DVI/USB splitter helps connect multiple industrial displays. Using this compact device, up to 4 displays showing the same image or 2 separate images can be connected to the same PC. The CU8810 transfers images via DVI, and its integrated USB ports transfer command signals from touchscreens, function keys, keyboards and other USB devices that may be equipped on displays. The DVI splitter and each control panel can be located up to 164 ft apart.
Beckhoff Automation LLC, 952/890-0000.
www.beckhoffautomation.com

Print controller

The I-Mark™ V84i is an OEM version of the co.'s newest drop-on-demand ink-jet printing controller. Minimal software development is required to integrate the controller, thanks to a simplified communications protocol. Machine builders can use the same touchscreen interfaces, power supplies, PLCs and other hardware with the V84i as they do with the base machine. The system is said to be ideal for printing 4 to 5 lines of text, graphics/logos and bar codes ranging from $^{3}/_{32}$ in. to 5 in. high, at line speeds up to 786 fpm.
Matthews Marking Products, 412/665-2489.
www.matthewsmarking.com

new products equipment

Label printer/applicator

The Model 250C label printer/applicator is said to have the smallest footprint in the industry. Each system is custom-built and is configured for tamp application with a maximum stroke length of 8 in. and uses label rolls with outside and inside dias no larger than 8 and 3 in., respectively. The 250C offers the same standard electronics and pneumatics as the co.'s Model 250.

ID Technology, 817/626-7779.
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I/O brochure

The co.'s new I/O-System Brochure includes a removable, 4-panel reference poster that outlines its range of bus couplers, PLCs and more than 300 digital input/output, analog input/output and specialty modules. Key features of the 750/753 Series are included, as is a list of software tools such as I/O-Check, I/O-Pro and I/O-System. Free copies can be requested online or by phone.

Wago Corp., 262/255-6333.
www.wago.us

Metal detector

The Apex™ 300 metal detector series is designed to fit drop-through or pipeline food and beverage applications. New processing algorithms are meant to optimize high-speed scanning and detection, and its multicoil design is said to provide high sensitivity. The compact system is also offered with the co.'s VeraWeigh checkweigher for greater flexibility. AuditCheck enables continuous monitoring of sensitivity performance.

Thermo Fisher Scientific Inc., 800/678-5599.
www.thermofisher.com

Hot melt gun

The e.dot+™ electric hot-melt adhesive guns reportedly offer accurate dot or bead placement, easy installation and quiet operation. The guns are said to have on-times as low as 0.4 ms, cycle rates as fast as 1.8 ms and a service life in excess of 200 million cycles. The removable armature and seat and the interchangeable nozzles simplify maintenance. Manual stroke adjustment allows for re-zeroing of the module after servicing, and the module coil connector is designed for fast module exchange. High-speed dotting applications are recommended, including cigarette tax stamps and couponing, chocolate wrapping and small carton flap sealing.

Nordson Corp., 800/683-2314.
www.nordson.com

Software

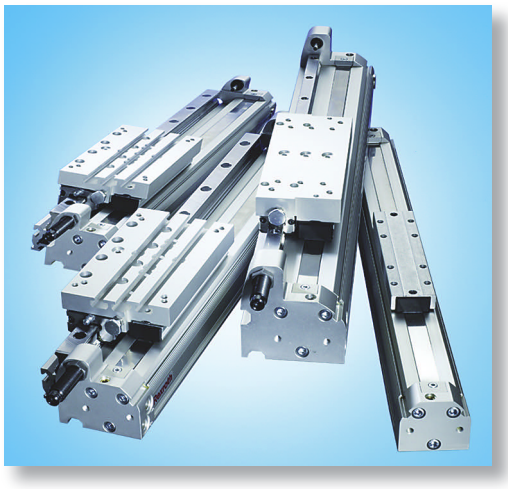
EASYLABEL® 5 software facilitates RFID and bar-code labeling and now features a version that can run on the Windows Terminal Server platform. A single copy can be installed on a server and accessed by an unlimited number of users, increasing cost-effectiveness and simplifying network administration tasks such as software upgrades. The co. says existing formats created with other versions of EASYLABEL® are compatible with Terminal Server edition.

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

Leveling mounts

The co. expands its line of tapped type Ny-Lev nylon base leveling mounts. The socket swivels 15 deg in all directions, but the hex restricts further movement and keeps the socket from separating from the base. Available in both steel and stainless steel, with or without lag holes, the leveling mounts have a glass-filled nylon plastic base and a nonskid elastomer rubber pad that reportedly resists many organic acids, most chemicals, alkalines, salt, water and corrosion.

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



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RTC rodless cylinders are equipped with oval-shaped—rather than round—pistons, which are said to provide excellent load and moment-generating capacity. The slide and piston are constructed as a single unit, letting the slide move maximum loads even on smaller cylinders. Four versions are available: RTC-BV for universal use; RTC-CG for compact dimensions; RTC-EG for cost-effectiveness; and RTC-HD for heavy loads. The cylinders come in dias from 0.625 to 3 in. and a maximum stroke length of 32.5 ft.

Bosch Rexroth Corp., 800/322-6724.
www.boschrexroth-us.com

Hand packer, case sealer

The VP15-T VersaPack hand packing system features a case erector, an ergonomically designed conveyor system, a hand packing station and a case sealer. The S-curve conveyor handles most rigid, semi-rigid and flexible products at speeds up to 15 cases/min. Operators can reportedly pack products with minimal movement and advance each packed case with finger-sensing technology. Also, the co.'s new CS15-T case sealer top-seals between 15 and 25 cases/min using pressure-sensitive tape.

Pearson Packaging Systems, 800/732-7766.
www.pearsonpkg.com

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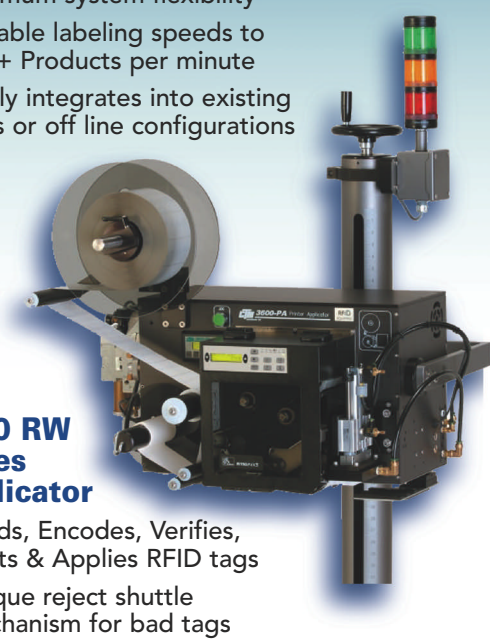

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CMS, 866/769-1500.
www.cmsflavorseal.com

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Constantia Hueck Foils, 302/235-2160.
www.constantia-hueck.com

Foil and bags Barrier foils are a laminate of polyester, aluminum and PE that provide a low moisture-vapor transmission rate and protect items that may deteriorate due to corrosion or moisture damage. Other bags and liners allow water vapor and aggressive gasses to seep through, allowing deterioration of the product to occur, but this can be eliminated with the use of the foil, the co. says. The 3D bags and shrouds provide corrosion protection for machinery and metal goods during transit and long-term storage. They can be manufactured in many shapes and sizes to suit the dimensions and styles of the outer packaging and can also include a clear barrier viewing panel.
Protective Packaging Ltd.,
44 (0) 161 976 2006.
www.protpack.com

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Perfecseal, 920/303-7000. **www.perfecseal.com**

Label shrink film The Pentalabel® product line of shrink-films for labels has been extended to include Pentalabel® E749/22, a polyester film with multiple shrink characteristics for all full-body shrink-sleeve labels, in contoured containers. This film combines properties with little to no machine-direction (MD) shrinkage and low-shrink force, to produce a finished label that remains uniform across contoured containers; in particular, the bottom portion of containers. These films prevent the "smile" typically seen with other polyester films, the co. states.
Klöckner Pentaplast Group, 540/832-1427. **www.kpfilms.com**

Blister laminate
The Cold Form™ 4000 blister laminate is suitable for light- and moisture-sensitive medications due to its 45-micron, heavy-gauge foil sandwiched between PVC film on the sealant side and a 60-micron nylon film on the other. Cold Form is said to offer two times the dent-resistance of other cold-formable blister materials due to an additional layer of a 60-micron PVC laminated to the nylon exterior. The co. reports that the extra layer greatly enhances the material's rigidity, practically eliminating indentations and impressions that could occur through typical shipping and handling. In addition, the exterior film layer of the laminate can be reverse-printed or surface-printed to display up to 8 colors, for enhanced product branding.
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www.reynoldspkg.com

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Syringe The Daikyo Crystal Zenith RU prefillable syringe system is made from a proprietary, cyclic olefin polymer said to ensure drug purity. According to the co., the syringe's improved drainability reduces dosing errors, and a lubricating barrier film on the piston and the cap eliminates the need for silicone oil. Also the syringe reportedly resists breaking, can be autoclaved at 121 deg C and has a higher tolerance of freeze drying and liquid nitrogen exposure.
West Pharmaceutical, 610/594-2900. **www.westpharma.com**

BIBs An aseptic Air-Evac® Bag-in-Box packaging system helps address the food industry's need for improved product safety by increasing the amount of viscous fluids that can be extracted from BIB packages. The addition of the aseptic, high-capacity barrier bags brings the efficiencies and cost savings of the Air-Evac system to high-quality food applications such as fruit fillings, diced tomatoes, sauces and other mid-range viscous food products that are suitable for aseptic packaging. The metalized film bags are available in a variety of barrier films and are designed to work with existing top-fill fitments and the co.'s 330 (A330) reusable Shipper™ Intermediate Bulk Container (IBC) shipping container.
A.R. Arena Products, Inc., 800/836-2528.
www.arenaproducts.com

Ordering program Fast Face, an ordering program for nonadhesive products, enables label stock converters to receive lower volume, custom-slit orders of select nonadhesive products in rapid delivery time cycles. These products can be used for a wide array of industry applications such as tags, tickets, business forms, coupons, point-of-sale materials and folding cartons.
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new products materials

TPO sheet The Invision PX, a patent-pending, modified PPE-capped thermoplastic (TPO) olefin sheet, possesses high durability, while the Invision TX, a monolayer TPO sheet, offers benefits in thermoforming applications. The features also include high melt strength, greater stiffness of TPO sheet products, lightweight parts and quick cycle times. The sheet lines include mono- and multilayered, extruded products that are environmentally friendly, the co. reports. The co. says that they can also be pigmented or painted.
A. Schulman, 330/666-3751.
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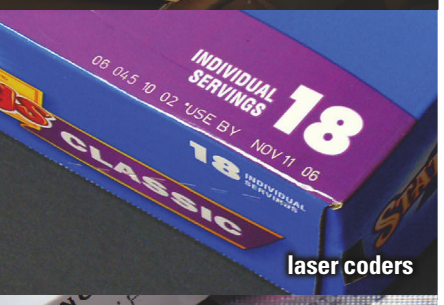

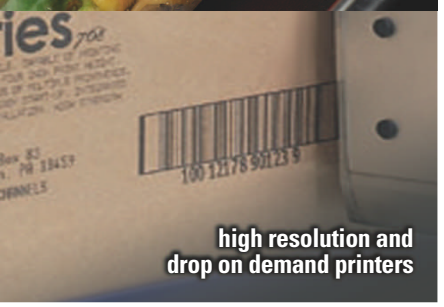

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Rethink, **repackage,** reconnect

If you think consumers aren't purchasing products because of their packaging, **THINK AGAIN.**

Finding out what's on consumers' minds is increasingly important and enables companies to deliver innovative new products and services. Open, honest dialogue can get to the heart of customers' wants and needs. Marketers are considering new strategies and tools, thanks to the advent of Web 2.0. Companies that reach out to consumers on their preferred communications platforms and engage them in dialogue have a real opportunity.

But it's easy to get so focused on the implementation of new social media, that traditional marketing tools are overlooked. We'll make the case that no initiative is more important in the marketing mix than packaging. After all, only packaging delivers products directly into the consumer's hands.

Package designers would like marketing execs to understand how important packaging is to the marketing mix. While marketers are starting to get it, in many instances, they still haven't understood it well enough to fully maximize the potential of packaging.

Intense competition, a challenging economy, waning consumer confidence and cuts in spending have all come together in a perfect storm. So why should brand managers invest in innovative, new packaging now, when the urge is to cut marketing budgets? This is actually the best time to rethink, repackage and reconnect—with the customer. Great companies have viewed economic downturns as opportunities. . .the glass half full, not half empty. Lee Iacocca once stated: "We are continually faced with great opportunities brilliantly disguised as insoluble problems."

While competitors cut budgets, smart marketers spend wisely on a few good initiatives that will give them a solid return on their investments. This is an optimal time for visionaries to push their brands front and forward. Having said this, it's time to break out of the rut.

And most packaging appears to be in a rut. Why is it that so much of the category packaging out there looks the same? Let's face it: when marketers are in the business of selling consumer products, including commodities, they probably think it's enough to leverage their brands on their packaging. This approach along with signature colors should suffice to differentiate their products.

Really? Take a look at a number of major product categories. Pasta sauce. Juice. Bottled water. Cereal. Do many brands really stand out from the plethora of products on retail shelves? Does this approach, by itself, work? Have marketers felt compelled to pair their brand identities with "category-appropriate" package structures and colors far too often? Is this complacency killing their brand's chance of stardom?

Packaging power

To really maximize the power of packaging, marketers and designers must go further than they've ever gone before. That means the leveraging of the brand and its properties are merely a starting

Continued on page 28

new products equipment

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VERTICAL CONVEYING SOLUTIONS

No initiative is more important in the marketing mix than packaging. Marketers find themselves at a crossroad. Competition, the economy, waning consumer confidence have come together in a perfect storm. So why invest in innovative new packaging now, when the urge is to cut marketing budgets?

Ted Mininni

point. Understanding the consumer's engagement with the brand and the product is the next, and most important, consideration.

Besides ascertaining consumer impressions of both, and the emotive qualities they represent, another crucial question should be asked: How can packaging become just as, or more important than the product it contains, to the customer?

What a concept!

Think of it. Even commodity products outsell competitors if uniquely packaged. In fact, in many cases, the packaging can become more important to consumers than the products they contain.

Lest anyone doubt that, here are some examples:

Method's environmentally safe home cleaning products feature clear containers that are pretty enough to be seen. As Method's website states, "[co-founder] Eric [Ryan] knew people wanted cleaning products they didn't have to hide under their sinks." Not only does this product claim cleaning effectiveness and safety, it's meant to be seen. What a concept!

While a number of eco-conscious cleaning products are on the market now, why is it that Method has garnered nearly a whopping $100 million in sales in a slow-growth category? Why is it that the brand has also created a community of avid brand loyalists? Products that are seen, are meant to be grabbed and used more. The more product used, the faster the repeat sales.

An examination of the environmental cleaning category demonstrates a great deal of similar packaging. Method's packaging is strikingly different. Contemporary, clean, refreshing. Since eco-friendly cleaning products abound now, we have to conclude that the packaging accounts for part of the Method brand's stunning success.

Could it be that in this case, the packaging is more important to the consumer in the first place, helping to sell the brand until that all-important SMOT—second moment of truth—when the product itself is actually used?

When Febreze first hit store shelves, it had great distribution thanks to Procter &Gamble's enormous retail clout. But after consumers used it for awhile, P&G experienced a gradual sales slow-down. Being customer experience oriented, the company's marketers opted to leverage its design-forward mentality to launch the Febreze Décor Collection.

Stylish, clear packaging with beautiful botanical or raindrop graphics make the latest Febreze line extensions stand-outs. Fresh, aromatherapy scents are beautifully captured in soft graphics that whisper to consumers. In home care aisles packed with splashy, bold, primary-colored packaging, Febreze Décor Collection is, literally, a breath of fresh air. Easy to spot on retail shelves. Quick to establish a connection with consumers.

Packaging for home display

The clear intention? To take Febreze out of cupboards or closets, enabling consumers to openly display the beautifully-designed containers in their homes. The Décor Collection web page unabashedly states: "Shameless display of freshness" and "New uplifting freshness is always within reach". How brilliant is this? No "out of sight—out of mind" where these products are concerned. With a product this beautifully displayed, Febreze provides visual enjoyment. Better yet, it will be picked up and used with far more frequency than ever before, hence, faster repeat purchases.

Take the case of Red Bull. How many energy drinks have come on the market in the past few years? Yet, Red Bull is the brand that rocks with consumers, taking the category by storm. It's chic, slim, blue/silver aluminum cans with signature Red Bull brand identity in—what else—red—say

it all. Simply put: Nothing else looks like Red Bull.

The energy drink category has exploded, yet according to Information Resources, Red Bull is the clear category winner, with an estimated 340 million in global sales in 2007. Its next closest competitor, Monster Energy, did a little better than $^1/_3$ of Red Bull's volume in the same time frame. Interestingly, even though it's a one product brand, Red Bull was cited as one of the fastest growing brands in 2007, with a staggering 22.5-percent increase in sales.

Branding commodities

How about another stellar commodity item: Bird's Eye Steamfresh frozen vegetables. Strong, fresh bag graphics show consumers how to evenly steam their vegetables in the microwave without mess, make this packaging so pleasurable, consumers will quickly become product adherents.

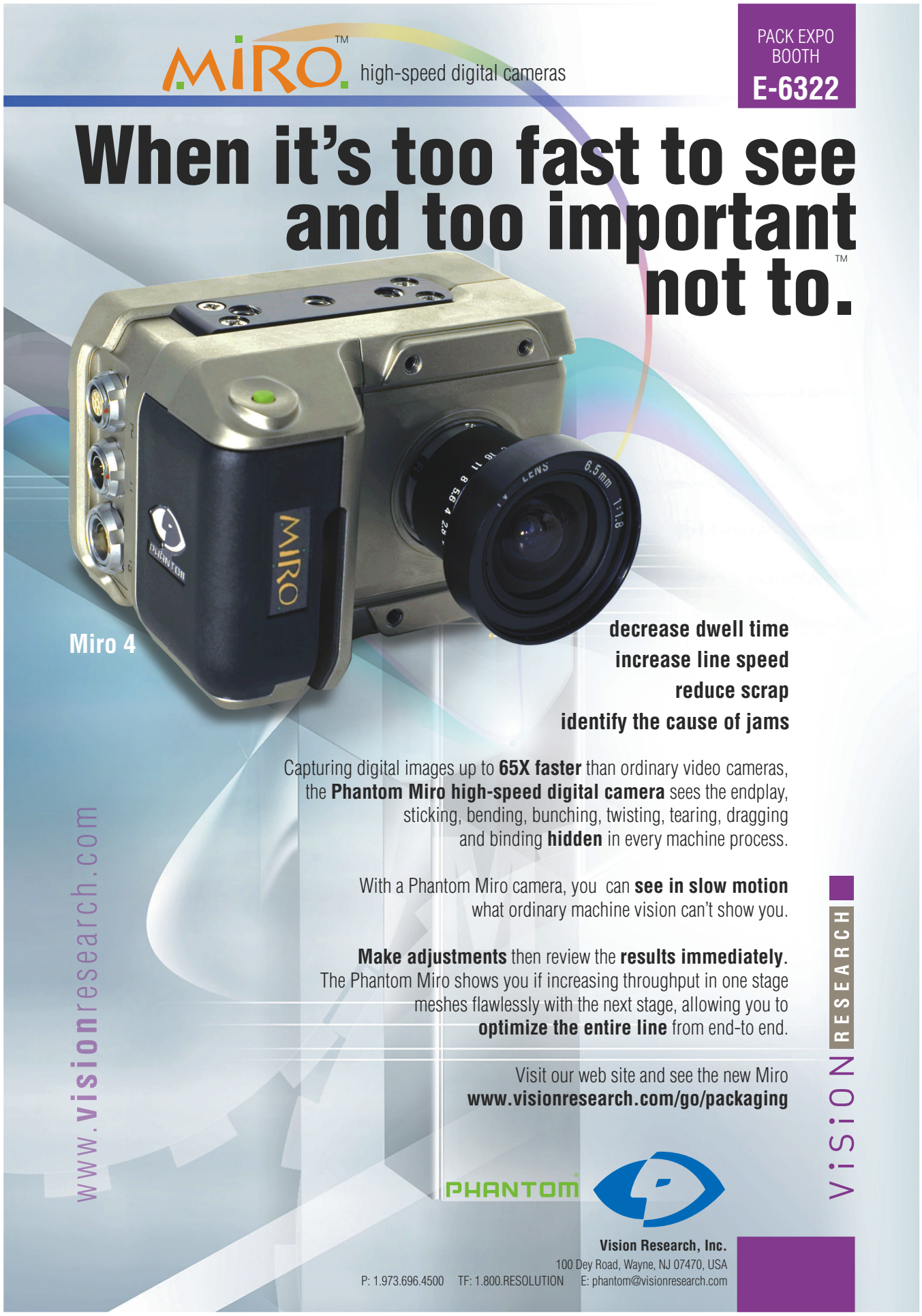
In five minutes from freezer to microwave to table in a time-starved world—this packaging stands out from all the other bagged, frozen vegetable packaging in the supermarket. It's cool, ice-blue panel depicting tempting veggies with a microwave in the background have struck a deep chord with consumers. Frozen vegetables have been staples for a long time, but Bird's Eye's entry has infused new consumer interest into the entire category. Information Resources Inc. says frozen vegetable sales rose by 4.7 percent in 2006 over 2005.

According to IRI's list of Top 10 New Product Pacemakers for 200-2007, Bird's Eye's Steamfresh Frozen Vegetables were number-two on that list, with $87 million in sales, just a shade off of Campbell's Reduced Sodium Soups at $101 million in sales.

When a package and product work to deliver emotionally engaging experiences synergistically, consumers will continue to seek out the brand and the product over and over again. The connection that packaging provides helps to cement consumer loyalty. Even for commodity items.

So, if you think consumers aren't purchasing products because of the packaging, think again.

Ted Mininni, the president of Design Force Inc., a brand design consultancy to consumer products companies, prepared this article. Design Force helps clients market brands by connecting consumers to brands emotionally with compelling visual brand experiences. Design Force, Inc., can be reached at 856/810-2277, or online at www.designforceinc.com.



The Mastercup GHM 162 aseptically fills cups from 80 to 500 g with 100-plus different yogurt products, dispensing with moving seals.

Filling, feeding system has yogurt yodeling

Lauren R. Hartman, Senior Editor

Alpine Italy's Milchhoff Sterzing adds an aseptic yogurt-packaging system that has nearly **DOUBLED PRODUCTON CAPACITY.**

One of Italy's largest and well-known yogurt producers, Milchhof Sterzing (or Latteria Vipiteno in Italian), located in Vipiteno/Sterzing, Italy, in the Alps south of Tyrolia, recently installed aseptic filling and cup-feeding systems for yogurt that have jump-started its productivity by 80 percent. When production bottlenecks began to occur, that prompted the company to think about expanding its fleet of packaging equipment. Recently, the dairy producer began using a new Mastercup system from **Oystar Gasti (www.oystar.gasti.de). Oystar A+F (www.afautomation.com)** also delivered a SetLine cup-feeding system as well as several end-of-line systems to complete the new line in Vipiteno/Sterzing. The result: Sterzing was able to greatly boost production, which better allows it to meet the growing demand for products under its Sterzinger brand, strengthening Sterzing's position in the Italian yogurt market. The new machinery came from the Gasti facility in Schwäbisch-Hall, Germany and the A+F plant in Kirchlengern, Germany.

More than 100 different products

Onstream in 2007, the Mastercup and Setline provide enough flexibility to accommodate roughly

Continued on page 32

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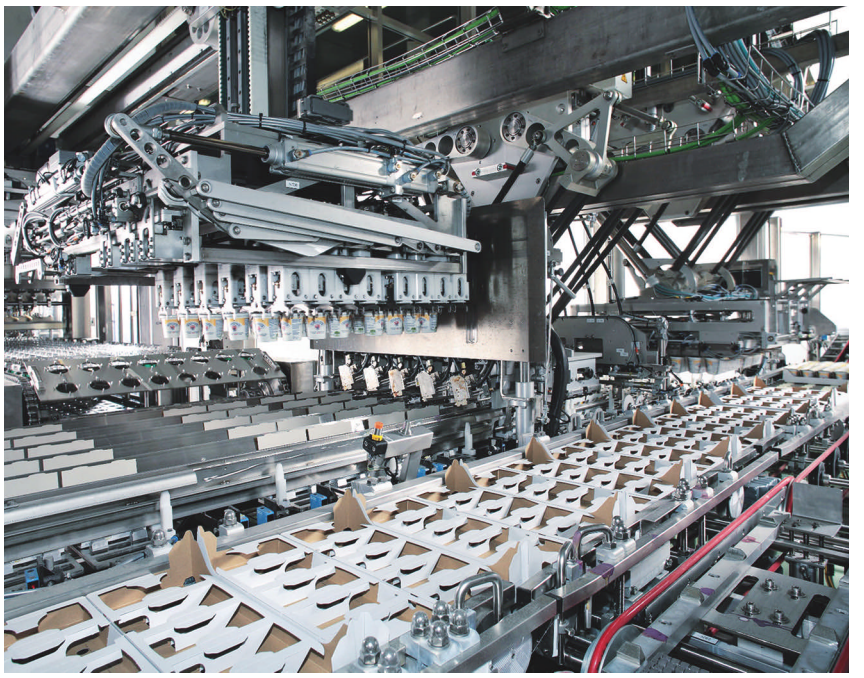

Sterzing's new yogurt cup-feeding/tray-packing system includes an array of stations that unitize cups transported directly from the new aspetic filler/sealer.

100 different products within the Sterzinger line as well as about 40 other retail products, in cup sizes ranging from 80-g for airline foodservice to a 125-g size for retail products and a 500-g family-size cup. Sterzing's selection of the Mastercup GHM 162, a 16-pump aseptic cup filling/sealing model, was largely driven by the machine's reliability and sterility, based on what Sterzing calls "a comprehensive, hygienic concept." Featuring a patented chain encapsulation, individual servo drives for each machine motion, package sterilization and product-flexible, maintenance-free aseptic filling units without moving seals, the system has a patented integral cup-leakage monitor.

Easy to retool and clean without much interruption, the equipment has a filling and a foil lid-sealing station that handle the Sterzing's entire container line without the need to replace any package-specific parts. Changing from one cup size to another is quick and easy, PD was told, and can be done during cleaning to minimize downtime.

Able to fill up to 43,000 premade, 125-g PET cups or 35,000, 500-g family-size cups/hr, the Mastercup can dispense pudding, desserts, cream and other similar products.

We considered it to be a great advantage that the entire line would be coming from the same group.

One of six lines running in the Sterzing facility, the new line also includes all A+F end-of-line packaging equipment, from a tray/case erector to the palletizer, as well as the conveying equipment needed for line integration, PD is told.

Gasti and A+F are two of 17 Oystar manufacturing companies. The Gasti unit is located in Schwäbisch Hall, Germany, and supplies food packagers worldwide with hygienic and aseptic packaging systems for liquid and pasty products for filling and sealing

As 125-g yogurt cups race by at speeds of 700+ cups/min, the new aseptic production line, one of six lines at Sterzing, handles family-size (500-g) cups at 583/min.

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The SetLine yogurt cup feeder, above, takes filled, sealed yogurt cups and overwraps them in paperboard sleeves or trays. Right, the aseptic filler/sealer.

cups and tubs. A+F in Kirchlengern, has evolved into a sought-after specialist for designing and manufacturing secondary and end-of-line packaging systems and cartoners, film-wrapping machinery, palletizers, wraparound packers and case-forming, loading and closing systems.

Sophisticated operation

Oystar A+F describes the comprehensive, SetLine system as a genuinely high-tech machine. Built with special-purpose grippers that work with most primary container configurations, the machine takes the filled, sealed yogurt cups and wraps two of them together before loading the wrapped units in a chosen pattern of trays or another type of secondary container. The modular, multistation machine is compact enough to fit into tight spaces. The PLC-equipped feeder unitizes single cups or sets of 2, 4, 6 and 8 cups into mulitpacks of various shapes and sizes, prior to packing them into shipping cases—a big reason why Sterzing favored it. The multifaceted feeder can also layer containers into stacks and inserts the yogurt cups into secondary trays or sleeves. A+F also supplied components needed for the packoff process, such as automatic format-flexible traymaking machines and palletizing systems.

All together, it's a most sophisticated operation, summarizes Milchhof Sterzing production manager Walter Wiser. "We considered it to be a great advantage that the entire line would be coming from the same group. In fact, it has helped us solve

More information is available:

Oystar Gasti, 49 791 402 0. **www.oystar.gasti.de.**
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A filling machine places individual pills into a pouch and then seals them into a blister-pack. Tjoapack's packaging line prints a unique code for each pill in the package that can be used to identify and track it all the way through the supply chain to the final consumer.

Track and trace

John Kalkowski, Editorial Director

With billions of prescription pills and tablets being packaged and shipped around the world each year, it would be easy to slip in a few tens of thousands of counterfeit pieces or divert a couple shipments of expensive medications to a black market in another country. The existing systems just haven't had the capacity to effectively track all products through the supply chain. This may be changing.

Governments around the world are instituting regulations to manage counterfeiting, diversion and reimbursement fraud while improving manufacturing quality control. These rules and guidelines often require the printing and encoding of unique data that go right onto the package, causing pharmaceutical companies and contract packagers to scramble in order to meet all the requirements of every jurisdiction where they may be shipping their products. In effect, they are establishing an "electronic pedigree" for the prescription drugs.

Many of these companies have little experience or understanding of how to build complex data structures that must be read and verified in the production process and then manage the massive amounts of data to effectively track the delivery of medications to the consumer and—if necessary—trace the product through the entire supply chain.

One Dutch contract packager has decided to be proactive. **Tjoapack (www.meditraq.eu)**, with plants in Emmen and Boskoop, Holland, has developed a fully operational packaging line that is able to code and mark pharmaceutical packaging beginning with a single tablet in a blister-pack, all the way to the carton, case and pallet levels.

Dutch pharmaceutical packager Tjoapack implements a **MARKING AND CODING** system that exceeds existing global requirements for track and trace.

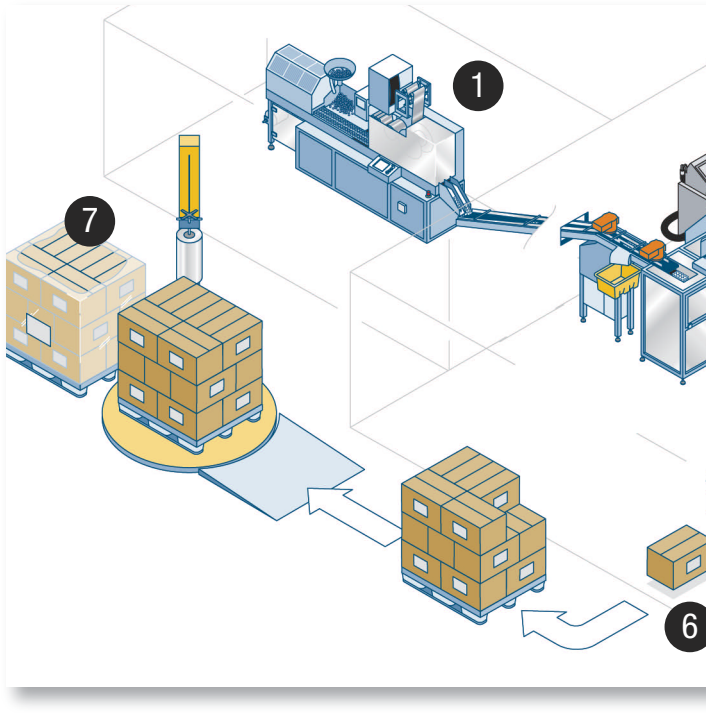
Erik Tjoa, owner of the business, says there is no legal requirement to code individual doses, but being able to print and record 6 levels of package identification is what makes his operation unique in the world. It also provides product authentification at each node in the supply chain.

Using a line management system developed by **Domino (www.domino-printing.com)** and its subsidiary, **Control (www.controlsoftware.net),** Tjoapack has installed this updated equipment on an existing packaging line that had already been validated for use with pharmaceutical products. They call it the MeditraQ Centre of Excellence.

"I have had a personal interest in the potential of barcoding since the formation of the company and have wanted to impact the development of its use in the pharmaceutical industry," Tjoa said.

Bob Lilley, Control's director of global solutions, says the new system was designed to deal with the threat of counterfeit medicines and medication errors to improve patient safety, while helping to eliminate inefficiencies in the supply chain.

This new capability moves Tjoapack to a higher



Once filled with blister-strips, medicine cartons have a 2D code imprinted, and the software aggregates that data with all the individual codes for tablets inside the carton.

level than competing contract packagers, according to Tjoa. The system relies on 2D bar codes called Data Matrix that are printed on the package at each progressive step in the packaging process.

These codes can include a significant amount of data in a small printed space that fits on vials, ampules, blister-strips, small jars and pharmaceutical packs. The data include a product code, serial number, batch number and expiration date. In addition to the Data Matrix codes, the information can be printed in linear bar codes or on radio frequency identification (RFID) tags.

Unique codes are imprinted along with human-readable information by digital printers after the blister-pouch is made, when the blister- pack is placed in a a carton, when cartons are loaded into a case (which might include an RFID tag) and when an RFID tag is applied to a pallet of filled cases.

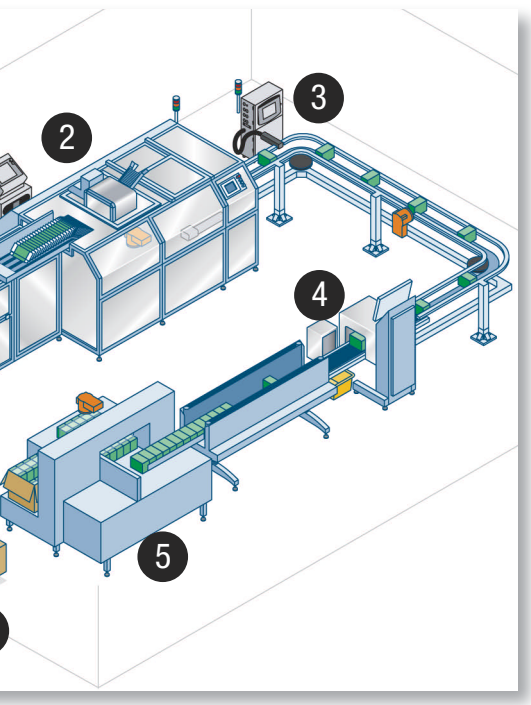
System verifies codes

The system has a series of checks that verify that the codes are accurate. It's not enough to have software to simply record the data, says Tony Walsh, Control's director of strategic business development. The information must be linked or aggregated and a parent/child relationship established at each step (blister-pouch to blister-strip, blister-strip to carton, etc.).

Walsh says Control has designed its software to work with any hardware technology, while also providing seamless integration with existing enterprise software systems. Control also provides compliant storage of all production data, with online access controlled by the pharmaceutical companies that own the data.

The entire system was developed to match the variable production speeds of the packaging line. At several steps in the process, **Cognex (www.cognex.com)** imaging stations capture the

Continued on page 38



1) Blister-pouch and blister-strip are printed at the unit-dose level as a Romaco Noack 760 seals pills inside a blister pack.
2) Blister-packs are inserted into cartons by a Romaco P91 intermittent-motion cartoner. Carton/item-level printing is performed and patient information leaflets are inserted.
3) Additonal coding and marking, such as human readable data, can be added to the pack with a Zebra thermal-transfer printer.
4) The carton is weighed by a Garvens checkweigher to ensure it contains the correct number of blisters and leaflets.
5) Bundles are wrapped at a Sollas Bandum wrapper and checking station.
6) Cartons are packed into a case with an option for placement of RFID tag.
7) After palletizing, cases move to shipping to be shrink-wrapped as a unit. A unique RFID tag is printed by a Zebra thermal-transfer printer and read by a Sick RFID station and antennae or hand-scanned with a Siemens portable scanner. Data are aggregated by a Domino Control computer.

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imprinted data and feed it to the Domino controller, which compares the data to make sure it is properly associated. If the data do not match, the pack, carton or case will be rejected, and the system records which medications were removed and reports "wasted" codes to ensure accurate data.

Packaging line operators at Tjoapack said that there was an initial expectation that the reject controls would slow the system. However, they said they used the data to identify problems and have been able to tweak their system to minimize downtime and waste.

"We want to be the leanest, meanest and best contract packager in Europe," Tjoa says.

Easy setup praised

Tjoapack's prescription packaging runs can vary widely in length, with many being relatively short. Quick changeover and easy setup is especially important in the clean-room environments required for pharmaceutical packaging. Operators says they appreciate the Control system's ease of setup.

Tjoapack decided to implement this system on an existing line that includes a **Romaco (www.romaco.com)** blister-packer and intermittent motion cartoner, as well as a **Sollas (www.sollas.com)** bundle wrapper and a **Toshiba (www.toshiba.com)** Tec thermal printer.

In the process, they added 5 Cognex imaging stations with lighting, two Domino reject stations and one extraction unit, a Domino laser printer and two **Zebra (www.zebra.com)** thermal-transfer RFID printers. A **Sick (www.sick.com)** bar-code scanner was added at the cartoner and a Sick RFID station was installed at the palletizer.

Tjoa says the implentation was completed within 8 weeks of the decision to go forward. "The process was not easy, but it succefully exceeds all of our expectations," he adds.

He explains that he chose Domino and Control as partners because the two companies complement each other so well in terms of coding skills and experience.

Tjoapack is ahead of the game right now, the owner says. However, the size of the counterfeiting and fraud problems are so large that governments just can't ignore them. In Europe, he says, it is estimated that 7 to 15 percent of all prescription drugs dispensed are fake. In countries like Russia and China the estimates are up to 25 percent.

Tjoa points out that Turkey is poised to launch some of the world's toughest regulations on track-and-trace coding in 2009. The driver there is massive fraud in drug reimbursements. Many pharmaceutical companies and contract packagers won't be totally ready for the change, he says.

With most of its customers within a 1,000-km radius, Tjoapack works hard to provide just-in-time, lean manufacturing. The packager, however, relies on the integrated software system to generate accurate mass serialization in multiple languages while meeting local requirements at all times.

Tjoa says his company will expand into Spain and Hungary soon and is likely to install similar systems there, since demand will grow for more complete coding and data tracking.

More information is available:

Cognex, 508/650-3000
www.cognex.com.
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www.controlsoftware.net
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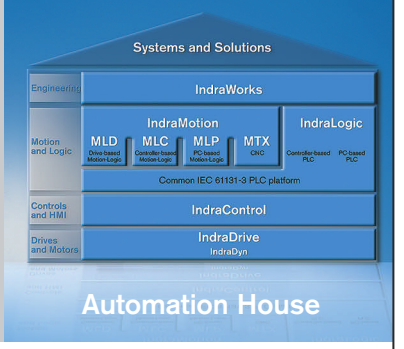

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sustainability

Assessment can't replace life-cycle thinking

As the packaging industry increasingly engages in discussions of metrics and scorecards to assess environmental performance, it is important to distinguish between two terms: Life Cycle Thinking and Life Cycle Assessment.

Life Cycle Thinking is a qualitative framework used to understand and assess systems. It has historically been applied to natural systems through fields like ecology, where we study the relationships between species and their habitats. More recently, in the field of industrial ecology, we have applied the framework of Life Cycle Thinking to industrial systems as a way to understand man-made systems and their interaction with the natural environment.

Often, in an industrial context, Life Cycle Thinking is used to ask: "What are the systemic impacts of an industrial action or process? If I take a certain action, what are the resulting consequences throughout the supply chain and beyond to natural systems?" Because natural and man-made systems are inseparable, this is a challenging question. Life Cycle Thinking doesn't produce easy answers, but it does provide a framework to recognize and understand these complex systems and their interrelationships.

Life Cycle Assessment is rather a quantitative tool used to develop partial answers to the questions posed by Life Cycle Thinking. We use Life Cycle Aassessment to measure the known burdens our industrial processes impose on various environmental impacts like greenhouse gas emissions, water consumption, etc. But Life Cycle Assessment has significant limitations.

It can only be used where inventory data and accepted Life Cycle Impact Assessment (LCIA) methods exist. When either of these is missing, it's not a useful tool. For example, Life Cycle Thinking might help discover that packaging debris is creating problems for marine ecosystems. However, Life Cycle Assessment data and methods don't exist to quantify these effects. This doesn't mean we should ignore the problem, but only recognize that Life Cycle Assessment isn't currently an appropriate tool to address it.

Even when we do have available data and acceptable methods, Life Cycle Assessment provides only an approximation of environmental impacts. Both the data and the LCIA methods include uncertainty. Thus, Life Cycle Assessment should be viewed as guidance for understanding the likely areas of impact.

Like the dual approach to sustainability, Life Cycle Thinking and Life Cycle Assessment should be approached in the same vein. We use Life Cycle Assessment where adequate systems of measurement exist, but must continue to use Life Cycle Thinking to assess the consequences of our actions in a long-term, holistic manner. It's often said that "we treasure what we measure." If we limit our analyses to systems and impacts we can quantify, we will focus on some impacts (e.g., carbon emissions) while potentially ignoring others (e.g., biodiversity loss). Someday, we may have sophisticated Life Cycle Assessment data and methods to assess a wider range of issues.

But until then, we must recognize the limits of Life Cycle Assessment as a tool.

Martha Leflar is project manager for the Sustainable Packaging Coalition, a project of GreenBlue (www.greenblue.org). For additional information, email info@sustainablepackaging.org

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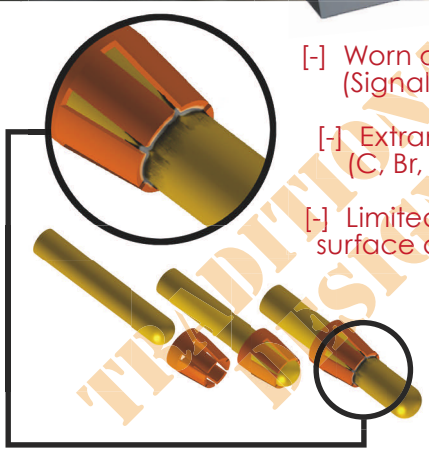

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[+] Longer contact life

[+] Lower contact resistence

[+] Immunity to shock and vibration

[+] Low insertion and extraction forces

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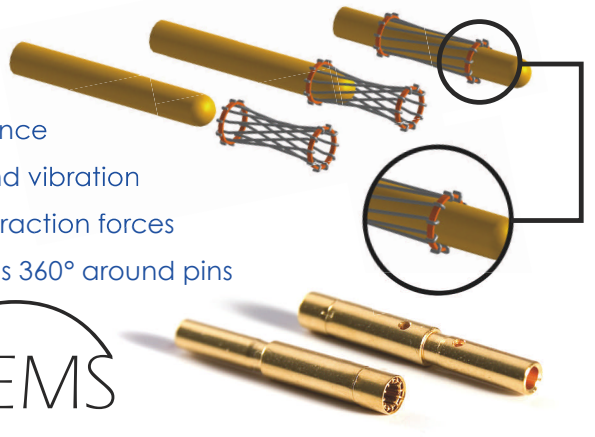

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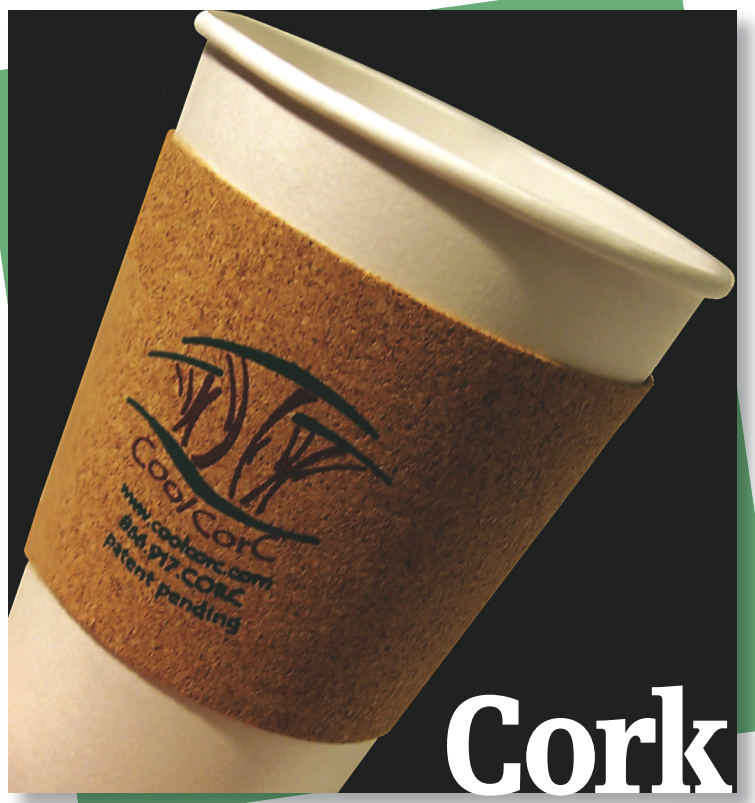
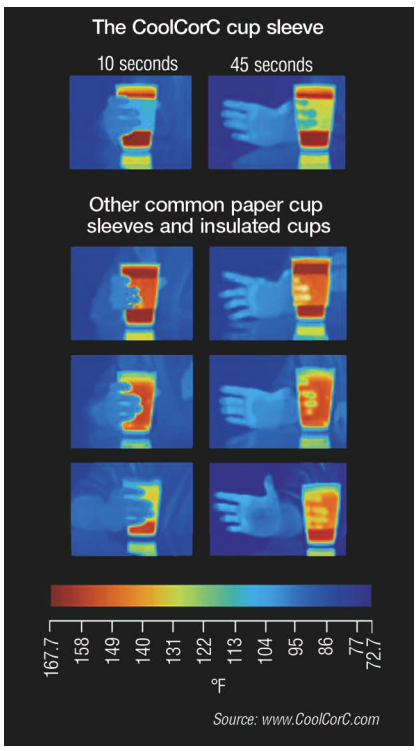


Cork carries coffee

Two brothers hope to redefine the standard for **HOT BEVERAGE SLEEVES.**

Tim Avery, Assistant Editor

Cork was once the only crown fit for wine. Then the metal screw cap came along, as well as synthetic corks, which have won increasing favor as wine bottle closures. Cork may have found a new ally, however, in the ascendant prince of beverages, coffee. Memphis, TN-based CoolCorC is selling hot beverage cup sleeves made out of cork, rather than paper, and says its alternative is greener and more functional.



Thermal images of CoolCorC cup sleeve and the competition.

Cofounders and brothers Larry and Josh Wright began brainstorming the concept three years ago. "I had been looking at furniture in a design magazine and found some made from cork," says Larry. "I thought, 'That's really cool. Where the heck does cork come from?'"

A little research revealed to him how sustainable the material is, he says. Cork comes from the outer layer of bark on the cork oak tree and can be stripped off once every nine years, a process said to promote the tree's healthy growth. "We're not cutting down any trees to make this product," says Larry.

Buying more cork also stimulates the planting of more cork oak trees, which is precisely what the World Wide Fund for Nature urged of top cork producer Portugal this past summer. The environmental group says that expanding the forests would reduce the threat of desert growth the country is facing. Endangered species such as the Iberian Lynx and Iberian Imperial Eagle reportedly depend on the ecosystem nurtured by cork oak trees.

Cool to touch

What about utility? "Cork feels good, looks good and is very insulating," says Larry. "I thought to myself, 'What kind of product would make sense with this material?'"

CoolCorC started in 2006 and has since sold more than a million cup sleeves. "Our product protects your hand a lot better than the paper sleeves, which are just paper on paper," says Larry. "Even the double-walled cups can still hurt your hand when squeezed because the walls touch each other."

He also notes that cork's frictional quality lends it a more secure grip, and that it's tough. "It's a very durable product on the cup," he says.

CoolCorC runs manufacturing facilities in Cincinnati, Memphis and Xian, China. The cork it receives is broken up into an agglomerate, made into sheets, stamped out, cut into sleeves and glued together. CoolCorC uses proprietary equipment, but much of the work is also done by hand.

Unassembled sleeves are available in addition to two different sizes of assembled sleeves, and custom specifications can be met for larger orders. Other capabilities include logo printing.

"We've got a lot of smaller customers, and we're working on some larger ones," says Larry. "We're also looking hard into the cold beverage market.

"We know that we've got to get the word out," he continues. "Once people see this, they just hit their forehead and say, 'Why didn't we think of that?'"

Talking trash: 'Upcycle' to recycle

Reclaiming trash destined for landfills, TerraCycle 'upcycles' used packaging from Kraft Foods and others that's **OFTEN DEEMED 'UNRECYCLABLE.'**

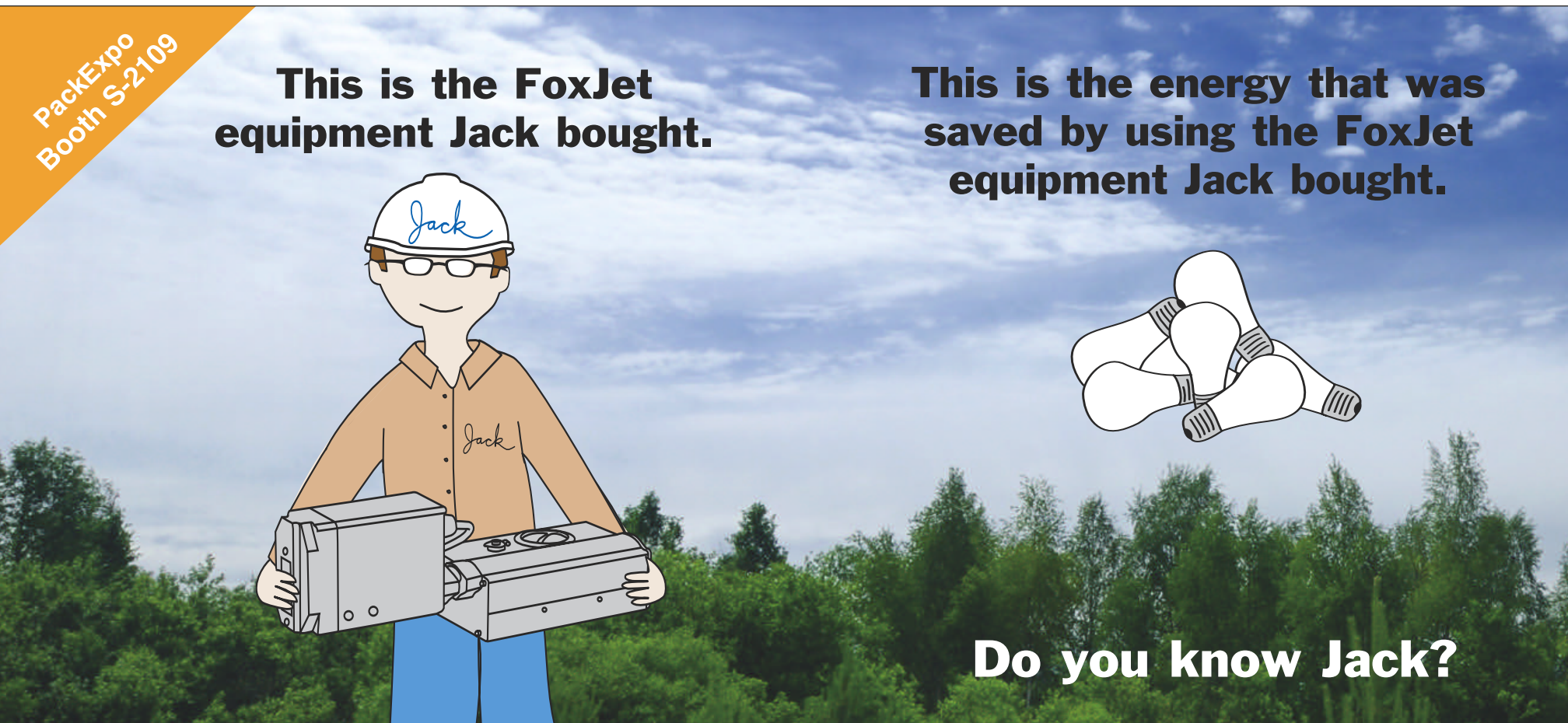
Lauren R. Hartman, Senior Editor

The next time you throw out that candy bar wrapper, someone could be turning your trash into a wallet, a totebag or a backpack. In fact, someone else may be grabbing those used Capri Sun drink pouches and making them into a purse, or Oreo cookie wrappers into shower curtains and Balance energy bar wrappers into umbrellas.

Kraft Foods, Northbrook, IL, is partnering with **TerraCycle (www.terracycle.net),** in the launch of a packaging-reclamation program for "unrecyclable" items in which the packaging is "upcycled" into new consumer products available at retail stores.

Kraft is sponsoring the nationwide program that began this spring. It pays schools, churches and other nonprofit organizations to collect used packaging, such as drink pouches, energy bar wrappers, cookie wrappers and more.

The trash is shipped to TerraCycle's conversion



centers, which "upcycle" the packaging into tote bags, purses, back packs, umbrellas, shower curtains and much more.

The finished products are sold at mass-merchandise stores such as Target, Office Max and Walgreens, to name a few. Nearly 4,000 trash-collecting brigades should be established this year across the country, says TerraCycle.

Based in Trenton, NJ, TerraCycle was founded in 2001 by Tom Szaky, a Princeton University freshman with hopes of creating an eco-capitalist company built on waste. The company began transforming worm "waste" into plant food and recycled plastic beverage bottles to package environmentally friendly cleaning products. After winning several business-plan contests, Szaky dropped out of Princeton to pursue his dream of starting "the world's most environmentally friendly company."

Seven years later, TerraCycle's eco-friendly products have received a myriad of social and environmental accolades.

Collection boxes such as the one above are used by schools and other organizations to hold the collected trash.

Aimed at preventing a significant amount of packaging waste from heading to landfills, the $1-million-plus Kraft/TerraCycle partnership will also expand the number of collection sites TerraCycle has available across the country.

Most drink pouches are made from polyester and are reverse-printed on foil, which is then laminated to polyethylene. This type of structure isn't recyclable in the usual way. The upstart upcycling company takes such materials deemed challenging to recycle and turns them into affordable, quality merchandise.

Kraft will become the first major multi-category corporation to fund the collection of used packaging associated with its products. Several Kraft brands, including Balance Bars, South Beach Living, Capri Sun and Chips Ahoy! and Oreo cookies, are now the leading sponsors of TerraCycle Brigades.

"Our partnership with TerraCycle is a part of a larger sustainability strategy of doing what's good for people, the environment and our business," explains Jeff Chahley, senior director of sustainability for Kraft Foods. "Sustainability is not new to Kraft. What is new is how we're taking a more focused approach. Our sustainability strategy has 6 focus areas: agricultural commodities; packaging; energy; water; waste; and transportation/distribution."

The upcycling programs make a donation for every piece of packaging a location collects.

"Sustainability is about looking out for future generations," says Chahley. "We're proud to partner with TerraCycle, an innovative company who has made it their mission to reduce the impact on landfills and to educate consumers on the importance of recycling.

"This model of rewarding brigade hosts is a novel way of collecting packaging waste that would otherwise have been sent to landfills. It's so cool to

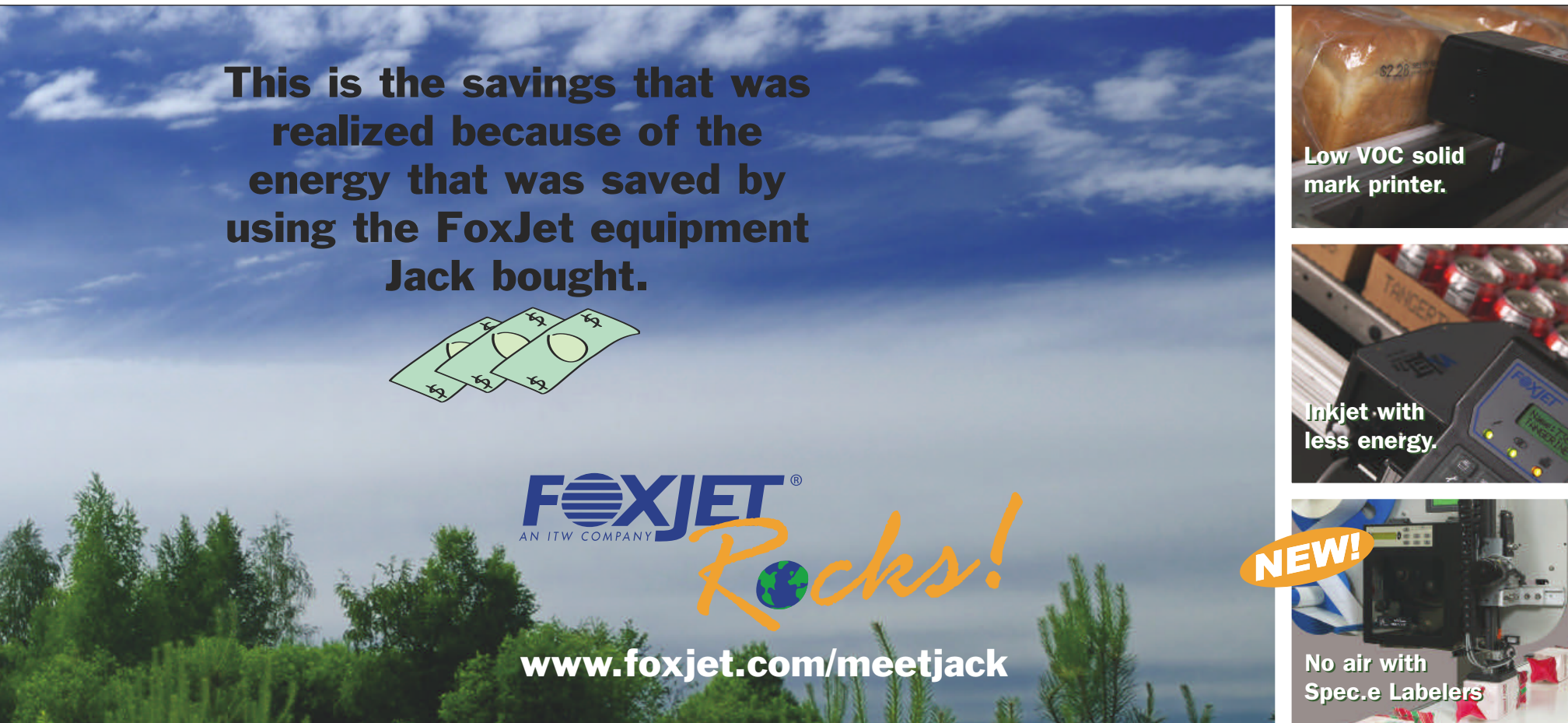
Continued on page 44

Company issues first sustainability report

In July, **Sonoco (www.sonoco.com)** issued its first-annual sustainabiity report for 2007-2008, which outlines its mission "to remain an industry leader in creating, maintaining and enhancing a sustainable future," according to the company. "We were engaged in sustainable activities such as recycling long before it was considered important," says Harris E. DeLoach Jr., Sonoco's chairman, president and chief executive officer. "Our goal is to be the packaging industry leader in creating and enhancing a sustainable future that benefits all of our stakeholders—shareholders, customers, employees and the communities where we live and work."

Sonoco plans to achieve its sustainability goals by focusing on the "triple bottom line," according to DeLoach. The 16-pg. electronic report is divided into three sections focusing on environmental stewardship, social responsibility and economic performance. Key components of the strategy include: Maximizing shareholder value; addressing critical social issues in communities where it operates; and conducting business in accord with all legal requirements and ethical responsibilities using scientific knowledge, technical innovation and sound environmental practices. Further focus topics include economics, community, environment, workplace, government and ethics and customers and products.

Noting initiatives to reduce Sonoco's environmental footprint, the report also highlights more than 15 sustainable products and services offered by its consumer and industrial packaging businesses. The report is available on the company's website at **www.sonoco.com/sustainability.**



see trash turned into merchandise that's unlike anything else available on the market."

Cookie wrappers, above, are automatically fused into a "web" that's later converted into merchandise.

Putting in two cents' worth

TerraCycle currently offers three programs for which Kraft is now the largest sponsor. To encourage more recycling, each program is free to individuals and organizations looking to participate. All of the shipping costs are paid for; the donations are made by the various Kraft brands. Once the collected waste reaches the TerraCycle facility, the eco-friendly upcycling begins.

A brigade for Energy Bar Wrappers currrently involves 788 locations that gather used energy bar packaging and donates two cents for each wrapper collected. TerraCycle then has the wrappers braided or woven into colorful purses and backpacks that often reveal the brandnames and trade graphics of the used wrappers.

The wrappers also can be sewn or they can be "melded" together on a fusing system that unites wrappers and other materials into a web. Thus, wrappers are a most "desirable upcyclable" for TerraCycle.

The second program is the Cookie Wrapper Brigade, in which 1,050 locations collect used Nabisco cookie wrappers and donates two cents for each wrapper collected. TerraCycle uses proprietary technology to also fuse these wrappers together into sheets of moisture-resistant fabric that can then be made into umbrellas, shower curtains, backpacks, placemats and more. Both the Nabisco Cookie Wrapper and Balance Bar partnerships began in June.

This is a novel way of collecting packaging waste that would otherwise go to landfills.

The third program, the Drink Pouch Brigade, has 1,544 locations that harbor used drink pouches. This Kraft program also donates another two cents to participating schools or community groups for every pouch collected. This was Kraft's first program, which launched in January 2008 with Capri Sun drink pouches.

The used pouches are then sewn together into tote bags, handbags and other durable items that will be available as early as April 1, 2009, at several major retailers. More than 800 drink-pouch Brigades alone have so far been created, says Albe Zakes, whose title at TerraCycle is "Eco-

Continued on page 46

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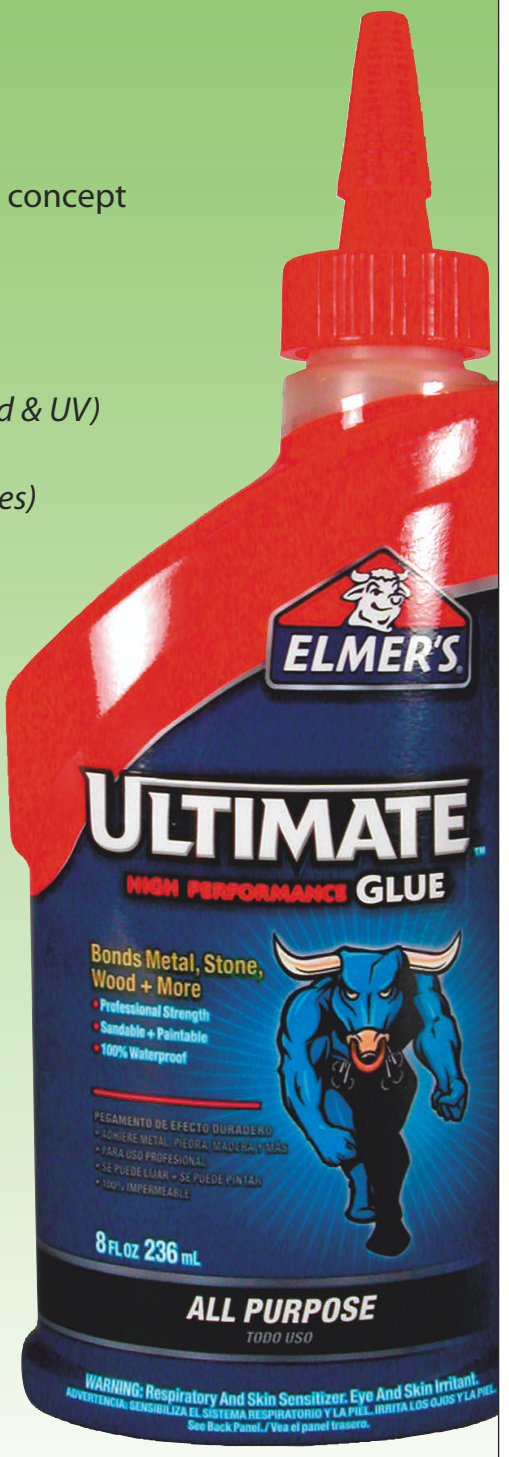

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Revolutionary." Each of the Brigade programs simultaneously helps raise consumer awareness about recycling, he tells PD.

All told, there are 3,382 paticipating locations across the 48 continental states. How far the collected trashloads are shipped depends on the location of the collection area.

The materials are sent to one of TerraCycle's two processing plants that clean and sort the used packaging. They send it to various other locations for manufacturing.

"As far as we know, this is the first time such a collection process has resulted in upcycled products that are selling at major retailers," Zakes says. "The programs are a 'Bottle Bill' of sorts for nonrecyclable items. The programs accept wrappers of any brand, not just the sponsoring brand.

Anyone can collect used items and participate in the program as long as the donation goes to a school, a house of worship or a nonprofit [organization]," says Zakes. "The partnership will bring these free resources to thousands more locations across the country."

Prospective participants can choose which items they want to collect (e.g., drink pouches, cookie wrappers, energy bar wrappers). TerraCycle and Kraft provide prepaid shipping containers in which to collect as well as letters and flyers to help promote the program locally.

"All the participants need do is fill up the containers with their select packaging and drop the containers off at a nearby United Parcel Service store or call and schedule a pickup and the items will be automatically delivered back to TerraCycle," Zakes explains.

As of presstime, TerraCycle has diverted 2 million soda bottles, 10 million drink pouches, 500,000 energy bar wrappers and nearly 1 million cookie wrappers through post-consumer and post-industrial wastestreams.

Rethinking outside of the used drink box

The shipments of old packaging then head to one of Terra Cycle's three, North American conversion centers (the centers are covered with graffiti on purpose, to encourage the creativity of graffiti artists as a positive social celebration of fine art).

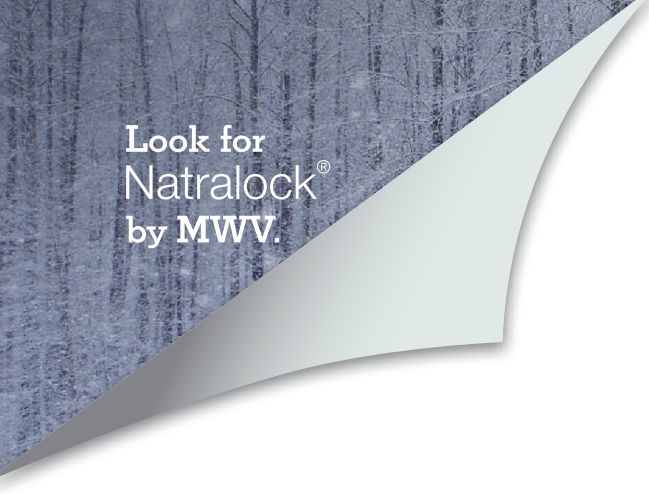
Continued on page 48

From wrappers to purses

In January, Clif Bar & Co., a Berkeley, CA, producer of organic energy and nutrition foods and drinks, and TerraCycle announced their own program to reduce the amount of energy-bar wrappers going into landfills, while educating people about the benefits of reusing waste materials. Together, they created a Clif Bar Wrapper Brigade that will donate 2 cents to charity for every used wrapper collected by individuals and organizations. The collected wrappers will be fused and woven into a strong material that will be used to make backpacks, purses and other products. The items should be available at major retailers by early next year. Clif Bar is sponsoring the program and TerraCycle is providing product collection and reuse expertise. Both partners recognize that millions of energy bar wrappers are discarded each year. Together they want to help make reuse rather than disposal the norm for used wrappers.

Anyone can sign up for the Wrapper Brigade program by visiting www.terracycle.net/brigades. There is no cost to participate. Within one to two weeks after signup, participants receive four collection bags that hold 200 energy-bar wrappers each. They mail the collection bags back to TerraCycle and designate a charity in which to support with the wrapper donation. All shipping fees are covered by the program to encourage people to collect as many wrappers as possible.

"We're excited to take our sustainability efforts to a new level with this program," says Carly Lutz, Clif Bar brand manager. "From using organic ingredients in our bars to selling them in recycled paperboard caddies, we are mindful of the importance of trying to reduce our footprint on the planet. Just like our consumers, we're passionate about the outdoors and want to protect and preserve the places we play."



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Located on the site of a landfill in Bordentown, NJ, near Trenton, the main facility is sponsored by NASA, Rutgers University and the Burlington County freeholders. A new location in Stockton, CA, will soon become the company's west coast hub, says Zakes.

At the TerraCycle facilities, the used packaging is hand-sorted by color, brand and physical condition. Wrappers and other items in good condition can be hand-woven or sewn into bags, totes and similar products while others are fused together as strong, durable substrates for other kinds of merchandise.

Wrappers that are intact are used to make handbags. These wrappers are washed using citrus-concentrated, all-natural cleaners in industrial washers. Cookie packaging is treated the same way. The drink pouches are sorted by color and brand and are washed in a similar fashion. Highly damaged wrappers are sent to the fusing system, whish melds them into larger sheets of material.

The proprietary, onsite fusing machines were repurposed for this production, according to Zakes, and are equipped with automatic feeders and rollers that were built in-house to suit TerraCycle's purposes. The fused material is then loaded onto pallets and shipped to Aguascalientes and and Santa Catarina, Mexico, for sewing into a myriad of items.

Rolls of fused cookie wrapper material are ready for shipment to TerraCycle's converters in Mexico.

Sorted, cleaned drink-pouch material is also shipped to Mexico for sewing at TerraCycle investor-owned factories or to contract manufacturers in Brownsville and El Paso, TX, that supplement its sewing needs on large orders.

"All of our educational focus is done through the actual brigade programs," Zakes points out.

Before anything else happens, the upcycler must develop retail products it wants to sell before it pitches a program to a potential sponsor, Zakes points out. For this, TerraCycle has research centers for product and process development.

"We take the many types of packaging out there and try to develop something that might sell. Once we come up with some good ideas and get some initial interest from retailers, then we set up a program and look for sponsors."

Notes Szaky, "We are on track in a real way to lock up all of the major,

Continued on page 50

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branded wastestreams in America over the next two to three years."

What's next?

Next up for TerraCycle is a winter/holiday line of retail items that will include fire logs made from compressed waxed corrugated board, an all-natural ice melter, ornaments made from used CDs and ribbon and bows made from wrappers.

The Kraft partnership will run for three years, though Zakes says TerraCycle hopes it will run for a longer period of time. TerraCycle projects sales of the retail products to bring in $1.5 million this year and approximately $6 million in 2009.

"Packaging is the first and last experience consumers have with our products," Chahley adds. "We're addressing packaging sustainability through sourcing, design and end-of-life, and it's the end-of-life aspect that brings us to TerraCycle. The upcycling programs reward consumers for doing good and finds creative outlets for packaging waste."

The upcycler is also in talks with other major consumer packaged goods companies such as Procter & Gamble, Sara Lee, Unilever and Frito Lay. "There are more, but we're still in the discussion phase," says Zakes.

A positive impact

The Kraft partnership is poised to make the programs incredibly influential and wide-reaching, he surmises. "By encouraging people to rethink what is waste, we are making it simple for consumers to have a positive impact on the environment," he says.

Chahley says that Kraft plans to help consumers learn more about TerraCycle by adding TerraCycle's logo on some of its packaging for participating brands, including Capri-Sun and Chips Ahoy!

The Kraft drink pouch program donates two cents to participating schools and other groups for every pouch collected.

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system integration

Questions for a potential integrator, Part 4

Experienced system integrators know the questions that prospective clients should be asking them during the interview process. Two are often overlooked. For more, see the March, May and July 2008 installments of this column.

What can you do for me, and what am I going to have to do myself?

The scope of work that an integrator agrees to undertake figures into the end user's risk. The more responsibilities the integrator assumes, the lower the end user's risk. Unfortunately, not all integrators are equally capable of assuming the risks and responsibilities of a project. Most integrators can provide some technical skills and domain knowledge, but in terms of the overall scope of work that a particular integrator can undertake, end users get what they pay for.

To illustrate that point, Bob Zeigenfuse, president of System Integrator Hall of Famer Avanceon (formerly Advanced Automation), describes an "integration-value totem pole" that represents the various levels of involvement a client can expect from various kinds of integrators.

"On the lower end of the totem pole are small engineering independents who just provide bodies with technical skills and domain knowledge," says Zeigenfuse. "Hiring individual contributors may cost less than other options, but all the risks of success fall back on the client. Still, if you are committed to managing the risk yourself, then you probably should go for staff augmentation."

If not, Zeigenfuse recommends moving up the totem pole when selecting an integrator. At the next level are service providers who offer not only staff augmentation, but the processes and practices for organizing the technical aspects of the project.

Next, are integrators who offer methods for managing the human element. At the top of the totem pole are integrators who can help their clients produce sustainable results. There are fewer integrators available at higher levels of the totem pole, and they tend to cost more, but they also provide greater value.

What technologies are you proposing to use for the integration project?

The technologies required for a successful automation project must be considered when selecting the integrator who will be entrusted with it.

It's also worthwhile to ask why an integrator is proposing a particular solution. Is it the best solution for the success of the project or for the convenience of the integrator? Some integrators select technologies because they have special pricing or they just like using a particular platform.

End users should favor integrators who use leading-edge, but not proprietary technology.

A modular, open architecture is easier to implement, and it gives the end user multiple support channels. Proprietary systems typically lock an end user into a single source of support, either directly from the vendor or the vendor's representatives.

Not all automation technology is mutually interoperable, so some integration will always be necessary. The trick is to find an integrator who can pick a technological solution that meets the project's business needs with the least possible customization.

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

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The case packer picks up 50 cups during each cycle and places them into the shiping case. It packs 250 cups (five layers) into each shipper and places a slipsheet between each layer.

Faster production with **servo system**

MULLINS FOOD PRODUCTS, a contract producer of condiments, uses a high-speed servo-driven case packer to increase production speed, quality, efficiency and overall productivity.

Edited by Jack Mans, Plant Operations Editor

When you're in the business of providing sauce packs and cups for major fast-food suppliers, speed is of the essence. Stop and consider how many condiment packs are produced in a given week to serve the market.

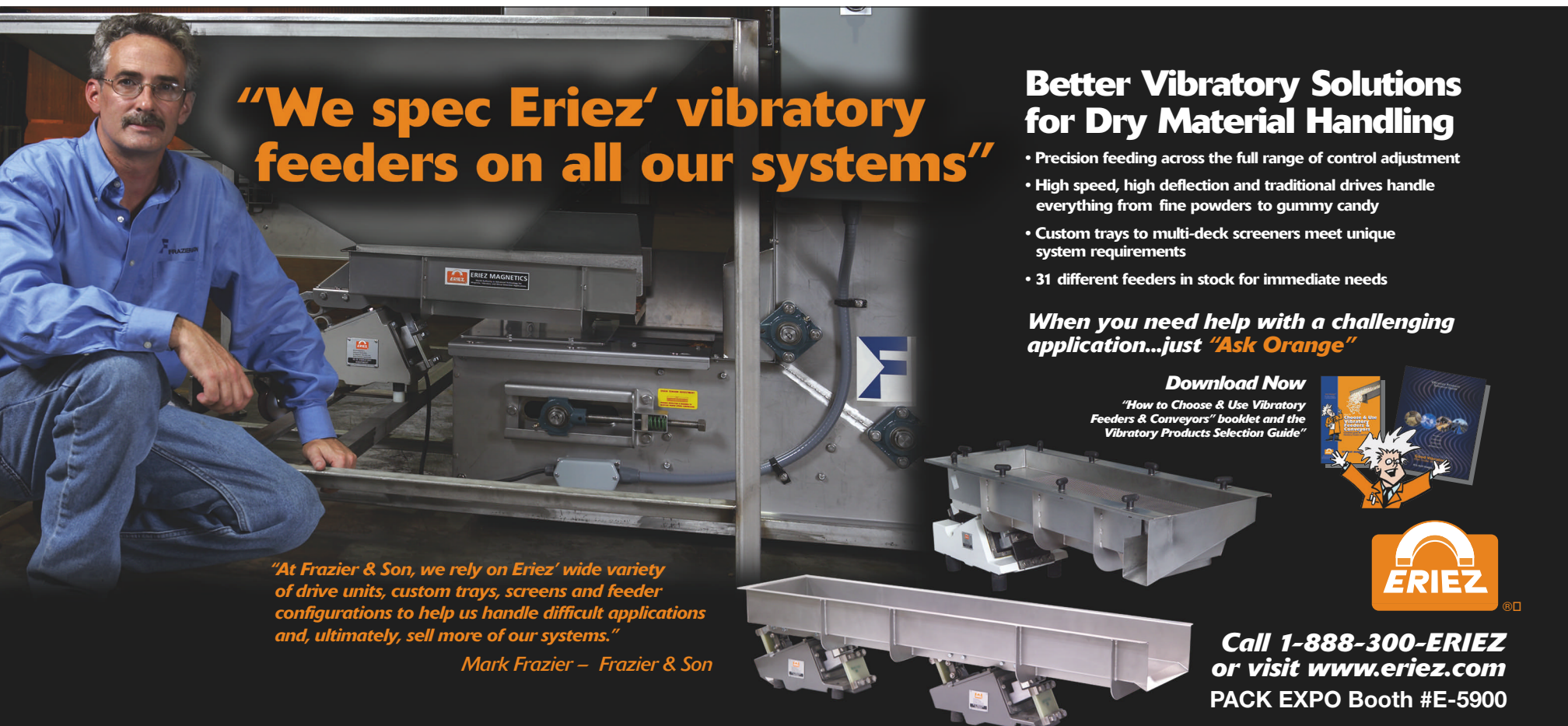
Mullins Food Products, Broadview, IL, develops, manufactures and packages the condiments found in many leading fast-food restaurants. Its product line ranges from ketchups, mustards and barbecue sauces to mayonnaise, salsas and other dressings and blends. The company produces a large volume of packets, so any speed improvement in the packaging line can lead to noticeable results. With this in mind, Mullins examined its entire production process and identified specific areas where speed and efficiency could be improved. One area immediately identified for improvement was in the way it packages its dipping-sauce cups into larger cases for shipping. The final packing area of the line largely determined the overall speed of the line.

Servo-driven pick and place

To better meet its customers' demands for 1-oz cup products, Mullins decided to commission a new case-packing machine capable of quickly picking and placing the cups in cases for distribution. It purchased a high-speed, three-axis case packer made by **Soleri Design/ Automation, Inc. (www.soleridesign.com)** equipped with a high-performance servo system from the Electric Drives and Controls group of **Bosch Rexroth Corp. (www.boschrexroth-us.com/brc)**. As another option, Soleri Design/Automation also offers a robotic style three-axis case packer with a smaller footprint.

Designed to accelerate speed across the entire production line, Soleri's case packer and its Rexroth components integrated seamlessly with an upstream, previously installed cup-filling machine from

Continued on page 54



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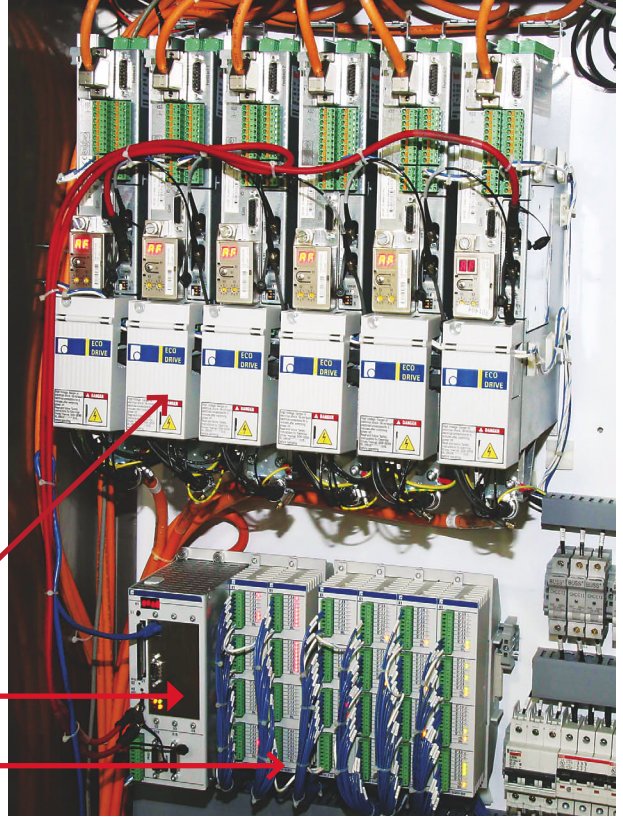

The compact design of the drive amplifiers allows the use of standard 12-in. cabinets for a smaller overall machine design.

Winpak Lane, Inc., (www.winpak.com). With this integration, Mullins significantly accelerated the overall speed of its cup line.

After filling, the 1-oz cups travel down the production line toward a case-packaging area, where 50 containers are picked up with a suction head that orientes them and places them into the shipping case. While one group of cups is being placed in the shipper, a separate pickhead places a paperboard slipsheet between each layer of cups to add strength and to ensure the cups are not damaged during shipment. Each case contains 5 layers, providing a total of 250 cups/case.

The machine is driven by Rexroth intelligent IndraDrive digital servo drives and Rexroth MSK servo motors. The high-performance servo drives offer many advanced features, including distributed intelligence to all the loops in the drive, which frees up the controller to calculate and execute the pick-and-place path planning. The drives also provide a 230- to 480-volt alternating current, auto-ranging input voltage, absolute feedback to eliminate homing and a built-in SD memory card for laptop-free replacement in minutes. The compact design of the drive amplifiers allows the use of standard 12-in. cabinets for a smaller machine design.

A key component of the system is the high-performance Rexroth motion and logic controller that resides upstream on the Winpak cupmaking machine. This compact, rack-based system synchronizes all of the servo motions and controls on both the Winpak cup machine and the Soleri case packer. As a result, the speed of each machine directly corresponds with the tempo of the other one. For example, if the Winpak machine ramps

The high-performance motion-and-logic controller that resides upstream on the cupmaking machine synchronizes all of the servo motions and controls on both the cup machine and the case packer.

up its production to 65 cycles/min, the Soleri case packer will seamlessly adapt to handle the volume.

To help with the control specifications, Soleri relied on its 10-year relationship with its local Rexroth automation distributor, **Applied International Motion (www.aimotion.com [AIM])**.

When discussing possible specifications with Soleri, AIM's Dan Dal Colletto determined the most beneficial architecture from the Rexroth family of electrical, mechanical and pneumatic product lines. AIM helped Soleri by coming up with an optimal electric-controls architecture, as well as a ball-screw unit for vertical actuation. As a result, Soleri was able to use smaller servos, keeping the machine footprint to a minimum, while still achieving the overall speed increase it was seeking.

"The Rexroth control components simplified the entire process," says Richard Soleri, the equipment company's owner. "With its high-quality components and applications-engineering support, it helped to optimize the system for what Mullins wanted to achieve."

It didn't take long for Mullins to reap the rewards of the Soleri case packer. In an industry governed by speed, the Soleri machine immediately produced a sizeable increase in cycle speed, according to Mullins maintenance manager, Larry Coons.

The new controls have increased machine speed by 17 percent and reduced waste by nearly 10 percent.

"In terms of calculating production, we are ultimately measured by cycles/minute, and with this case packer, our throughput times have accelerated nicely," says Coons. "Prior to the installation of the Soleri machine, we maxed out at around 58 to 60 cycles/min. We're now running at least 70 cycles per minute; about 17 percent faster production. The case packer has provided exceptional performance for us. We will eventually convert more case packers to servo technology, because we've witnessed such a significant increase in production."

Production volume isn't the only thing that improved. Coons says that package and product waste have improved also. With the servo system, the machine is moves slightly slower while the cups are enroute to the shipper, but faster on the return to pick up more cups. This controlled action reduces lost or damaged products; a number that Coons says has dropped by nearly 10 percent.

With the successful installation of its Rexroth-equipped Soleri case packer, Mullins is pumping out sauces and condiments much faster, and has the ability to go even higher. So the next time you're eating at your favorite lunch stop, don't hesitate to request another cup of sauce. Mullins Food Products will help ensure there's always more available.

More information is available:

Bosch Rexroth Corp. 847/645-3600. **www.boschrexroth-us.com/brc.**
Applied International Motion, 909/593-7304. **www.aimotion.com.**
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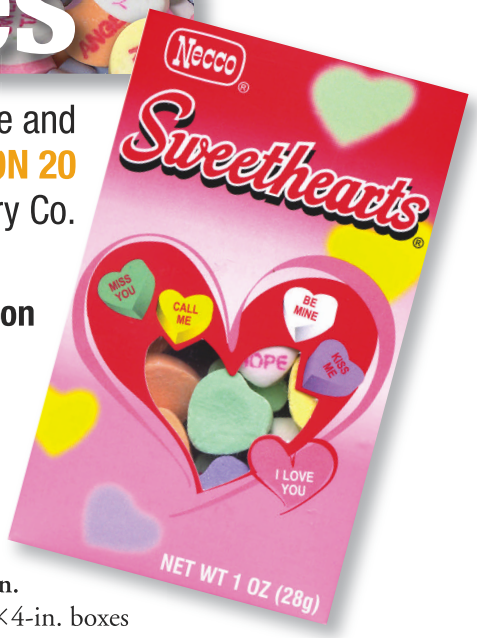

Edited by Linda Casey,
Associate Editor

Located just 10 minutes from Boston's Logan Intl Airport in a new 816,000-sq.ft facility, New England Confectionery Co. (NECCO) manufactures a variety of treats from its famed candy wafers, to chocolate bars, to thin chocolate mints, to private-label brands. One of the Revere, MA-based company's top-selling Valentine Day candies is its Sweethearts Conversation Hearts.

Sugar rush

More than 8 billion Sweethearts candies are manufactured each year, all of which NECCO produces from late February through mid-January of the following year. The company says its entire Sweethearts production sells out in six weeks.

To help streamline the Sweethearts' packaging process, an automated conveying and picking system that uses two **ABB (www.abb.com/robotics) Flex-Picker** robots with several **Dorner Mfg. (www.dorner.com)** 3200 series conveyors was installed.

At the time of publication, the system has been operational for nearly a year. In that time, NECCO has seen a boost in production of 20 percent by going from 400 to 500 boxes/min. NECCO corporate industrial engineering manager Frank Russo reports that during the busiest times of the year, the system operates two, 10-hour shifts/day.

Conversations on the move

The system, which is the result of a collaborative effort between Dorner Mfg. and **JLS Automation (www.jlsautomation.com)**, transports 3×4-in. boxes of hearts from existing upstream equipment through a picking cell.

Once the boxes are filled with conversational hearts, they move onto a set of 3200 series conveyors, where they are turned and positioned correctly for scanning. The first of two robots then picks some of the boxes for stacking. After making a sharp-right turn on a 3200 series modular, plastic-chain curve conveyor, the remaining boxes are scanned once more prior to being picked by a second robot.

The Flex-Picker robot completes its picking action based on the information gathered by the scanning process. For example, if there was a small gap between incoming boxes, the Flex-Picker would adjust its action to accommodate these variations.

A challenging aspect of the application was the high-rate of speed at which the candy boxes approach the robot-picking cell. "The tricky part involving the conveyors on the feeding side was

A robot picks up four boxes of candy hearts and places them on a parallel conveyor, while allowing four additional boxes to pass. The boxes will be picked up by a second robot later.

One aspect of the application that proved to be challenging was the high-rate of speed at which the candy boxes would approach the robot-picking cell.

that the boxes were coming to us at up to 500/min, and what we had to do was present them from the conveyors to the robots in the respective groupings," says JLS Automation president Craig Souser. "So we needed to create accumulation and meter them out, and we use the Dorner conveyors for that purpose."

The JLS system accumulates the boxes and times them into the picking cell for the robots to make the correct pattern of four, six, eight or 12 boxes. Inside the picking cell, a parallel 3200 series conveyor operates alongside the mainline conveyor that has brought the boxes from the filling station.

On a production run of eight boxes, the robot picks four boxes and places them onto the parallel conveyor. During this process, the Flex-Picker allows four additional boxes to pass. These four boxes continue down the mainline conveyor for a few more feet, where a second robot picks the boxes and places them on top of the four original boxes on the parallel conveyor. At this point, a set of eight boxes—four on the bottom, four on top—are ready to be shrink-wrapped or placed in a bag.

The stacked boxes move through a **Shanklin (www.sealedair.com)** shrink wrapper or an **Ilapak (www.ilapak.com)** Carrera 2000 PC horizontal, form/fill/seal machine. The wrapped boxes are loaded manually into cases and prepared for shipment.

Russo reports that the system packages two cases/min during peak production times. "Considering there are 24 packs in a case, each containing eight boxes, that's pretty fast," he remarks. "We're very pleased."

More information is available:

Dorner Mfg. Corp, 800/397-8664.**www.dorner.com.**
ABB Robotics, 248/391-8763. **www.abb.com/robotics.**
Ilapak, 215/579-2900. **www.ilapak.com.**
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The automated picking and conveying system enables NECCO to pack two cases/min during peak production times. Every case holds 24 packs, which contains eight boxes of candy hearts.

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Bottle opener

A NEW BOTTLING LINE opens fresh, vertical integration opportunities for Kwik Trip gas and convenience stores.

Linda Casey, Associate Editor

The approximately 335 Kwik Trip, Inc. convenience stores throughout Michigan, Minnesota and Wisconsin are part of a retail genre that serves as the modern version of the "neighborhood grocery," and neighborhood shopping currently is enjoying a resurgence in popularity. In an article published on August 9, 2008 in the *Washington Post,* journalist Ylan Q. Mui notes, "convenience and drug stores are siphoning away sales from traditional supermarkets as the weak economy and high gas prices force consumers to save more by driving less."

This high cost of gas, which has flirted with and in some parts of the country exceeded the $4/gal price-mark, also has brought up the value of Kwik Trip's 4 million gal of gasoline that is stored in the ground daily. The company maximizes the value of this approximately $16 million of buried treasure by vertically integrating its fuel operations.

A subsidiary of the company – Convenience Transportation LLC – moves the fuel from pipeline to pump. This enables the parent company to keep more of profits within the organization. Convenience Transportation also moves other goods, such as bakery items, bottled drinks and freshly made sandwiches, to Kwik Trip stores.

Isotonic integration

Balanced vertical integration is part of Kwik Trip's growth strategy across all of its offerings. "This is all internal—it's all Kwik Trip," corporate operations project manager and automation specialist Kevin Kastenschmidt remarks. "For example, take a loaf of bread. The bakery is a separate profit center, so they sell it to the distribution center, which is like a SYSCO and

Continued on page 60

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sells the bread to our trucking company, which gets it to the stores. The stores sell the loaves of bread to you and me. So the stores make a profit, the trucking people make a profit, the distribution center makes a profit and the manufacturer makes a profit. They all get paid, and it just goes to one common pot."

Recognizing its strong sales of Gatorade drinks as an opportunity, Kwik Trip began to investigate bringing isotonic beverage manufacturing and bottling under the Kwik Trip umbrella.

'Kwik' implementation

To help build the new beverage manufacturing-and-bottling line, Kastenschmidt tapped the expertise of systems integrator **W.M. Sprinkman (www.sprinkman.com.)** In less than 3 months, Kastenschmidt, working with Chad Sprinkman, brought the line from concept to reality.

Launched May 3, 2008, the hot-fill line not only bottles Kwikade, the company's private-label isotonic beverage line, it also produces and packages Nature's Touch waters, a line of private-label unflavored and flavored waters, at speeds up to 110 bottles/min.

On the day of PD's visit, the company was producing the 32-oz grape flavor version of its Kwikade drink. To make the drink, operators manually add colorings and flavorings into water in a 2-tank mixing station, which W.M. Sprinkman custom-fabricated from steps, to piping, to tanks, in

A 15-head filler, above, dispenses pasteurized and still hot grape Kwikade into 32-oz PET bottles. Air knives, right, blow water off bottles as they exit the cooling tunnel.

stainless steel. The dual-tank setup allows Kwik Trip to prep one tank for manufacturing while the other tank produces a different flavor.

After the product is mixed, it is piped over to a pasteurizer, which also was tailored by Sprinkman for Kwik Trip. The pasteurized liquid moves to a surge

Continued on page 62

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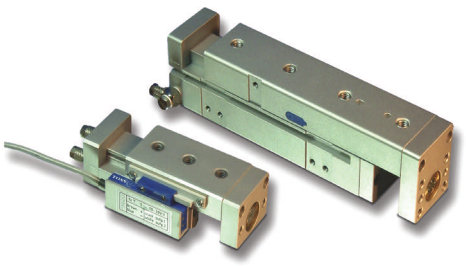

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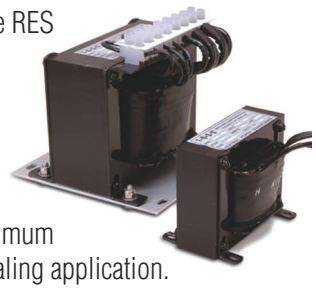

Power transformers from TOSS are engineered to mate with the RES Controllers to enhance machine performance and assure trouble-free operation. Each TOSS transformer is specifically designed to deliver the optimum voltage for the intended sealing application. Electrically quiet and equipped with multi-tap terminals makes secondary voltage changes quick and easy.
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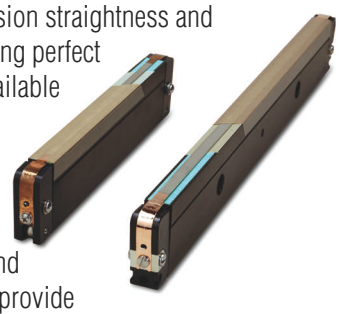

Pre-engineered, extruded aluminum, heatseal jaw bars from TOSS assure the precision straightness and uniformity required for making perfect seals. Single lengths are available up to twelve feet and can be connected easily for longer applications. TOSS custom jaw bars are available with water-cooling capabilities and jaw end blocks designed to provide convenient mounting, tensioning, and electrical connection for heatseal bands of any length or size.
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A print-and-apply labeler, left, tags each shrink-wrapped bundle. This allows Kwik Trip stores to sell product by the bottle or tray.

tank, where the liquid is kept at a rolling boil until it is ready to be dispensed by a **Fogg (www.foggfiller.com**) monobloc filler. "We call it the Cadillac of fillers," says Kastenschmidt.

Fogg filling systems integrate a rinser, filler and capper in a Class 100 enclosure. The fillers feature deeper bowls, which the company says enables increased head pressure for improved speed in gravity filling. Larger starwheels are incorporated for smoother container handling and longer dwell times, while standard

Custom cure for hangovers

Kwik Trip's customized palletizer stops hangovers cold.

The ice plant at Kwik Trip's headquarters in La Crosse, WI, packages 200 tons of ice every day. To get the product from the ice plant to Kwik Trip's 4 million customers every week, the company needs a palletizing solution that's fast and doesn't sacrifice the quality of the stacks.

While there are many robot-palletizer options available in the market, Kastenschmidt ruled them out quickly because of the limitations on speed. A 2-person staff bags and palletizes Kwik Trip's entire daily production of ice in a 8-hour shift. Instead of a robot, Kastenschmidt commissioned a palletizer from **Verbruggen Emmeloord BV (www.verbruggen.nl)** that stacks, wraps and then places palettes of ice onto a sled.

Bags enter the tailor-made palletizer on conveyor infeeds, which precisely position the bags onto an accumulation area at the top of the machine. The floor of the accumulation area consists of metal plates, which buckle up once a layer of ice has been accumulated. Below the accumulation area is a 4-wall stacking bin. The walls not only keep the pallet load stable, they also help ensure precise stacking by preventing product hangover. After each layer of ice is placed on the stack, the palletizer presses the pile down to flatten the topmost tier—ensuring the next layer of ice will have more even base.

After a tower of ice is completed, the palletizer moves the stack to an integrated stretch-wrapping station. As the pile rotates, the palletizer tightly winds film around it. The machine then conveys the stretch-wrapped stacks to a sled near an outside dock door.

Although Kastenschmidt didn't reveal the purchase price, he did say the palletizer was surprisingly affordable. "They wanted to build this style [of palletizer], but they never had anyone with the application," he explains. "It was a good deal for them because somebody paid for their prototype, and it was a good deal for us."

A high-level of automation is needed on the manufacturing side also to keep up with the fast speed with which the ice is packaged. While the staff works 8 hrs/day, the ice-manufacturing machines are working around the clock. A reverse-osmosis

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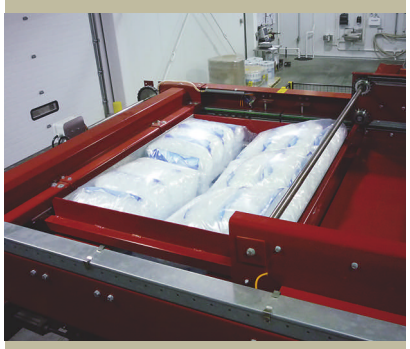
Three days worth of ice inventory towers over Kwik Trip corporate operations project manager and automation specialist Kevin Kastenschmidt.

filtering system from **Hellenbrand, Inc., (www.hellenbrand.com)** helps ensure only pure H_2O is frozen, while two builders use a **Frick (www.frickcold.com)** ammonia cooling system to freeze ice.

The newly manufactured ice goes onto a 5-ft dewatering belt, which is a conveyor that allows water to fall from the product while transporting it to a drying room where fans blow off any remaining water. The ice then is stored



The palletizer's accumulation area is made of metal plates, which buckle up to move the ice to the stack below.

in a specialized bin supplied by **Keith Mfg. Co. (www.keithwalkingfloor.com)** that keeps the product from freezing together.

A final quality check is completed shortly before palletizing. Bags of ice whiz past a Fortress Phantom metal detector, which verifies that no pieces of metal have contaminated the final packaged product.

More information is available:

Verbruggen Emmeloord BV, 31-52-762-0232. **www.verbruggen.nl.**
Fortress Technology Inc., 888/220-8737. **www.fortresstechnology.com.**
Frick, a Johnson Controls Co., 630/562-4603. **www.frickcold.com.**
Hellenbrand, Inc., 608/849-3050. **www.hellenbrand.com**
Keith Mfg. Co., 800/547-6161. **www.keithwalkingfloor.com.**

neck support, neckrail and neck grip technologies are employed. The fillers also use zinc and nonmetallic gear drives, and they feature tool-less changeover. The capping unit's pick-and-place, cap-in-head system is designed for positive cap placement while interchangeable capping chucks allow different style caps to be used. The systems use Micro-bloc™ antimicrobial technology in all filling system elastomers and lubricants, ultraviolet and steam-cap sterilization, easily removed safety guards and a spray system with an automatic rinse cycle.

Before the 32-oz. PET hot-fill bottles, which are supplied by **Ball Corp. (www.ball.com)**, can be filled, they first need to unscrambled. At the time of PD's visit, an operator manually placed bottles into a bin, which feeds an unscrambler made by **New England Machinery, Inc. (www.neminc.com).** Kastenschmidt says this bottle-feeding process will be automated in the near future. The bottles move to the Fogg filler on a vacuum conveyor made by **Cannon Equipment (www.cannonequipment.com).**

Kwik Trip uses a Fogg F4-FG-155

Continued on page 64

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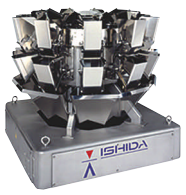

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filler, which has 15 filling valves and 5 capping heads. The filler is designed to work with metric and imperial-size bottles, and it can fill bottles from 500 mL to 32 oz.

FORTRESS metal detectors are used by Continuing Developmental Services uses to safely spice meals for military personnel around the world. Read more at www.packagingdigest.com/spicy

According to Fogg sales director Ben Fogg, the 700 series capper accepts multiple cap sizes, from 24 to 89 mm, and Kwik Trip's specific application was designed to work with three different caps.

After the bottles are hot-filled with the beverage, they are conveyed past a Phantom metal detector custom built by **Fortress Technology Inc. (www.fortresstechnology.com).** Kwik Trip has bought 8 Fortress Phantom metal detectors through **Regal Packaging Services, Inc. (www.regalpack.com)** over the past three years. According to Fortress Technology's founder and president Steve Gidman, the ultimate configuration of the devices

is flexible because the Phantom moniker primarily indicates the type of electronics model used. "We always want to build custom answers instead of the cookie-cutter answer," Gidman remarks. "We like the weird and the wonderful."

All 8 metal detectors purchased by Kwik Trip were custom manufactured to be flexible enough for the company's varied operations. "What's key for Kwik Trip is that they do a lot of different products," Gidman explains. "What Kwik Trip expects is that the machine can run different flavors, different sizes or completely different products. Our system is very quick and easy to set up, and our auto-learn system looks at the product that's expected to run on the line and comes up with its own best answer of all the setup parameters that are going to maximize the performance. This is done in a way that any operator can walk up and learn to go through the setup intuitively."

According to Regal Packaging Systems president Bob Loerop, Kwik Trip operators needed only a couple of training sessions to get up to speed on the devices.

If metal is detected in a product, the Phantom detector will use its air reject system to remove the bottle from the line and not allow it to enter the cooling tunnel where falls of water drop the temperature

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of the bottles. The cooling system is equipped with **Paxton (www.paxtonproducts.com)** air-knives, which blow remaining moisture off the bottles.

A Trine from **Accraply (www.accraply.com)** roll-fed machine applies wraparound labels, which were designed by Amber Smith & E. Rachael Baird of **Tilt Studio, Inc. (www.tiltstudioinc.com)** and printed by **Orion Labels, LLC,(www.orionlabels.com)**, to the now cool and dry bottles. Each bottles then is marked using a **Linx (www.linxglobal.com)** 4600 ink-jet printer, which Kwik Trip was able to salvage from another packaging line.

The coded, labeled bottles move to a **Polypack (www.polypack.com)** tray-forming and shrinkwrapping system, which forms a holding tray for the bottles. After the bottles are trayed, a sheet of shrink-film is laid on top of the bottles before the complete bundle goes into a heat tunnel for shrinking. An Imaje 2000 Series Print & Apply labeling system **Markem-Imaje (www.imaje.com)** prints and applies a label to the tray before it is hand-palletized.

Pallets are stretch wrapped by a **Lantech (www.lantech.com)** turntable machine before they are sent to the Kwik Trip distribution center. The beverages will remain at the distribution center until distribution warehouse employees are directed by the **Vocollect (www.vocollect.com)** Voice system to pick product for specific store orders.

Ready to partner

The new beverage manufacturing and bottling line was built with enough capacity and flexibility to allow Kwik Trip to run a myriad of products on the line, including drinks made for other companies. The company has a dedicated outside salesperson, who is now charged with building Kwik Trip's copacking business.

Today, the Kwik Trip corporate campus has an excess of 25 acres of land ripe for development. Looking to the future, Kastenschmidt stretches out his arm towards the land and remarks, "In six or seven years, this will be all full of buildings."

More information is available:

Fortress Technology Inc., 888/220-8737. **www.fortresstechnology.com.**
Regal Packaging Services, Inc., 800/378-1226. **www.regalpack.com**
Ball Corp., 303/469-3131 **www.ball.com.**
Cannon Equipment, 800/825-8501. **www.cannonequipment.com.**
Fogg Co., 616/786-3644. **www.foggfiller.com.**
Lantech, 800/866-0322. **www.lantech.com.**
Linx Printing Technologies Ltd., 44-01-48-030-2100. **www.linxglobal.com.**
Markem-Imaje, 847/439-8480. **www.imaje.com.**
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Paxton, an ITW Air Management brand, 800/441-7475. **www.paxtonproducts.com.**
Polypack, Inc., 727/578-5000. **www.polypack.com.**
Tilt Studio, Inc., 410/467-4513. **tiltstudioinc.com**
Trine labeling, an Accraply brand, 800/423-6539. **www.accraply.com.**
Vocollect, Inc., 412/829-8145 . **www.vocollect.com.**
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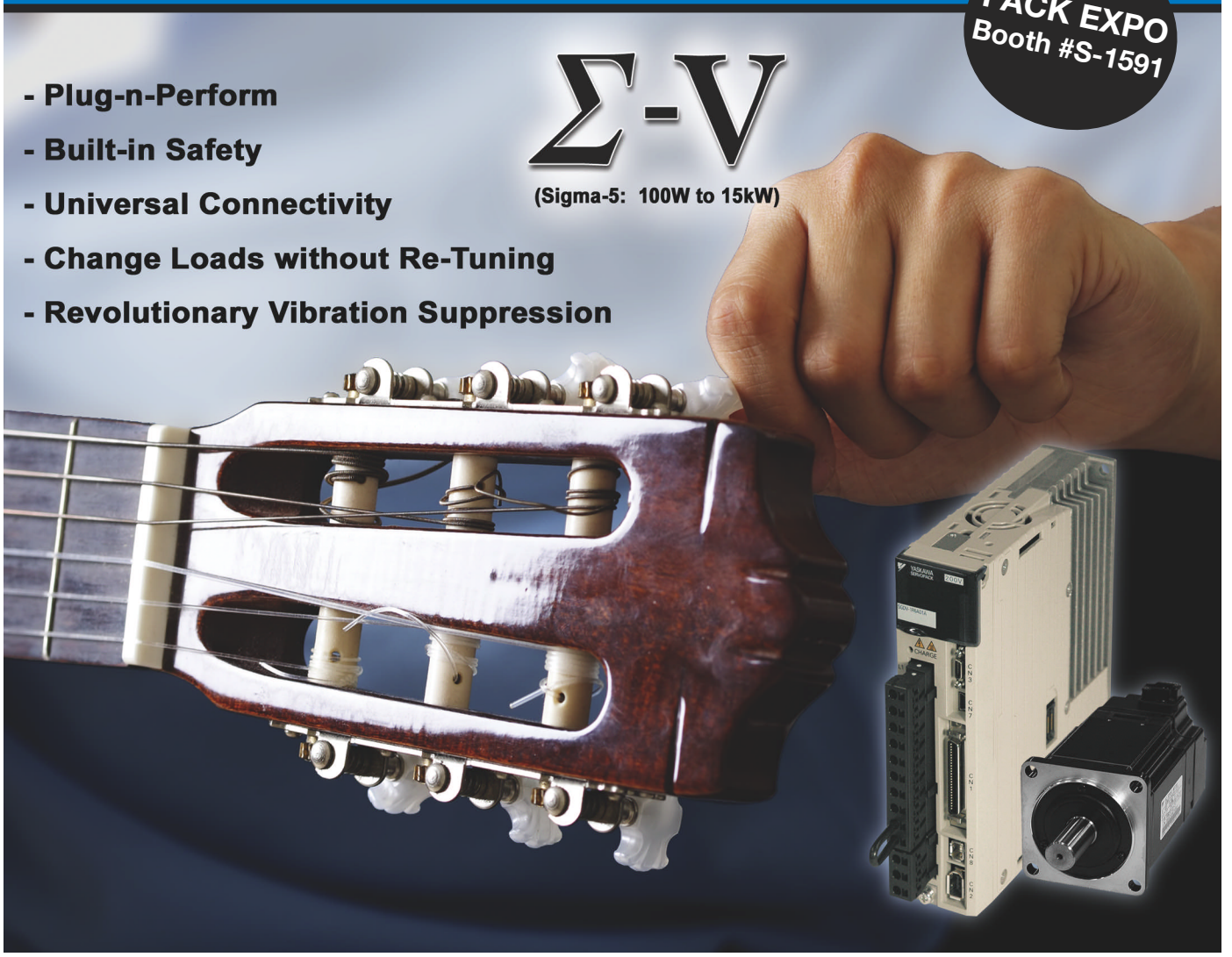

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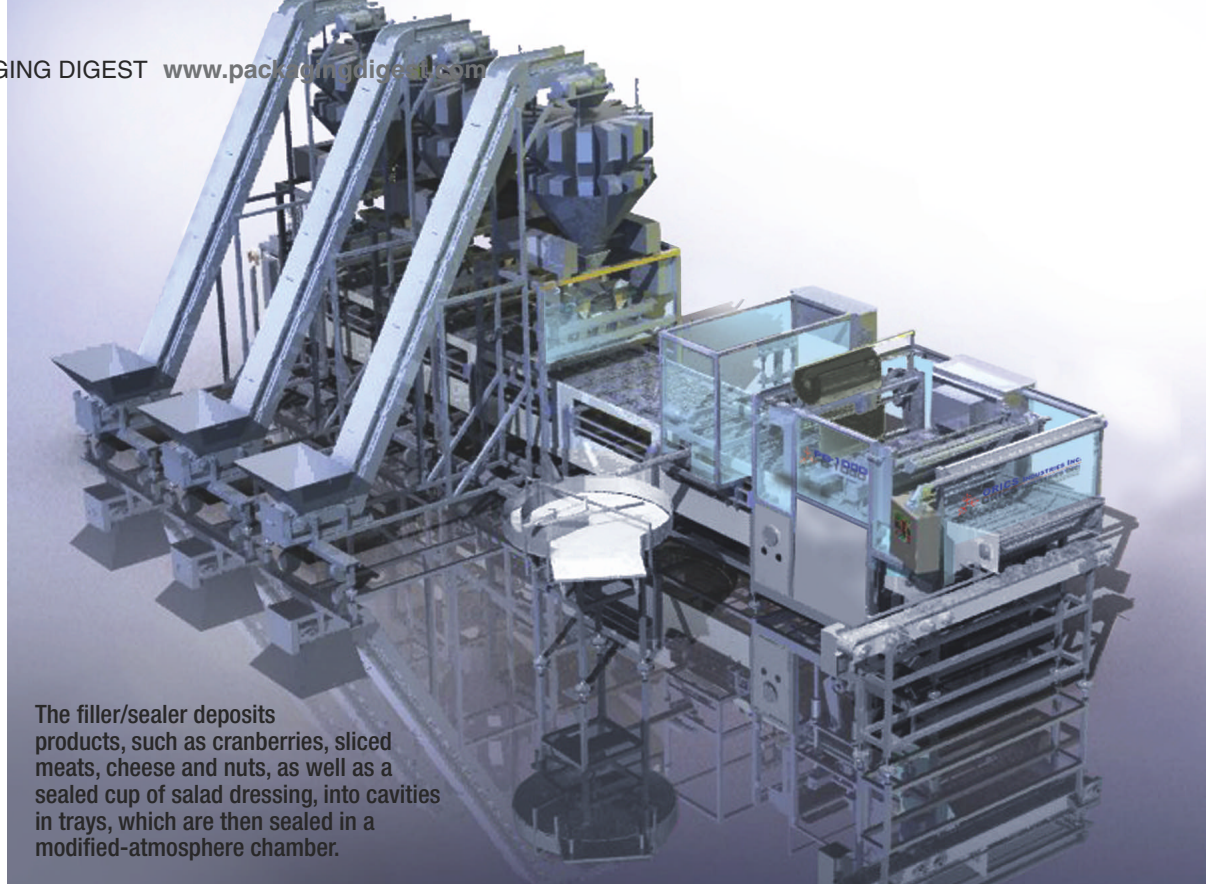

The filler/sealer deposits products, such as cranberries, sliced meats, cheese and nuts, as well as a sealed cup of salad dressing, into cavities in trays, which are then sealed in a modified-atmosphere chamber.

Automation increases speed and accuracy

Modified-atmosphere fill/seal machine produces trays of salad components for a fresh produce supplier as part of a **ONE-STEP SALAD SYSTEM.**

Jack Mans, Plant Operations Editor

Hyde and Hyde, Inc., Corona, CA, supplies salad components to the fresh-cut produce industry and offer custom packaging and copackaging to its customers. In August, 2008, the company installed a Model PB-1000 servo-driven, 4-wide, modified-atmosphere packaging (MAP) machine from **Orics Industries, Inc. (www.orics.com)** to run trays for a major fresh-produce supplier. The machine deposits products, such as cranberries, meat, cheese and nuts, as well as a sealed cup of salad dressing, into cavities of

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Typical packaging application

Program Example

```
WHILE DIN(0,2) = 1          'POWER ON
    WHILE DIN(0,1) = 0      'WAIT FOR INPUT
        FREERUN F10         'FREERUN @ FEEDRATE
    WEND
    ABORT                   'STOP
    DOUT 0,1:1              'DROP PART
    MOVEINC D100 F10        'INDEX PAST BOX
WEND
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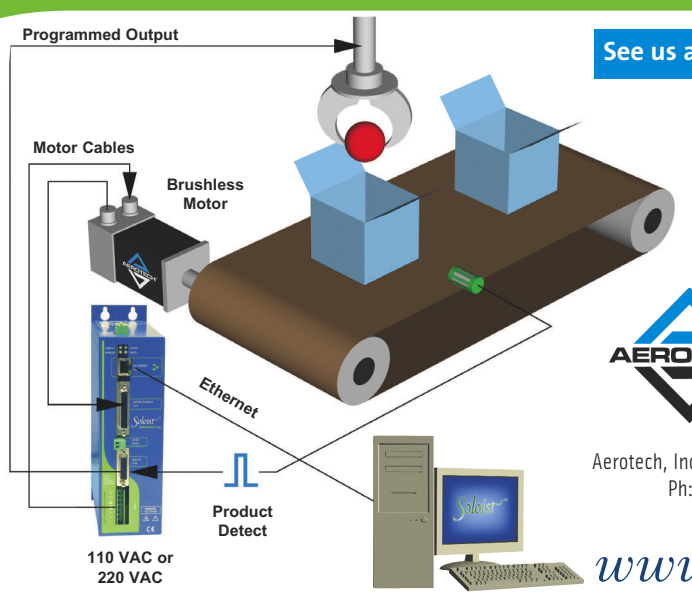

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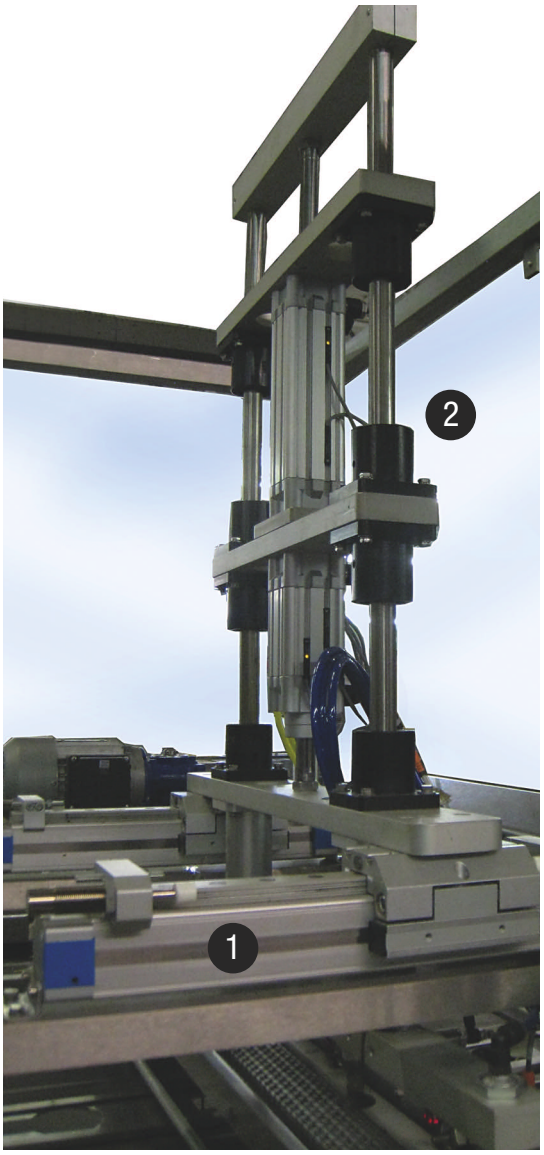

Rodless cylinders (1) move an arm with vacuum cups over the cups of salad dresssing entering the machine on a conveyor. Rodded cylinders (2) then lower the arm to pick up the cups.

the trays, which are sealed in a modified-atmosphere chamber. These trays are shipped to the produce company's plant, where they are matched with a bowl containing fresh-cut produce to provide a one-step meal.

Automation is key

Key to the operation of the Orics PB-1000 system are a number of automation components from **Festo Corp. (www.festo.com/us)**. "We have been working with Festo components for many years, and our customers are pleased with Festo's components because they are durable, easy to use/operate and are affordable," says Orics president Ori Cohen. "Other suppliers did not offer all of the features and benefits that Festo offers. They provide us with one-stop shopping."

Orics uses Festo CPX manifolds with DeviceNet nodes, DGPL rodless pneumatic cylinders, DGO magnetically coupled rodless cylinders, DNC rodded ISO-

Our customers are pleased with these automation components. They are durable, easy to use/operate and are affordable.

standard cylinders and DSM-CC rotary actuators with hydraulic shock absorbers. It also uses Festo VAD vacuum generators as well as vacuum cups, height compensators, fittings, shock absorbers, sensors and cylinder mounts.

Festo CPX manifolds with the Device Net nodes are responsible for the communication to the host PLC and eliminate Orics' need to hard wire the I/O components on the machine. This reduces labor costs by as much as 70 percent and provides easy installation, service and expansion of I/O modules, manifold bases and valves. The embedded CPX controller enables decentralized or stand-alone control and provides complete diagnostics for fast error

Continued on page 68

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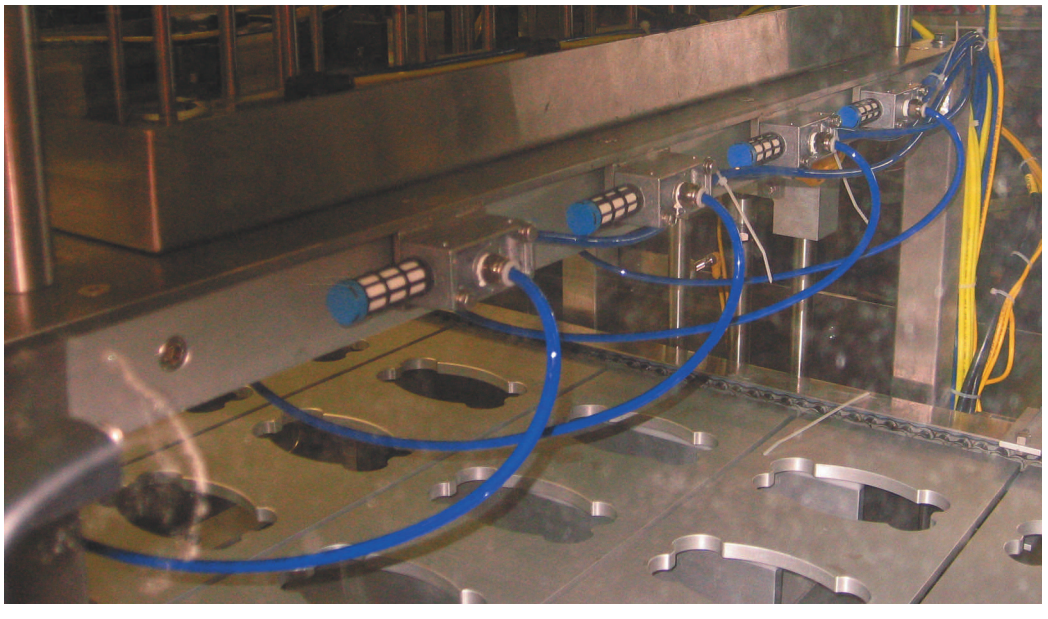

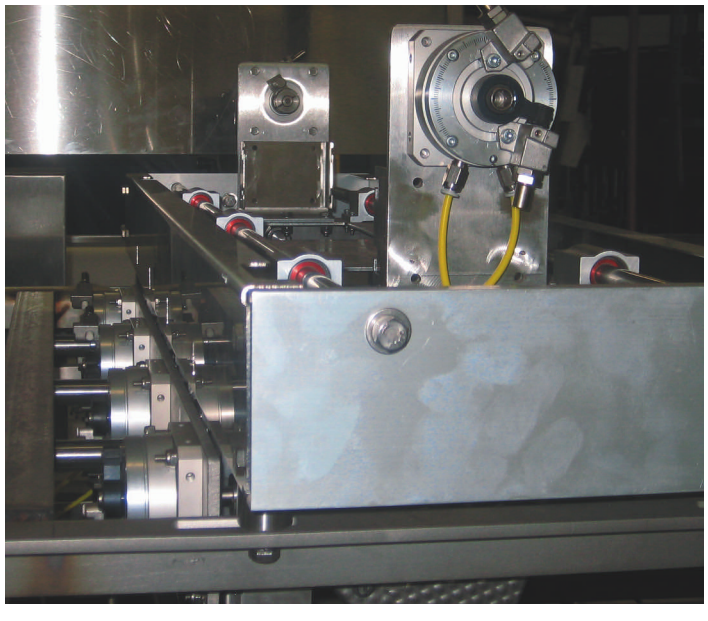

Vacuum generators, left, provide the vacuum to the suction cups that pick up the cups of salad dressing so they can be transported from the infeed conveyor to the trays. Adjustable rotary actuators right, open and close buckets that deliver product to trays traveling through the filler/sealer. Note that the actuator is using about 45 deg of travel.

detection and easy service.

To start the machine operation, empty trays are vacuum-denested from 4 magazines and drop onto rails. Pushers then move the 4 lanes of trays through the machine. The vacuum for the denesting procedure, as well as for other operations of the MAP machine, is supplied by Festo vacuum generators.

Three weighing systems

The next station in the system is the weighing operation, which weighs the products to be deposited in each tray. The system incorporates 3 weigh stations in series, each of which weighs one product. Each station consists of a 14-head rotary scale system supplied by **CombiScale (www.combiscale.com).** The Orics MAP machine incorporates an Allen-Bradley PLC from **Rockwell Automation, Inc. (www.rockwellautomation.com)** and a digital touchscreen with a menu-driven operator interface.

The system maintains in memory the recipes for all of the products that run on the weighing system, as well as the operation parameters of the MAP machine, and the operator can recall them at a touch. When an operator selects a product to be run, the unit automatically sets the operating parameters. The screen also can be actuated to display the settings currently in use,

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Controls for the rotary actuators on the trays that deliver product from the scale to the trays include (1) a DeviceNet node, (2) input module and (3) valves that open and close the rotary actuators on the buckets.

causes of operating problems and maintenance requirements.

Fourteen weigh buckets on each station

The three CombiScale weighing systems are mounted in-line above the MAP machine. Product to be weighed is dumped into floor hoppers, and inclined conveyors deliver it to the weighing systems. On each weighing system, a funnel at the top discharges the product onto a dispersion table that transfers the product to 14 feeder buckets.

The automation components are reliable and provide us with the precision we require for our equipment.

These, in turn, move the product by vibration to the weigh buckets. The weigher's computer then selects a combination of buckets (generally 3 or 4) that cumulatively equals the closest weight to the total product weight without being under that weight. The selected buckets then open and discharge their contents down the discharge chute.

The easy-to-use computer-controlled operator interface provides a clear display of charge weight as well as various statistical data. The interface is located on the first floor next to the MAP machine, so the operator can interact without climbing up to the scale. The scale also is designed for easy sanitation by featuring simplified cleaning. Product contact parts are easily removed without tools.

The product from each scale travels down a chute and is diverted into 1 of 2 buckets, each of which, in turn, discharges into 1 of 2 buckets on the next level.

Continued on page 70

For more information about MAP packaging, visit Packaging Digest's **PACKAGE HANDLING PACKAGING CHANNEL** at www.packagingdigest.com/packhandling

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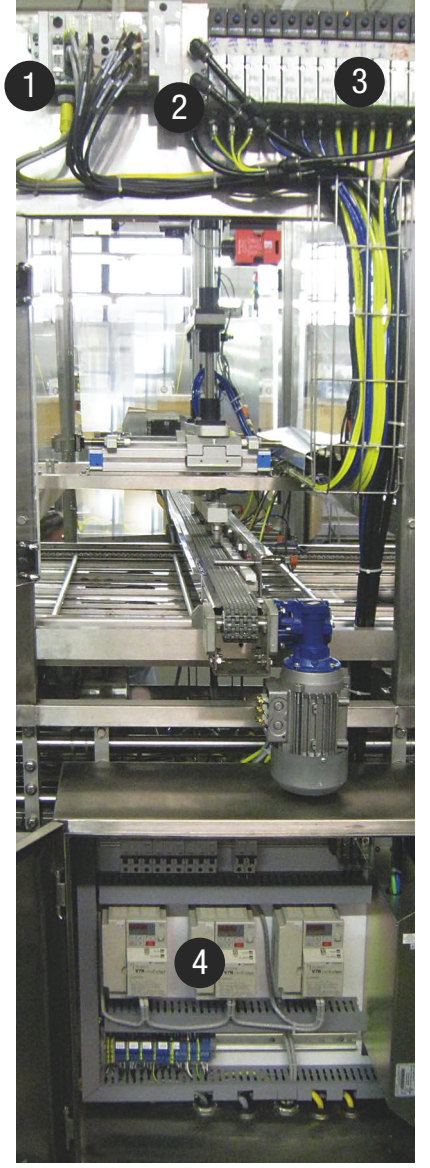
These discharge into 4 buckets that deliver products into the trays. When product has been delivered to all 4 trays in the row, that row of trays is pushed to the next station, while the next row of trays is pushed into the weighing zone. The system incorporates 30 Festo DSL-CC rotary actuators to open and close the buckets. Orics also uses Festo DGO actuators to lift the trays as product is being deposited.

Vertically reciprocating arm places cups in trays

The next station after weighing is the placement of filled and sealed cups of salad dressing into the fourth cavity in each tray. A worker manually places the cups on a rotary table that delivers them onto a conveyor that carries them into the filler/sealer.

Two Festo DGPL rodless cylinders move an arm with vacuum cups over the cups of salad dressing on the infeed conveyor. The arm is moved downward by 2 Festo DNC rodded cylinders and picks up 4 cups. The arm then rises and moves over the trays, where it descends and places the cups in the proper cavities.

The filled trays are pushed into



Controls for the salad dressing pick-and-place unit, above, include a (1) DeviceNet node and I/O modules, (2) an air supply manifold, (3) solenoid valves for the vacuum cups and (4) variable-speed motor controls. The filler/sealer, below, includes 3 weighing systems. Product from each weighing system is delivered through 8 buckets arranged in 3 vertical levels to fill 4 trays at each machine cycle.

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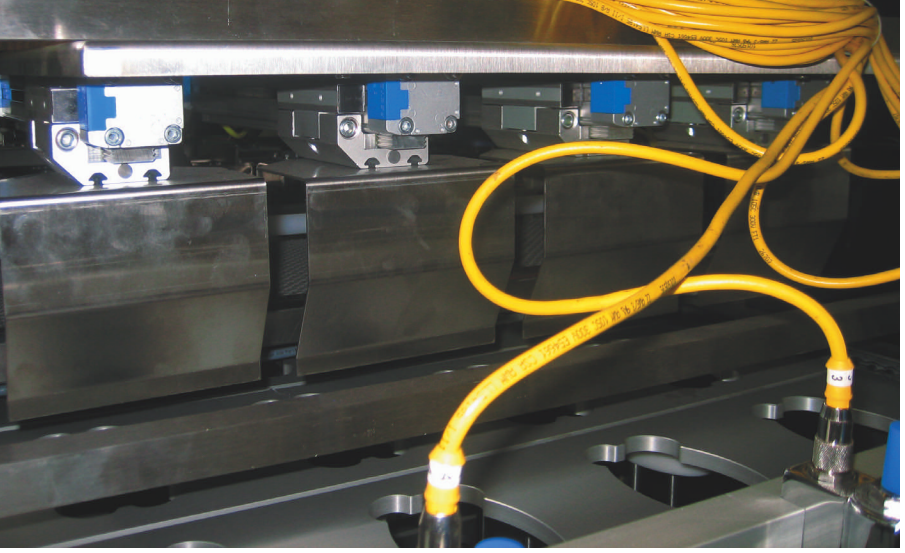

After filling, the cups are placed into trays. The handling system that transports the cups from the infeed conveyor to the trays is moved longitudinally along the filler/sealer from the pickup point to the trays by rodless cylinders.

the next zone of the machine, while the arm with the vacuum cups travels back to its starting position to pick up the next group of dressing cups.

The trays are then pushed, one row at a time, into the MAP heatsealer. After a row of trays are in the chamber, it is latched closed, the air is evacuated and the chamber is flushed with a specific computer-controlled, constant-flow gas mixture that is tailored to the products being run.

Next, film is heat-sealed across the tops of the trays. The film is die-cut as it is sealed, and waste is automatically collected on a quick-release drive. The chamber is then opened and the 4 trays are lifted and pushed onto a discharge conveyor.

Outstanding support

"Festo's service and technical support have been outstanding," says Cohen. "Its district sales engineer, Bill Uihlein, is very knowledgeable, very creative and is always there for us. The Festo products are reliable and provide us with the precision we require for our equipment, and the catalog and the information provided on the Festo website are user-friendly, detailed and organized."

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PACK EXPO approaches

NORTH AMERICA'S LEADING PACKAGING SHOW is expected to draw more than 1,700 exhibitors and 45,000 visitors for its Nov. 9 to13 run at Chicago's McCormick Place.

In a business environment of economic uncertainty, packagers seeking solid advice and reliable information on which they can base their capital planning and investments, will soon descend upon Chicago for the upcoming PACK EXPO International 2008.

The industry's largest U.S. trade show, sponsored by the **Packaging Machinery Manufacturers Institute (PMMI [www.packexpo.com])**, will be held Nov. 9 to 13 at Chicago's McCormick Place. It is expected to draw more than 45,000 attendees, including more than 6,000 international visitors from some 125 countries. Roughly 1,700 exhibitors will participate in this year's show.

"The focus on innovation is always evident in the packaging marketplace, and PACK EXPO International is a great opportunity to see what's new and fresh," says Matt Croson, PMMI vp of member services and communications. "People in the packaging industry can't wait for the economy to improve before making a decision on materials or capital equipment. You have to keep up with the latest innovations just to be competitive. No one can afford to wait two years."

Programs built on sustainability

Reflecting the packaging market, Croson says the major theme for the show will be sustainability. PACK EXPO International is introducing several programs that highlight sustainability. Included in these efforts are a number of expert speakers at the show conference who will address sustainability, and there will be special symbols to call attention to "green" packaging firms. A sustainability track will be featured as part of each day's program schedule, exposing attendees to various dimensions of sustainability, including conservation, lightweighting, plant operations and insight from brand owners' perspective (see conference details story on p. 74).

Research indicates that approximately half of U.S. consumers consider at least one sustainability factor in selecting packaged goods items or stores to shop, so sustainability has gone from just being a buzzword in the packaging industry to an essential part of today's corporate strategy.

Professionals needing guidance on how to apply sustainable packaging initiatives to their businesses can find many potential solutions among an array of sustainability-oriented innovations. The featured technologies, ranging from bioplastics, polylactic acid (PLA) films and other sustainable packaging materials to energy-efficient machinery and lean production solutions, will address several key issues including source reduction, minimization of greenhouse gas emissions and waste and rising levels of recycling and recycled content.

"We're very pleased to offer PACK EXPO International attendees opportunities to discover how they can improve their operations to achieve sustainability goals," says Charles D. Yuska, PMMI president and CEO. "PMMI is committed to adding value to its events by focusing on issues that are at the forefront of our industry. Sustainability is top of mind with packaging professionals around the globe, and we felt it was essential to make the topic an integral part of PACK EXPO International 2008."

Croson says PACK EXPO is known for being solutions-oriented, and attendees expect to see sustainability-oriented solutions that respond to the marketplace. "There's no question that exhibitors are listening to their customers and responding directly with sustainability-oriented solutions. From materials and containers right through to components and machines, sustainability will really resonate at this PACK EXPO," he adds.

The conference, with more than 1,000 attendees, is a strong value for anyone looking to maximize their time at the show, Croson said. Attendees can register for keynote sessions along with other conference sessions at www.packexpo.com.

Making the show 'green'

To complement sustainable solutions being discussed on the show floor and in conference sessions, PMMI is acting to make PACK EXPO Internatonal one of the greenest tradeshows. Among the many activities aimed at reducing energy and waste are:

- Free METRA commuter rail passes for attendees and exhibitors
- Replacing detailed printed show directories with a more compact Pocket Guide Directory
- Providing collection bins for paper waste
- Recycling of badge holders
- Using "Green Seal" approved cleaning products and restroom supplies made from 100-percent post-consumer waste.
- Recycled pallet program
- Power-down policy for offshow hours

"As the organizer of one of the world's largest tradeshows, we feel it's important to take a proactive role when it comes to protecting the environment," says Yuska. "By working with our exhibitors, we'll be able to offer a range of voluntary programs that both exhibitors and attendees can participate in and

feel good about."

PROCESS EXPO will be co-located with PACK EXPO International. It features more than 550 exhibiting companies utilizing over 200,000 net sq ft. Located in the new West Building at McCormick Place, the show will focus on developments in processing technology for food, beverage and pharmaceutical manufacturers. PROCESS EXPO is sponsored and produced by Food Processing Suppliers Association (FPSA).

Converting & Package Printing (CPP) EXPO will also be co-located with PACK EXPO International on the Lobby Level of the Lakeside Center at McCormick Place. Reflecting the synergies of the package printing, converting, finishing machinery and supplies industries, CPP EXPO showcases the latest in package printing, coating, slitting and many other state-of-the-art finishing processes.

Innovation will again be in the spotlight with PMMI's third PACK EXPO Selects competition, in which PACK EXPO attendees choose the most innovative packaging of the year from a field of entries developed, produced and/or executed by PACK EXPO International exhibitors. Finalists will be displayed at The Showcase of Packaging Innovations® exhibit, and attendees can use the My PACK EXPO kiosks to cast their votes onsite during the show. to shoose the winners of the competition.

Strategies are changing

Croson explains that many attendees have changed their tradeshow strategies in recent years and now come well-equipped and ready to talk about very specific projects. In the past, packagers started the purchasing process by coming to a tradeshow. Now, with the Internet and other media, Croson says visitors can preplan the event to get better payback so they can talk credibly about a project, see the equipment and make comparisons. This is leading to an increasing number of purchase decisions being finalized at the show, he said.

To help showgoers manage their time, PACK EXPO Internatonal has organized several specialized pavilions. These include:

The Containers & Materials Pavilion offers a prime destination for the latest in paperboard, glass, metal, plastic and flexible packaging. More than 70,000 sq ft of exhibit space will be devoted to this large selection of containers and materials solutions.

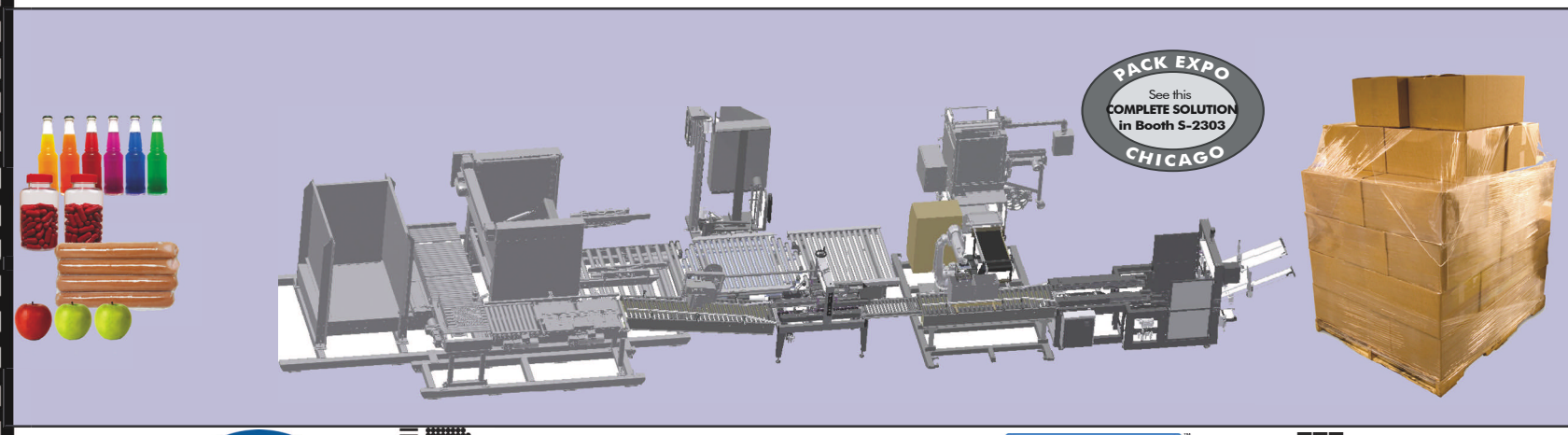
The Showcase of Packaging Innovations® will showcase the year's most innovative and award-winning package designs from a selection of leading packaging organizations from around the world.

RFID (Radio Frequency Identification) Pavilion will present solutions that meet the needs of the entire supply chain with technologies to upgrade conventional lines into RFID-enabled packaging lines that apply multipack, case and pallet tags online; as well as advances in verifying tag presence, writing to the tags and data validation.

Brand Protection Center Pavilion will focus on packaging initiatives and technologies to counter bioterrorism, package tampering, counterfeiting and product adulteration with exhibits from packaging security technology and service providers.

Contract Packaging Pavilion offers the prominence of contract-packaging services in today's marketplace. This pavailion is a great starting point for assessing a project and exploring the many possible options. PACK EXPO International 2008 show and conference registration is available online at **www.packexpo.com.**

Building an End of Line Packaging Operation can be Risky.



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Conference at PACK EXPO addresses change, innovation and sustainability

Packaging's **BIG SHOW** includes a wealth of sessions from Nov. 10 to 12 that focus on issues facing packagers today.

The **Packaging Machinery Manufacturers Institute** (**PMMI** [**www.packexpo.com**]), the sponsor and producer of PACK EXPO International 2008, has announced its agenda for the upcoming Conference at PACK EXPO. With its overall theme of "Change, Innovation and Sustainability," the three-day program is packed with high-profile keynote presentations and more than 50 sessions presented by industry leaders and innovators.

The Conference at PACK EXPO, Nov. 10 to 12 at Chicago's McCormick Place, will be held in conjunction with PACK EXPO International (Nov. 9 to 13). The conference program schedule and registration are available online at www.packexpo.com. The conference sessions are organized into several "tracks," reflecting industry trends that affect today's packaging professionals. The tracks include Sustainability, Brand Protection, Containers & Materials, Upgrading Operations, Processing and Converting.

The program was created with guidance from PMMI's conference advisory panel, a group of industry leaders representing 17 companies, including more than one dozen consumer packaged goods companies.

"The panel reviewed all session proposals--more than 100 proposals were received for the 56 concurrent Conference at PACK EXPO sessions," says Ben Miyares, PMMI vp of industry relations and director of the Conference at PACK EXPO.

Each day's conference programming is divided into five time periods, with four concurrent sessions planned for each time slot.

Keynote presentations from top executives at Nestlé, Deloitte Consulting and The Dow Chemical Co. will also be featured each day at 10:10 a.m. This schedule makes it easy for attendees to participate in individual sessions while keeping other show commitments.

Preshow planning tool

With so many topics to choose from, attendees can turn to My PACK EXPO™, an innovative pre-show planning tool, for help in identifying which sessions are good matches for their needs. To access this service, attendees can complete a short profile during the show registration process.

Based on the data provided, My PACK EXPO will intelligently mine

Continued on page 76

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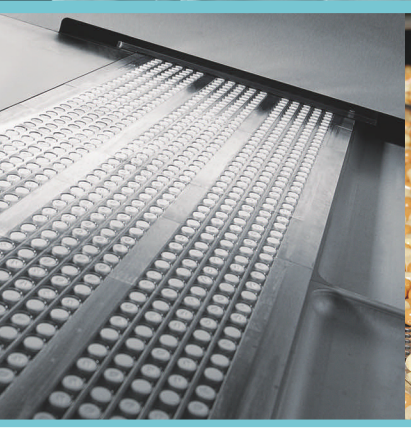

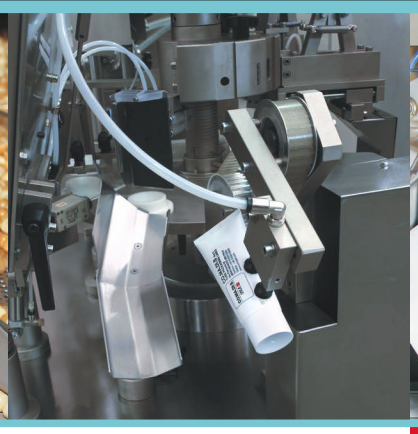
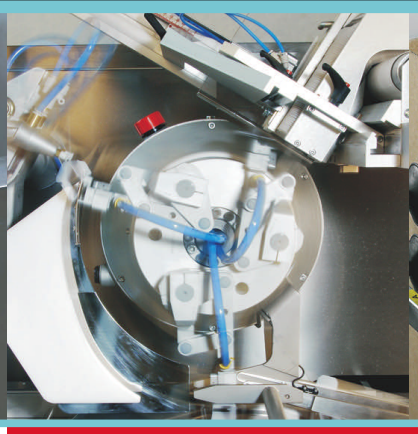

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the show's database of conference sessions and flag sessions that address individual needs and interests. The information is saved on a personalized, password-protected web portal that can be accessed 24/7. Attendees can begin utilizing My PACK EXPO in August.

Discounted registration for the Conference at PACK EXPO is currently available at www.packexpo.com. For registrations received on or before Oct. 21, 2008, the cost will be $55 per session. Registrations received after Oct. 21 and onsite will cost $75 per session. PACK EXPO International show registration is required in order to register for the conference program.

The schedule for the Conference at PACK EXPO follows:

Monday, Nov. 10

10:10–10:50 am
Keynote Presentation
Title: More Safety vs. Less Material? Where does Packaging Go?
Speaker: Betsy Cohen, vp of sustainability, Nestlé

8:30–9:10 am
Concurrent Sessions
Track: Containers & Materials
Title: EZPeel: A Revolutionary Steel Food Can Closure System
Speaker: Michael Vaughn, vp, packaging innovation, Ball Corp. Description: Ball Corp.'s EZPeel is a new multilayer film closure system for steel food cans. Ball developed this innovation using its proprietary process for joining plastic and metal. EZPeel closures are designed to improve ease of use, convenience and safety for consumers.

Track: Upgrading Operations
Title: Pouch Packaging 2018: What's Next?
Speaker: Charles Murray, chairman/CEO, PPi Technologies
Description: Fantastic forecast or anticipated future? This presentation envisions a coming decade in which flexible pouches are fitted with embedded RF chips in the bodies, spouts or zippers to track and verify pouch production, distribution and sale; production lines remotely controlled by robots 24/7 and monitored by real time data acquisition systems; and filling lines receiving quality inspected empty pouches, digitally printing and coding them, filling them and checking seal efficacy via x-ray scans.

Track: Sustainability
Title: Conservation - The First Step to Sustainability
Speaker: Bill Petersen, general manager, sales and applications development, Iconotech

Description: The conservation of raw materials leads directly to sustainability by reducing what you need and what you discard. It also sends cost savings straight to the bottom line. Avomex, the largest producer of guacamole in the United States, reaped these benefits when they switched from preprint to a generic case

Wal-Mart leads off

Amy Zettlemoyer-Lazar, packaging director of Sam's Club and co-manager of the Wal-Mart Sustainability Value Network, will devlier a special keynote addresss during PACK EXPO International. Her presentation entitled, "Keeping Score: How Wal-Mart and its Suppliers Continue to Advance Packaging Change, Innovation and Sustainability," will provide visitors with an update on Wal-Mart's progress with its Sustainability Scorecard and the next steps in its evolution.

"Since Wal-Mart first unveiled its packaging sustainability scorecard concept to the industry at PACK EXPO International in 2006, the scorecard has evolved substantially," notes Ben Miyares, PMMI's vp of industry relations and director of the Conference at PACK EXPO.

"We are delighted to have Wal-Mart return to Pack Expo to share details on the scorecard's development and provide insight into the company's overall sustainability initiatives," he says.

Zettlemoyer-Lazar's address will take place on Sunday, Nov. 9, at 1 p.m., in a standalone session of the Conference at PACK EXPO. The Conference at PACK EXPO features more than 50 sessions presented by industry leaders and innovators.

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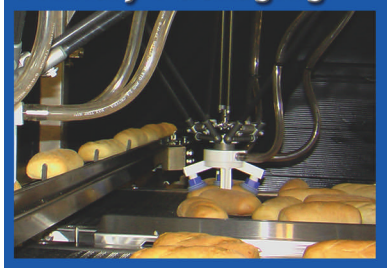

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Track: Brand Protection
Title: Packaging HACCP—Food Companies' New Expectations for the Packaging Supply Chain
Speaker: Wynn Wiksell, manager, packaging quality and regulatory operations, General Mills and chairman, Food Safety Alliance for Packaging
Description: Food safety has always been on the minds of brand owners and ingredient suppliers. The Food Safety Alliance for Packaging Materials was formed by many of the biggest food CPGs in the world with one mission in mind: to educate packaging suppliers on the effects of food safety and to give them resources to protect themselves and consumers from a food-safety issue.

9:20am–10:00am
Concurrent Sessions
Track: Containers & Materials
Title: CCMA: The Innovation of New Product Development
Speaker: Michael Mooney, director, design engineering, Constar Intl.
Description: Innovation and speed: Historically, new-product development has been one of creation rather than innovation, but true innovation requires a change to this approach. Review includes an overview of the emerging field of Advanced Predictive Engineering and its influence on the process of product lifecycle management.

Track: Upgrading Operations
Title: Packaging Operational Efficiencies Depend Upon Bridging the Mechatronics Skills Gap
Speaker: Steve Berkos, senior plant controls engineer, Unilever; James B. Higley, P.E., professor, Purdue University Calumet
Description: In an economic environment that mandates unlocking additional profitability, automated packaging operations hold great potential. One key is mechatronic machinery, which is designed to increase efficiency and flexibility. The other key is a workforce of y skilled engineers and technicians.

Track: Sustainability
Title: The United Kingdom's Packaging Sustainability Efforts
Speakers: Richard Bull, managing director, Enercon Industries Ltd.; Ryan Schuelke, sales manager, Enercon Industries Ltd.
Description: With the support of the British Government, packagers in the United Kingdom are taking a leadership position in sustainability with efforts to monitor and reduce pack weight and carbon footprint. This presentation will explore these sustainability trends in the UK and their global impact .

Track: Brand Protection
Title: The Economics of Deploying State-of-the-Art Contaminant Detection
Speaker: Bob Ries, product manager, metal and x-ray detection, Thermo Fisher Scientific
Description: Justifying capital investment in food safety and inspection technology can be difficult. The costs are clear, but the benefits are a challenge to monetize. In today's financial climate, food producers are looking for payback in two years or less. This presentation will review the common contaminants detected by metal detectors and x-ray systems,.

11:00 am–11:40 am
Concurrent Sessions
Track: Containers & Materials
Title: CCMA- Pouring Into the Future: Integrated Dispensing & Pour Features for Plastic Bottles
Speaker: Michael E. Penny, principal engineer & inventor, Amcor PET Packaging
Description: Most pour feature applications on plastic bottles require the assembly of a secondary component that provides flow or dispensing control. With sustainability initiatives at the forefront of bottle design, innovations are needed to combine these separate pour features into the bottle design so that the bottle and pour feature become one versus two separately molded and subsequently attached components.

Track: Upgrading Operations
Title: Advanced Aseptic Processing:
The Next Step in the Evolution of Aseptic Pharmaceutical Production
Speaker: Dr. Jim Akers, President, Akers Kennedy & Associates, Inc.
Description: Advanced aseptic processing can be defined as the complete elimination of risk resulting from direct human intervention in aseptic processing. Risk from human released contamination is agreed to be the only significant source of microbial contamination in aseptic processing. It follows then that people
Continued on page 78

CONFERENCE REGISTRATION
Fee: In advance of Oct. 21, $55 per session; After Oct. 21 or onsite, $75 per session.
You can register for up to 4 sessions and 1 keynote session per day; conference sessions will run concurrently.
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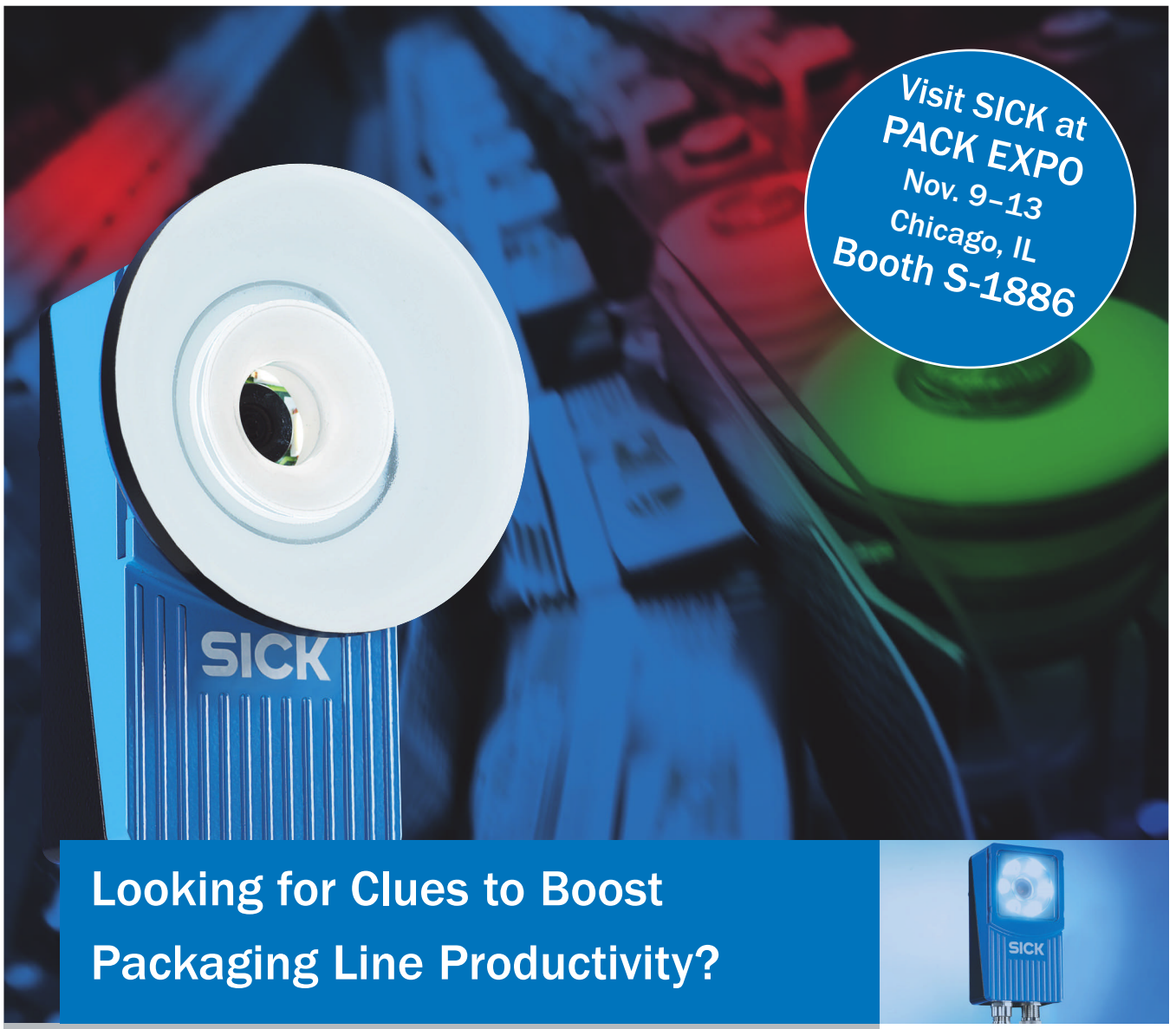

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Track: Sustainability
Title: A Brilliant Partnership: Color, Energy & Material
Speaker: Rich Novomesky, strategic business manager, Ampacet
Description: Ampacet views the sustainable packaging challenge as an opportunity to create brilliant packaging solutions. Corroll will discuss how packagers can reach their target audience by understanding how socio-economic conditions influence consumers' preferences for color, design and sustainability.

Track: Brand Protection
Title: Anti-Counterfeit Packaging Strategy: Aligning Actions with the Type of Counterfeiters and Counterfeiting
Speaker: John Spink, director, Michigan State University—Food Safety Center
Description: Brand owners are asking about the overall strategy not behind the package components but behind the counterfeiting and the counterfeiters. Beyond the concepts of "counterfeit-evident" and "counterfeit-resistant" strategies, the presentation to leveraged this MSU expert's insights into tangent areas and focuses on the results from the Packaging for Food and Product Protection (P-FAPP) Initiative.

11:50 am–12:30 pm
Concurrent Sessions
Track: Containers & Materials
Title: CCMA—Key Industry Trends & Innovation
Speakers: Raj Krishna, chief Technology officer, Rexam; Bryan Wesselmann, director, Global Sales & Marketing, Rexam
Description: Rexam will unveil its latest thinking around key industry trends and innovations by discussing its understanding of trends affecting consumer values, attitudes and behavior, the company's approach to innovation and insight techniques to understand how consumers interact with products in their environment.

Track: Upgrading Operations
Title: Packaging Execution Systems (PES): An Absolute Necessity
Speaker: Joe Ringwood, COO, Systech Intl.
Description: The adoption of "Lean Principles" has spread beyond the discrete industries and is rapidly permeating the pharmaceutical industry. Specifically, a large emphasis is being placed on the efficiency of packaging operations in the pharmaceutical industry.

Manufacturers must turn to packaging execution system (PES) architectures that focus specifically on packaging operations. PES seamlessly integrate critical packaging line information functions: inspection, line management, serialization, performance measurement and ERP connectivity.

Track: Sustainability
Title: Sustainability: What Brand Owners Expect from their Packaging Suppliers
Speaker: Tom Taber, vp, Strategex

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Nestlé to review safety, materals

Betsy Cohen, vp of sustainability at Nestlé, will deliver the keynote address Monday, Nov. 10, at the Conference at PACK EXPO. Her presentation, "More Safety v. Less Material? Where Does Packaging Go?" will dovetail with the conference's overall theme of "Change, Innovation and Sustainability."

Cohen will discuss the challenges, conflicts and competing values packaging professionals must balance every day.

"Sustainability and the environment are at the forefront of global debate," says Ben Miyares, PMMI vp of industry relations and director of the Conference at PACK EXPO. "Industry leaders such as Nestlé are making great strides in defining successful sustainability practices and are responding to market demands."

A graduate of Wellesley College and the Harvard Business School, Cohen coordinates sustainability-related matters throughout several Nestlé divisions in categories including beverages, confections, prepared foods and pet products. In addition, she is vp within Nestlé Purina's Pet Products Co. for a specialty line of products.

Cohen also received the *St. Louis Business Journal's* Most Influential Business Women award in 1999.

Description: The focus on sustainability continues to rise. Customers are now looking to the packaging supplier for sustainable solutions like never before. Using findings from over 150 interviews conducted globally with packaging decision makers, learn directly from the voice of the customer what they are asking for and what's driving their sustainability agenda.

Track: Brand Protection
Title: IP Issues with Packaging
Speakers: Eduardo Carreras, partner, Woodcock Washburn LLP; Harold Fullmer, partner, Woodcock Washburn LLP
Description: Innovation is the process of technical improvement, and intellectual property is the product of innovation. Many companies use intellectual property not only defensively to protect others from copying, but in more sophisticated ways to further their business goals. An IP strategy is a set of goals for the acquisition, protection, leveraging and management of a company's IP and a plan to implement those goals.

12:40 pm–1:20 pm
Concurrent Sessions
Session: M09
Track: Upgrading Operations
Title: Variable Frequency Metal Detection Technology
Speakers: Martin Lynn, director, major accounts, Loma Systems; Hermann Fleps, technical director, Loma Systems
Description: As food safety, due diligence and HACCP considerations drive continued interest in metal detectors for the food industry, it's no secret that the underlying technology of metal detection is somewhat mature and gaining from only incremental improvements.

Track: Sustainability
Title: OEM Perspectives on Innovation & Sustainability
Speakers: Mike Wagner, global segment business manager, Rockwell Automation; Darren Elliott, global technical resources Manager, Rockwell Automation
Description: The presentation will examine three perspectives on the influence of change, innovation, and sustainability for OEMs in the Packaging industry. Core themes of this topic include market trends, competitive/customer pressures, and continuous improvement initiatives.

Track: Brand Protection
Title: Unit Serialization in Production
Speaker: William Fricks, manager of software services, Barry-Wehmiller Design Group, Inc.
Description: The need for serialization at the unit, case and pallet levels is growing due to new state regulatory mandates and trading partner requirements. Learn about the capabilities, advantages and disadvantages of ID technology at each serialization step from labeling to palletizing.

Track: Containers & Materials
Title: Enhancing Your Anti-Counterfeiting Arsenal
Speaker: Jim Colby, global packaging manager, Ink Supplies Business, Hewlett-Packard
Description: When counterfeiters and the counterfeit industry is considered a "competitive threat," businesses will then increase their focus and strategy to combat the impact of this problem to their products and customers.

2:00 pm–2:40 pm
Special Session
Title: PMT Magazine presents the 2008 Packaging Line of the Year

Tuesday, Nov. 11

10:10 am–10:50 am
Keynote Presentation
Title: Packaging Sustainability: From Boardroom to Break Room
Speaker: Trevor Cusworth, director, Deloitte Consulting LLP
Description: Cusworth will provide attendees with a high-level roadmap for translating a company's sustainability vision into real-world manufacturing practices. Backed by documented case studies, the presentation will identify immediate actions that can help improve the sustainability of manufacturing operations as well as longer term plans, such as designing and installing new lines.

8:30 am–9:10 am
Concurrent Sessions
Track: Upgrading Operations
Title: Developing the Packaging Workforce of the Future
Speakers: Keith Campbell, project manager, Industrial Maintenance Training Center of PA; Scott Sheely, executive director, Lancaster County Workforce Investment Board; John DeVere, dean of workforce & economic development, Reading Area Community College
Description: The availability of an adequately skilled workforce is a crucial issue for packagers in North America. When industry, government and education work together, it is possible to improve skills of existing employees and create a pipeline of new workers.

Continued on page 80

Track: Sustainability
Title: New Technologies for Lightweighting Polyolefins
Speaker: Terry Glass, technology leader, rigid packaging, Dow Chemical
Description: Polyolefin resin and fabrication technologies continue to move packaging applications to lighter weights while maintaining necessary functional performance. Efforts with resin design and foam technology are evolving quickly and yielding results to lightweight containers by 20 percent from where we were just two years ago.

Track: Processing
Title: In-Process Product Traceability: From Concept to Reality
Speaker: Tim Reardon, industry marketing manager, Key Technology, Inc.
Description: NA

Track: Containers & Materials
Title: The Hole in RFID: Preventing Pharmaceutical Supply Chain Loss
Speaker: Andrew Strauch, vp, product marketing and management, MIKOH Corp.
Description: According to the U.S. Chamber of Commerce, the pharmaceutical industry loses $32 billion annually to counterfeiting. While RFID is promising, a hole must be addressed—physical security.

9:20 am–10:00 am
Concurrent Sessions
Session: T02
Track: Upgrading Operations
Title: RFID's Impact on Process, Partnerships and Profit
Speaker: Robb Clarke, associate professor, MSU School of Packaging
Description: RFID tagging requirements affect many companies, worldwide. Whether you are a medical-, consumer product- or military-based company, current RFID trials and mandates will have an influence on your business operations and, by extension, your business decisions. This presentation analyzes how RFID requirements impact business.

Track: Sustainability
Title: COMPASS—A New Tool to Map the Environmental Impact of your Packaging Material and Application Choices
Speaker: Martha Leflar, senior project manager, GreenBlue
Description: COMPASS (Comparative Packaging Assessment)—a package engineering and design tool that provides a quick comparative measure of the environmental impact of your contemplated packaging choices—will be in Beta release to members of the Sustainable Packaging Coalition this fall and in general release by early 2009. This presentation will give packaging professionals an early peek at how, why and by whom COMPASS was developed.

Track: Processing
Title: Surface Pasteurization of Particulate Foods—Controlling Moisture and Quality
Speaker: Rainer Perren, managing director, RPN Food Technology
Description: Not Available

Track: Containers & Materials
Title: Packaging Production Waste & Rework - A Gold Mine
Speaker: Paul Zepf, director of engineering, Zarpac Inc.
Description: As many packagers are being squeezed by price ceilings and increasing costs of materials in tight markets or limited growth markets, the hunt is on for savings. Fortunately, a savings far greater than any labor can give is in front of most packagers.

11:00 am–11:40 am
Concurrent Sessions
Track: Upgrading Operations
Title: Implementing a World Class Packaging Operation
Speakers: Rick VanDyke, group manager of transformation/supply chain, Frito Lay; David Latimer, technology leader, Procter & Gamble; Damian Stahl, managing partner, Polytron
Description: When implementing a World Class Packaging Operation users are faced with challenges such as obtaining the right packaging equipment from machine builders, integrating the pieces of the packaging operation together and interfacing with the IT or business systems.

Track: Sustainability
Title: Tradeoffs in Sustainability in Wrapping
Speaker: Katherine Putnam, president, Package Machinery Co., Inc.
Description: When looking to create an attractive package through use of wrapping materials while weighing issues of sustainability, there are several factors to be considered: attractiveness of package, cost, energy consumption in the process, landfill usage, substitutability of alternatives (such as bundling for cardboard boxes, trays instead of boxes). Putnam will evaluate tradeoffs in energy consumption, film alternatives and flexibility in creating a package that is attractive to the consumer, reduces landfill usage, changes energy consumption and offers film choices.

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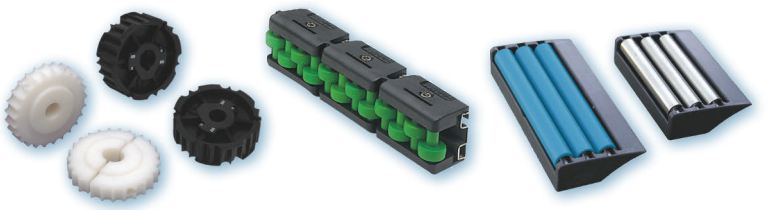

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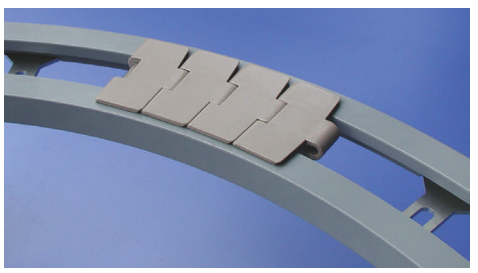

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Track: Processing
Title: Pneumatic Conveying in the Food Industry: Options in Sanitary Design and Technology
Speaker: Stuart Wilson, technical manager Premier Pneumatics, K-Tron Process Group
Description: This presentation will examine the technology of pneumatic conveying with an emphasis on food and sanitary applications. Key topics include an overview of the basic principles of pneumatic conveying and Identifying the techniques of vacuum versus pressure conveying, dilute versus dense phase vacuum conveying , and vacuum sequencing versus continuous vacuum

Track: Containers & Materials
Title: Designing Rigid Shelf Stable Barrier Packaging
Speaker: Gregory Dixon, director of engineering, Spartech Corp.
Description: This presentation will help attendees interested in entering the rigid barrier packaging market. Shelf stable packages with two years of shelf life are very common and attainable with today's barrier technology.

11:50 am–12:30 pm
Concurrent Sessions
Track: Upgrading Operations
Title: Prove It! Does Your Training Make a Difference?
Speakers: Nancy B. Cobb, president, Partners in Possibilities; John Henry, president, Changeover.com
Description: Where the Holy Grail of measurement is ROI, can we apply the same principles to training's cost benefit? We know we need to train; we know it often gets slighted; we know it's hard to sell to management so when and how will we begin to quantify the Value of Training.

Track: Sustainability
Title: Achieving Sustainability through Adhesive Dispensing Technology
Speaker: Rick Pallante, Marketing Development Manager—Packaging, Nordson Corp.
Description: Manufacturers and suppliers are discovering that the unlimited use of adhesives materials in packaging is no longer an option. With mounting cost pressures and environmental concerns, finding new ways to effectively apply adhesives—with minimal impact on processes and the bottom line—is an industry-wide imperative.

Track: Converting
Title: Increase Profits by Aligning Your Assets
Speaker: Richard Henry, vp, The Advance Team
Description: What if your existing production machinery were operating at optimized efficiency? That would mean that you would have a minimum of scrap, exceptional quality, higher line speeds, reduced maintenance costs, no capital investment, and ultimately higher profits. Many companies are realizing the benefits of aligning their assets. How about you?

Track: Containers & Materials
Title: Designing Sustainable Transport Packaging . . . Then Managing It
Speaker: Chris Grimes, product development manager, Rehrig Pacific Co.
Description: Rigid-plastic transport packaging is truly one of the most sustainable packages many industries will use. It can prove to be very beneficial to many different areas of a company as long as it is designed with all of those areas in mind. From the packaging machine, to the stretch wrapper to the delivery truck, all aspects of the company need to be considered for sustainable packaging to succeed in cutting waste and costs.

12:40 pm–1:20 pm
Concurrent Sessions
Track: Upgrading Operations
Title: Electrical Regulation Compliance for OEMs – What You Don't Know Might Shock (and Cost) You!
Speakers: Mark Lewandowski,, technology leader, corporate engineering, Procter & Gamble; Jim Reizner, technology section head, corporate engineering, Procter & Gamble
Description: U.S. electrical regulations for equipment are complex. It has been our experience at Procter & Gamble that very few equipment manufacturers understand what is legally required for their equipment to be installed and used in the U.S. In this presentation we will discuss what is required from OEMs to ensure their equipment will meet the electrical regulations for the U.S.

Track: Sustainability
Title: Minimizing Packaging without Compromising Integrity
Speaker: Patrick Hessini, manager, Adalis Corp.
Description: Effective packaging plays a critical role in reducing impact on the environment. Appropriate packaging design, material use and latest value-added technologies can significantly impact energy consumption, transportation and storage costs, packaging waste and product shelf-life. Adalis will discuss how latest solutions.

Track: Converting
Title: Over-treatment of PET—Fact or Fiction Part 1: A Study of Web Density, Corona Swell Time, Film Selection, Dyne Level and Water Soak Bond Strength
Continued on page 82

Speaker: Jessica Bodine, technical sales representative, MICA Corp.
Description: Converters of polyester films have long known the risk of corona over-treatment of polyester film. Over treatment can be defined as the point at which treatment level no longer contributes beneficial properties to the film surface and may begin to cause degradation of the surface. But how does the converter know when this point has been reached?

Track: Containers & Materials
Title: Leveraging the Findings of a Corrugated Life Cycle Assessment
Speakers: John Heckman, vp, Five Winds Intl.; Dwight Schmidt, president, The Fibre Box Association
Description: Findings of the first U.S. corrugated industry Life Cycle Assessment (LCA) will be presented by The Corrugated Packaging Alliance (CPA), which commissioned the LCA, and Five Winds International, which conducted it in accordance with ISO 14040 series standards for LCAs. The scope of the study covers a "cradle-to-grave" life cycle assessment.

Wednesday Nov. 12

10:10 am–10:50 am
Keynote Presentation
Title: Packaging - Elemental to a Sustainable Future
Speaker: Glenn A. Wright, commercial vp, North American Basic Plastics, The Dow Chemical Co.
Description: Wright will illustrate the positive environmental, social and economic impacts of packaging and highlight real benefits that often go unnoticed. Consumer and industry data featured in this session will illustrate how packaging contributes to sustainability and strengthens brand capability as well.

8:30 am–9:10 am
Concurrent Sessions
Track: Converting
Title: Folding Cartons – Rethink Your Workflow and Drive More Profits
Speaker: Mike Pfaff, folding carton manager, Mark Andy Inc.; Wally Nard, president, Novaflex Inc.
Description: Not Available

Track: Upgrading Operations
Title: Compliance Considerations in Marking and Coding
Speaker: Chuck Ravetto, director of small-character marking, Videojet Technologies Inc.
Description: Regulations related to variable data coding of packaging come from many sources for product manufacturers. Crisp codes facilitate an effective track-and-trace infrastructure, a regulation for many federal government agencies, noncompliance risks fines and other action. Product manufacturers must also address U.S. and European environmental regulations.

Track: Sustainability
Title: Making a Case for Reduced Format Transit Packaging
Speakers: Ralph L. Dillon, managing director, Compliance Surety Associates; Joseph Noferi, director, Compliance Surety Associates
Description: Pharmaceutical packaging is the link to the end user that allows for the right medicine to be taken by the right patient at the right time. In designing a pharmaceutical and/or medical package, there is a plethora of regulations and mandates that vary from country to country. However, the underlying goal of all these regulations is to provide the patient a simple, effective product they can use properly.

Track: Processing
Title: Drying Technology: Heat Transfer, Energy Optimization, and Sanitation in Through Circulation Drying Applications
Speaker: Peter Zagorzycki, senior applications engineer, CPM Wolverine Proctor LLC
Description: Over the past 30 to 40 years, the sustainability issue had been with us in a variety of forms and formats. From the ecology movement to today's sustainability effort, the responsibility has shifted from the individual to the corporations and manufacturers. Right or wrong, this shift is the reality of the world today.

9:20 am–10:00 am
Concurrent Sessions
Track: Converting
Title: Flexible Packaging—It's Not Just for Wide Web Anymore
Speaker: Jerry Henson, flexible packaging manager, Mark Andy Inc.; Giancarlo Caimmi, vp, Nordmeccanica Group.
Description: Not Available

Session: W07
Track: Upgrading Operations
Title: Sustainability—Reframing the Responsibility
Speaker: Peter Nelson Fox, director of sales, Delkor Systems, Inc.
Description: Not Available

Track: Sustainability
Title: High Density Foam as Alternative to Chemical Foam
Speaker: Jonathan S. Cage, director of marketing—packaging, Spartech Corp.
Description: High-density foam technology provides the catalyst to significantly reduce the weight on monolayer and or coextruded rigid plastic packaging. Density reductions are achievable in the range of 50 percent in a monolayer structure and 35 percent in an ABA coextrusion, with minimal compromise to structural integrity due to uniform high density

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cell size and shape.

Track: Processing
Title: Optimizing the Workforce: Can It Save the Plant?
Speaker: Jim Fitzpatrick, vp, product architect, Tugboat Software, Inc.
Description: Not Available

11:00 am–11:40 am
Concurrent Sessions
Track: Converting
Title: Trends and Opportunities for Labels and Other Package Decorations
Speaker: Steve Schulte, national sales eirector, Mark Andy Inc.; Tom Polischuk, editor-in-chief, *Package Printing Magazine*
Description: Not Available

Track: Upgrading Operations
Title: Enabling & Deploying Operational Performance
Speaker: Rob Aleksa, section head, Procter & Gamble
Description: At Procter & Gamble, pressures for lower total cost of ownership and higher volumes are driving the demand for higher manufacturing capability. Machines that enable lower MTBF and MTTR as well as higher speeds and production coordination, are critical in optimizing output.

Track: Sustainability
Title: Creating a Better Tomorrow Than Today
Speaker: Jay Gehring, vp, R&D Packaging, Frito-Lay
Description: Frito-Lay is taking dramatic steps to reduce its environmental footprint. The company is making significant progress in the reduction of energy, water and packaging use. Frito-Lay recently began operating a solar field at its Modesto manufacturing plant to generate enough power to produce all the Sunchips made at that site.

Track: Processing
Title: Criteria for Designing Traceability Systems
Speaker: Jarmo Vastapuu, technical platform manager, Tetra Pak
Description: Not Available

11:50 am–12:30 pm
Concurrent Sessions
Track: Converting
Title: FDA and Sustainable Food Printing & Packaging Implications with UV/EB Curing Part 1
Speaker: Mickey Fortune, vp, RADTECH
Description: Food Contact Notification 772 provides FDA clearance for a group of acrylate monomers, an epoxy oligomer and Esacure One photoinitiator. The session will provide details on the identity of the cleared food contact materials, intended conditions of use, formulating latitude, migration limitations and outlook for expanded the use of UV/EB materials in food packaging.

Track: Upgrading Operations
Title: Unleash the Power of Data Collection
Speaker: Ronald Iannacone, president, Factory Intelligence Network
Description: The ability to monitor packaging lines in real time is a vital tool for plant managers to reduce unscheduled downtime and improve plant productivity. But having access to real-time data is only part of the solution. With several real-world examples the presentation will demonstrate how long-term data collection provides the real key to diagnosing packaging and production issues.

Track: Sustainability
Title: The Road to Zero Landfill Waste
Speaker: Myles Cohen, vp and general manager, Recycling Division, Sonoco
Description: Last year, Cohen led a Sonoco Recycling team in creating a sustainability consulting service, Sonoco Sustainability Solutions (S3), which has successfully helped consumer product goods companies turn their waste into new sources of revenue while helping them improve environmental sustainability efforts by reducing landfill waste.

12:40 pm–1:20 pm
Concurrent Sessions
Track: Converting
Title: FDA and Sustainable Food Printing & Packaging Implications with UV/EB Curing Part 2
Speaker: Mickey Fortune, vp, RADTECH
Description: Food Contact Notification 772 provides FDA clearance for a group of acrylate monomers, an epoxy oligomer and Esacure One photoinitiator. The session will provide details on the identity of the cleared food contact materials, intended conditions of use, formulating latitude, migration limitations and outlook for expanded use of UV/EB materials.

Track: Converting
Title: FIRST 4.0: Flexographic Image Reproduction Specifications and Tolerances
Speaker: Mary Sullivan, director of global marketing, Mark Andy Inc.
Description: The RadTech Sustainability taskforce reports on analyses of radiation-curing case studies confirming that UV and EB curing can reduce energy demand, fossil fuel use and greenhouse gas emissions, as well as reduced transportation costs and emissions compared to standard heat-set technologies.

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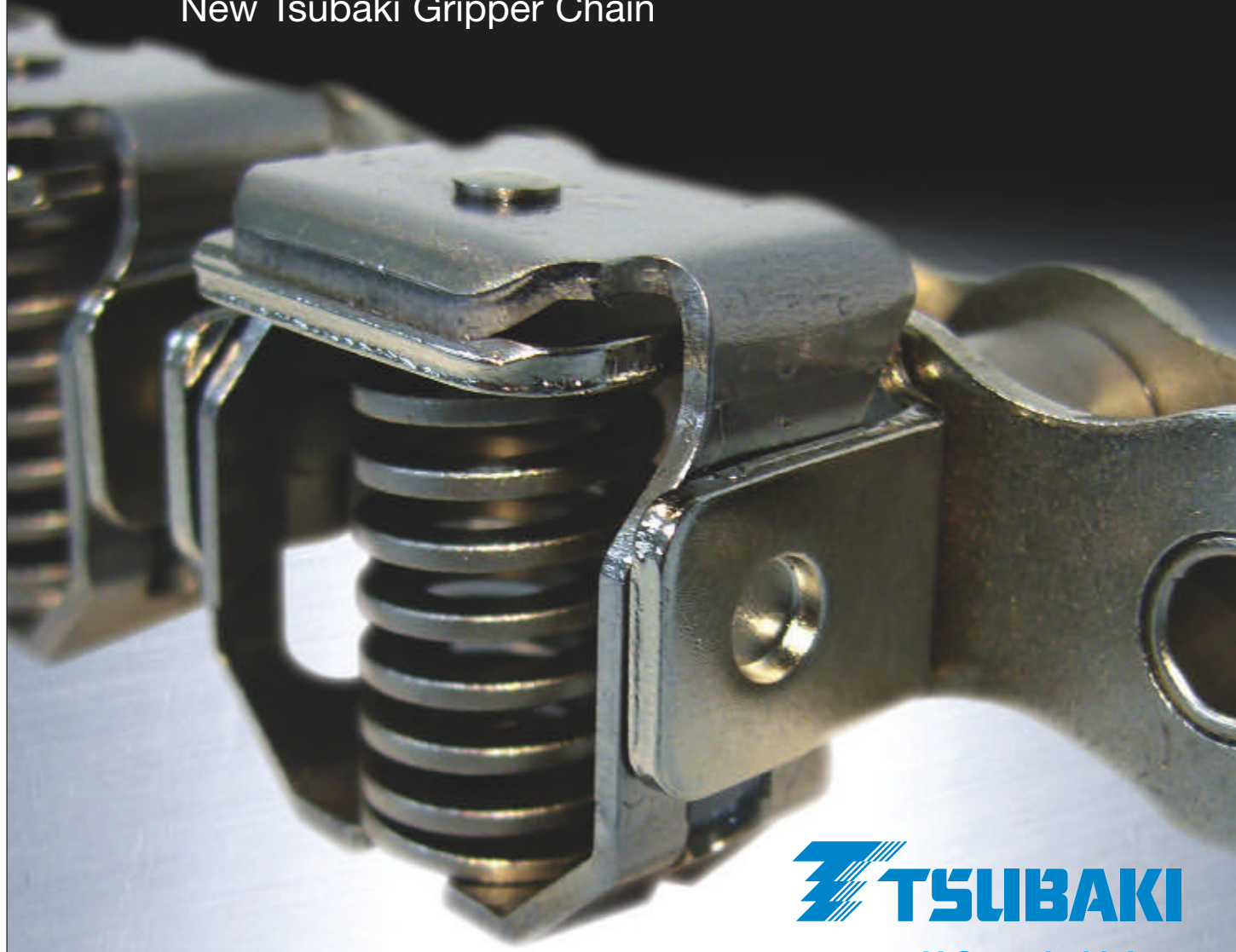

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Carbon-cutting bags trim costs

PJ's Coffee of New Orleans takes a **TWO-PRONGED APPROACH** to address environmental and economic concerns.

Linda Casey, Associate Editor

Founded by Phyllis Jordan in 1978, PJ's Coffee of New Orleans prides itself on the precision roasting of its coffee beans. "One of the key things when it comes to roasting coffees is not going so dark with the roast," PJ's Coffee lead roaster Felton Jones explains. "There's a fine line that if crossed, then you've gone too far. There's another fine line that if it's not crossed, then you haven't gone far enough. Roasting in small batches allows us to be able to better control that."

After roasting, PJ's Coffee protects the flavor of its beans with short-turnaround packaging. "There's no better way to capture freshness than with a two-week shelf life," he emphasizes. While these micro-roasting and short-turnaround packaging processes might produce excellent cups of Joe, they also can add up to more than a few dollars.

Pressed by costs, eco-concerns

Like many other industries, coffee retailers are under pressure to implement sustainable business practices. PJ's Coffee already had started using greenware cups in its retail stores, when the franchisor was approached by **Sonoco (www.sonoco.com)** with new form/fill/seal bags that touted lowered carbon footprints. The bag's three-layer structure is composed of polyester, foil and a polyethylene sealant. This allows Sonoco to use 10 percent less material, 15 percent less energy and produce 10 percent less carbon emissions when

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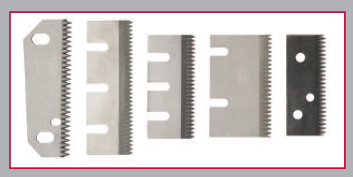
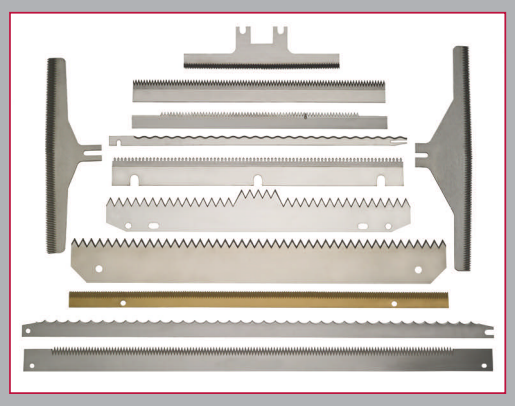
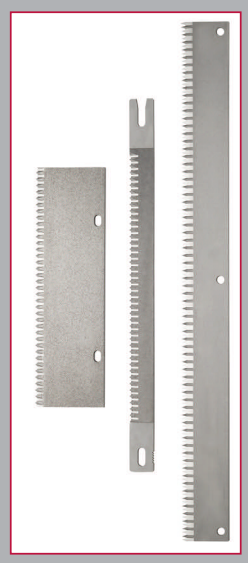
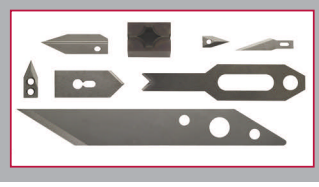

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difficult application

manufacturing the bags when compared to a traditional four-ply structure.

The new bags also hold twice as much coffee as PJ's previous packaging, which held a half pound of beans. This has reduced the amount of packaging tape, stretch film and corrugated boxes PJ's Coffee uses to ship coffee to its chain stores. "We shipped roughly 4,500 to 5,000 cases/month to our chain stores," Jones explains, "and we've had a cost-savings of somewhere in the neighborhood of 7 cents per case."

Because of the cost-savings, PJ's Coffee has been able to buck the trend of restaurants and food-and-beverage retailers raising prices to cope with increasing costs. "Because of the decrease in materials costs, we were able to pass along some of the cost savings to our customers," Jones says. "We had a slight decrease in our retail pricing."

Celebrating Crescent City culture

Hurricane Katrina took approximately 30 percent of PJ's Coffee stores in the New Orleans area when it ravaged the city in 2005, but the storm also brought a renewed city pride for the coffee retailer. PJ's Coffee became active in the movement to return New Orleans to its former splendor: It launched Kids Drop, a donation program where people were encouraged to donate toys, clothes, nonperishable food and books to children affected by the hurricane; and

Because of the decrease in materials costs, we were able to pass along some of the cost savings to our customers.

Preservation Blend, a limited-edition coffee that was used to raise funds for relief efforts. The company also expanded its moniker to include "of New Orleans" and hired a local advertising agency to redesign its coffee bean packaging. "We wanted our bags to be a direct reminder of the city's history and culture," Jones explains. "We really want to put the taste of home on our bags."

To create the award-winning packaging, **Innovative Advertising (www.peoplewhothink.com)**used illustrations of the Canal Street Trolley, Jackson Square Chapel, Bourbon Street Jazz Band and a Garden District antebellum manor. Sonoco printed the images using a laser-engraved, rotogravure printing process with matte finishing.

Pound packing effects on productivity

The bags are filled with beans that have been processed on an Opus roaster from **Cia. Lilla de Máquinas Ind. e Com (www.lillaroasters.com)**. A series 1500 f/f/s machine from **Universal Packaging (www.upiweb.com)** fills the packages at speeds up to 40 bags/min. Packed bags are placed into a carton by hand, and operators seal the cartons using a **3M (solutions.3m.com/en_US)** 3Matic 200A adjustable tape sealer.

Since moving to the new bags, PJ's Coffee has experienced fewer problems during packaging "It wasn't that we had problems in the past," says Jones. "It was just that the ease at which the bag moves across our machine is unbelievable. So we have a lot more problem-free manufacturing."

As a result, the retailer not only has been able to increase productivity and control costs, it also has expanded its product line. When PJ's Coffee launched the new packaging, it used the bags for seven products. Today, the franchisor offers 26 varieties of coffee in the 1-lb bags.

More information is available:

Sonoco, 843/383-7794. **www.sonoco.com.**
3M, 800/362-3550. **solutions.3m.com/en_US.**
Cia. Lilla de Máquinas Ind. e Com., 55-11-6-422-7366. **www.lillaroasters.com.**
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Are you allergic to **dusting?**

New **ENDUST FREE DUSTING AND CLEANING SPRAY** is the first aerosol hypoallergenic cleaning product in a steel can that's easy to grip and uses 14 percent less material.

Jack Mans, Plant Operations Editor

Sara Lee Corp., the maker of the successful Endust® dusting and cleaning spray, has launched a new product that's nothing to sneeze at—literally. Endust Free Dusting and Cleaning Spray is the first fragrance-free, hypoallergenic dusting and cleaning product designed to reduce allergens on surfaces and in the air in order to help prevent allergic reactions; no other widely distributed furniture sprays address this issue, says the company. "We know consumers are concerned about health and wellness, but the furniture-care market doesn't offer any products for people with indoor respiratory issues," says Stan Stoltzfus, director of marketing for Endust Free. "Endust Free is the only hypoallergic cleaning and dusting spray available in stores that meets the needs of the allergy-sensitive consumer."

Endust recently conducted a survey of 4,111 adults, who purchase cleaning products nationwide, to determine their level of understanding about allergy triggers in their cleaning products. More than 30 percent of consumers surveyed said the act of dusting furniture causes themselves, family members or roommates to sneeze, cough or have watery eyes. However, more than 65 percent of those same consumers were either not sure or incorrectly believed that dust is the only factor responsible for their adverse reactions, while most experts agree that fragrance, and the lingering mist created from spraying cleaning products, are common allergy triggers. Allergen expert Dr. Mark Sneller, director of Aero-Allergen Research, LLC in Tucson, AZ, says it is important to not overlook the components of fragrances and their effect on indoor air quality. He recommends using products like Endust Free. "We've been conditioned over the years to associate sweet-smelling scents with a clean home," explains Sneller. "The truth is these scents often contain chemical structures with a lot of irritant qualities that can cause allergic and asthmatic reactions for sufferers of allergies."

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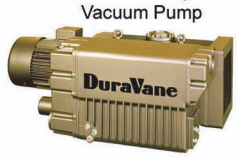

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To launch its new Endust Free Dusting and Cleaning Spray, Sara Lee Corp. adopted a shaped aerosol package from Crown Aerosol Packaging USA, a business unit of **Crown Holdings, Inc. (www.crowncork.com)**. The shaped steel container was chosen to subtly reinforce the product's health and wellness attributes on the retail shelf. The 10-oz package features elegantly curved surfaces with calming graphics of white clouds against a blue sky, maximizing brand differentiation and visual impact. Consumers also benefit from the container's easy-to-grip shape which facilitates product dispensing. In addition to its visual appeal, the shaping technique enables the product to be filled in a container that uses 14 percent less material. The steel package is also recyclable.

"Endust Free constitutes a revolutionary advancement in the household cleaners market, so we wanted our packaging to be just as exciting and unique," says Stoltzfus. "Crown's ability to create innovatively shaped aerosol packaging not only gives our brand the visual boost we wanted, but also supports our message of convenience, health and wellness."

The package also features the Vail actuator from **SeaquistPerfect Dispensing (www.seaquistperfect.com)**. The 2-piece, twist-to-lock aerosol actuator locks with audible clicks. The spray orifice is covered when it is in the locked position, making it very portable, and the large button makes it more comfortable to spray. In addition, it is a hoodless system, so there are no more lost overcaps before they get to the retail shelves or the consumer's home.

Endust Free constitutes a revolutionary advancement in the household cleaners market, so we wanted our packaging to be just as exciting and unique.

Proprietary blow-forming

The ability to create this high-impact container design results from Crown's proprietary blow-forming process, which maximizes container integrity and product protection. The process begins by placing preforms into precision-engineered molds. High-pressure air causes the steel preform to expand and take the shape of the mold. No tooling or liquid is used inside the container, preventing damage to internal coatings. Blow-forming also maintains a better surface finish and glossiness of the final package, Crown says. Endust Free's new aerosol packaging also incorporates a unique valve-dispensing system that narrows the spray area to reduce bothersome mist and overspray. This feature is complemented by a novel twist-and-lock cap, which also protects against accidental product dispensing.

Early consumer response to the package has been very positive. "In the in-home use tests we conducted with 247 consumers, 82 percent of respondents indicated that they liked the shape of the Endust Free package 'extremely well' or 'very well,' signifying a resoundingly positive preference," explains Stzolzfus. The suggested retail price of the package is $3.99.

More information is available:

Crown Holdings, Inc., 215/698-5100. **www.crowncork.com.**
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Dairy cups are lifted by the Spot-Pak's suction-cup grippers and placed on pads.

Vacuum grippers are **spot-on**

Delkor Systems gets a grip on **ENERGY COSTS, DOWNTIME AND PRODUCT DELIVERY** with vacuum grippers that pass the savings onto customers.

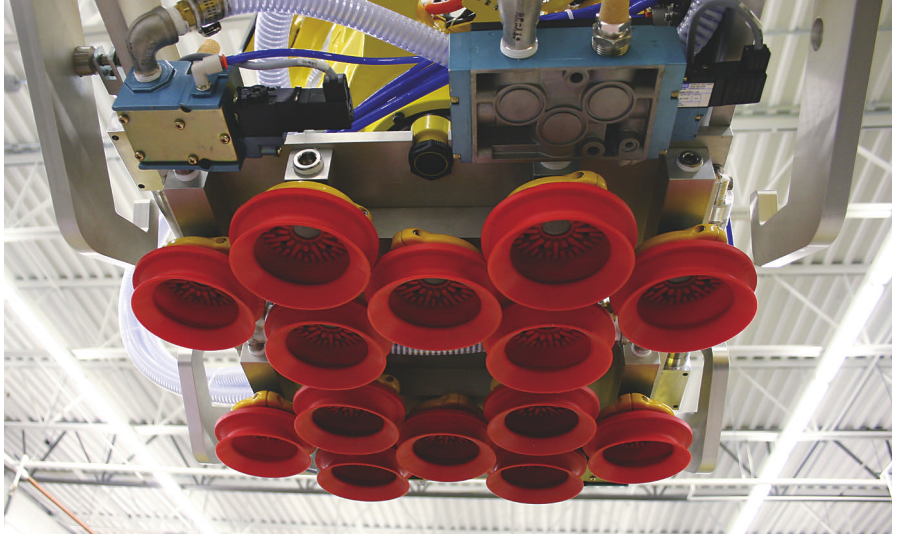
Lauren R. Hartman, Senior Editor

Delkor Systems, Circle Points, MN, a manufacturer of end-of-line packaging machines for dairy, grocery and automotive sectors, offers custom packaging machines that increase efficiency, reduce costs and help address challenging customer needs.

The machinery includes combination tray and flat-pad packers, case packers, top-loading case packers, shrink bundlers, tray and carton formers, palletizers and conveying systems.

Delkor is perhaps best known for its economical Spot-Pak® flat-pad packing machines. Commercial since the early 1990s, the patented Spot-Pak technology is widely used in the food industry and can save an average of 50 percent in material when replacing a shipping case and 25 percent in material when replacing a corrugated tray, according to Delkor. The Spot-Pak uses a temporary bonding adhesive to keep prime containers or products on the flat, corrugated pads and then wraps the container bundle in polyethylene shrink film to eliminate instability during shipping.

The packages or products can be stacked on top of the pad because the adhesive bond on the base pad is temporary, and the top layer of container can be lifted off and placed on the next pack layer. Placement of the products or primary packages in the exact position desired on the flat corrugated sheet is essential for the Spot-Pak system to operate properly. To help the system consistently accomplish this task, Delkor looked to **PIAB (www.piab.com),** which specializes in industrial vacuum products and components and creates solutions specifically for handling and moving dairy products. After top-loading the products or filled containers onto the flat pad and affixing them there with the temporary adhesive, the Spot-Pak's ejection conveyor advances each loaded pad to a shrink-wrapping station that



Suction cups are attached to the VGS 3010 gripper pickup heads. There can be 3 or 4 different pickup heads on 1 system.

overwraps the unit into a securely bundled secondary package, ready for loading onto a pallet.

Consistent delivery

To ensure the accurate and consistent delivery of the primary containers or products to the flat pad, the machines come equipped with PIAB's VGS™ 3010 vacuum gripper systems to help reduce energy costs and downtime and facilitate product delivery. A PIAB customer for years, Delkor decided to source this solution in PIAB's decentralized vacuum system, which has a consistent, reliable picking feature and more cost-effective use of compressed air, which is why the system can reduce downtime caused by inconsistent picking. In addition,

Key objectives for machinery component selection:

- Small footprint
- Reliability, accuracy
- Reduces costs, energy
- Facilitates machine changeover
- Flexible, modular

because the vacuum is local to the work being done, when one suction cup is open to the atmosphere, the others are unaffected.

Nearly every home refrigerator in the U.S. has dairy products that were likely packed on a Spot-Pak machine, according to Delkor. Its split-head, multi-pattern pickup system enables higher case packing rates at lower machine cycle rates with a small machine footprint.

In this case, the picking system's VGS 3010 grippers pick up and transfer yogurt cups, bottles and other packaging structures that enter the machine's infeed and are collated into lanes and arranged into specific pack patterns. The pickup head descends onto containers or products with one vacuum suction cup per container, which pick and place the container across a right angle to the flat pad, where it's lowered into the appropriate position on the pad. This cycle occurs 10 to 25 times/min.

Each container or product has its own challenges, so the Spot-Pak machinery must be able to transport and package a considerable variety of products—anything from a yogurt bottle to an automotive grease cartridge—in many different sizes and shapes. "Cap configurations on the yogurt bottles are also extremely varied," notes Delkor's engineering and operations manager David O'Brien. "Grease cartridges, which we pick up five at a time, are quite heavy. So the suction cups on the machine

Continued on page 90

have to be flexible and especially durable."

Designed for reliability at high speeds, the Duraflex® suction cups are based on PIAB's patented COAX® technology, which integrates internal components of a multi-stage vacuum pump into a vacuum cartridge and results in a small, efficient, flexible component.

Each gripper system uses between 6 and 8 oval suction cups per tool. The hardness of the suction cups featured on the VGS 3010 makes them ideal for applications where micro-leakage can occur, such as with corrugated board. In addition, by providing both the strength and the flexibility needed to seal uneven or coarse surfaces, the Duraflex cups ensure a reliable grip during a variety of packaging applications like carton erecting or palletizing.

The machines pick up as few as 4 items at one time or as many as 48, which would require 48 suction cups. With every customer needing a different pack pattern, there can often be 3 or 4 different pickup heads in place on one system.

The grippers pull the pads from a stack and position them on the bottom and on top of stacked containers, above.

"We have used thousands of these suction cups, with a single cup assigned to each item needing to be transferred," adds O'Brien.

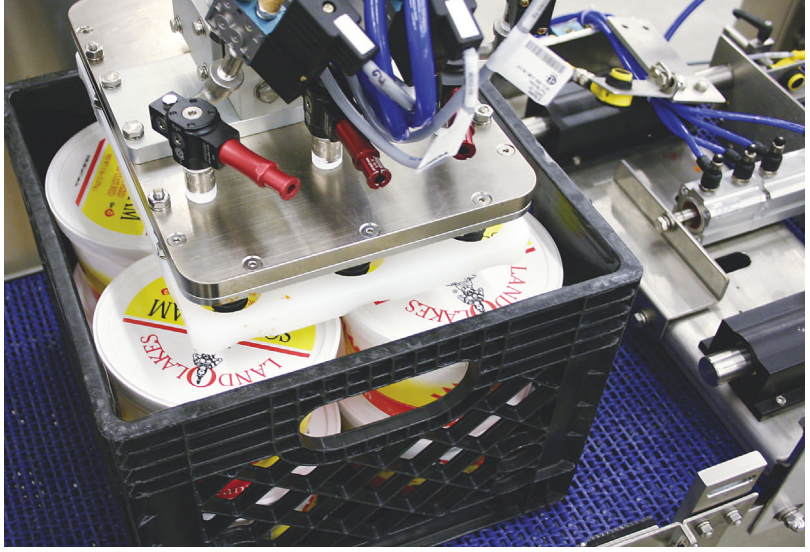
The gripping benefits

The decentralized design of the VGS 3010 grippers can reduce energy costs by upwards of 60 percent, due to the drop in compressed-air usage. Unlike systems that incorporate a centrally located vacuum pump, the VGS 3010 generates a vacuum directly at the point of suction, reducing energy consumption, preventing pressure loss. "Reliability certainly has picked up since we switched over completely to the VGS 3010," O'Brien points out. "We have literally had zero problems with the PIAB units. Downtime—once a concern—is a non-issue now. We just put the PIAB system on, and it works every time."

Downtime—once a concern—is a non-issue now. We just put the system on, and it works every time.

The pick areas are positioned in different spots throughout the tool. Mounting to most extrusion and profile systems, the grippers basically eliminate the need for a robotic pick-and-place multiple end effector. They can be changed over in minutes.

The pickup heads are simply removed by losening clamp knobs. Changeovers take only a few



Versatile grippers can handle 12-lb containers to 50-lb shipping cases with no downtime and less energy usage.

minutes, which the Delkor team really likes. The company has taken advantage of PIAB's selection of suction cups, and uses sizes that range from 4 in. to ¾ in. diameter.

Equipped on the front end of the Spot-Pak machines, both on the pickup head and on a corrugated pad placer, the grippers pull the flat pads from a stack in a magazine and set them on the conveyor where they are positioned into place. Then, the vacuum head picks up the product and places it on the pad. For line efficiency, it's critical that the pads and the products are placed in the proper position, and it is therefore critical that the vacuum technology perform accurately. A top pad can also be added, depending on the application.

Now a standard feature

Today, all of the Spot-Pak machines incorporate the VGS vacuum grippers in one area or another. "PIAB is a recognized and highly respected name," affirms O'Brien.

"We have worked with a few different vacuum pump and suction cup providers in the past, but recently with the growth of Delkor's business, we saw a need to standardize," he says. "It made sense for all of the machines to use the same vacuum-pump technology, and it has advantages over others that makes it the clear choice. The VGS mounts easily in our machine. Its small size is an advantage in that it doesn't stick out or call attention to itself."

The "gripping truth" about the Spot-Pak machine's versatility and efficiency is that some of its key benefits come from the gripper technology, according to O'Brien.

"The same machine can palletize 12-pound containers of potato salad or 50 pounds of boxed grease, as well as 8-oz containers of yogurt at 600 cups per minute," he concludes.

"The functionality and reliability of the gripper system allows us to tackle this varied range of packaging applications and meet customer needs without downtime, worries and best of all, without any problems," he says.

With the growth of our business, we saw a need to standardize to this technology.

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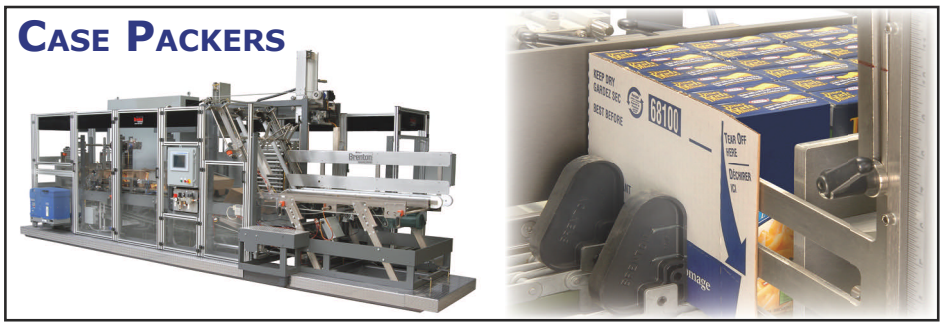

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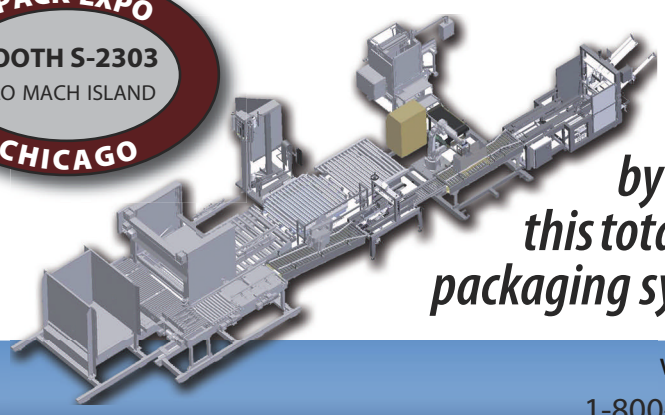

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New water bottle is made from **plants**

The Primo bottle is different from virtually all other water bottles sold in the U.S., because it is made from a **PLANT-BASED POLYLACTIC ACID PLASTIC** that is derived from corn.

Edited by Jack Mans, Plant Operations Editor

With gas prices hovering near $4/gal, families across the country are making simple choices to reduce their oil consumption. They are looking for alternatives to products and packaging made from crude oil, such as traditional plastic water bottles, and choosing new packaging options that are more environmentally friendly. A new choice is Primo water, a single-serve bottled water in bottles made from corn, not crude oil. Primo gives consumers a sustainable bottled-water option without having to give up portability, convenience, affordability and refreshing taste during the hot summer months.

The Primo bottle is different from virtually all other water bottles sold in the U.S., because it is made from a plant-based polylactic acid plastic from **NatureWorks LLC (www.natureworksllc.com)** that is marketed under the brand name Ingeo™, a 100-percent renewable resource grown on American soil. Traditional plastic water bottles are created from PET, a petroleum-based plastic derived from crude oil and natural gas. These fossil fuels take millions of years to regenerate. In fact, according to NatureWorks, if all PET beverage bottles made from crude oil sold today in the U.S. were instead made from Ingeo plastic, Americans would save the equivalent of 1 billion gallons of gasoline a year. Manufacturing the Primo bottle is also more environmentally

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efficient, as it requires 65 percent less fossil resources and emits 80 to 90 percent less greenhouse gases than a traditional petroleum-based bottle, according to NatureWorks.

Retailers from coast to coast are rolling out Primo in their stores. Primo is currently available in Target, Albertsons, Publix, Fred Meyer and many other stores. Not only is Primo available in some of the country's top grocery and mass retail store chains, it also is packaged in a sleek, redesigned bottle with a new label and a patented oval design for better handling, aimed at for busy on-the-go consumers.

If all PET beverage bottles made from crude oil sold today in the U.S. were made from polylactide plastic, Americans would save the equivalent of 1 billion gallons of gasoline a year.

"Primo water bottles made from plants give consumers an easy way to avoid using packaging made from depleting natural oil resources, which helps reduce our reliance on foreign oil," says Dave Burke, president and COO of Primo To Go. "Choosing a non-oil-based bottle like Primo is a simple way for Americans to make a small change in their lifestyle, but a big difference for the environment."

"Primo is helping consumers live a better life by choosing great tasting, affordable water in a convenient, more environmentally-friendly bottle," says Billy Prim, chairman and CEO of Primo Water Corp. "We listened to consumer feedback about our test bottle and redesigned the shape to give shoppers the look and feel they want in a sleek, ergonomic package that fits their busy lifestyles. We reduced our package weight, cap size and label, all in response to consumer demand to keep our packaging as environmentally friendly as possible." According to NatureWorks, 3 out of 4 consumers in blind taste tests prefer Primo over the leading spring water and 4 out of 5 prefer Primo over tap water. To learn more, visit www.primowater.com.

Primo is sold in a multi-pack of eighteen 16.9-oz. bottles at a suggested retail price of $4.99.

Primo Water Corp., a privately-held company based in Winston-Salem, NC, manufactures, markets, and services the mineral-enriched bottled water. Three product lines make up the company's portfolio. The first, introduced in June of 2005, offers 3- and 5-gal Zero Waste bottles and an exchange program that rewards consumers for reusing their bottles for refills. The second, launched in April 2008, is a new line of Energy Star-rated and stylish water coolers. And the third is Primo single-serve bottled water.

More information is available:
NatureWorks LLC, 877/423-7659.
www.natureworksllc.com.

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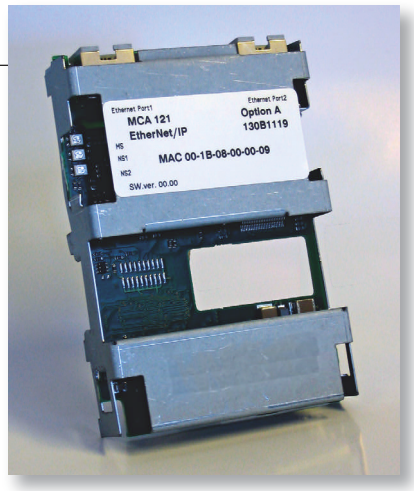


Vertical f/f/s

The robag® 3 vertical f/f/s machine now includes new "kanga jaw" technology that lets flexible bag formats such as quattro and block-bottom be handled with rotary jaws. A linear motor moves the jaws up and down as much as 120 mm so that they can approach each other horizontally. The feature can be switched on and off when needed. According to the co., speeds are comparable to any competitive block-bottom or quattro machine.

tna, 972/462 6500.
www.tnarobag.com

Top-load cartoning, closing

The co.'s top-load line consisting of the Genesis lock-style carton former, a variable-pitch conveyor and the Vari-Straight tri-seal carton closer (shown). The Genesis operates at rates between 30 and 75 strokes/min. A quick-change feed-bar assembly and quick-release plunger tube mountings accelerate changeover, which takes 10 to 15 min and requires no tools. The Vari-Straight is designed to provide a controlled carton turn without a change in direction, according to the co..

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

Robotic palletizer

The EC-171 robotic palletizer performs at up to 20 cycles/min. Has a collision-detection system and a small rotation radius. Improves throughput and space efficiency. The controls use a 10.5-in. color touchscreen, offer onboard diagnostics and up to 400 pre-programmed recipes.

American-Newlong, Inc.,
317/787-9421.
www.american-newlong.com

Gravity conveyors

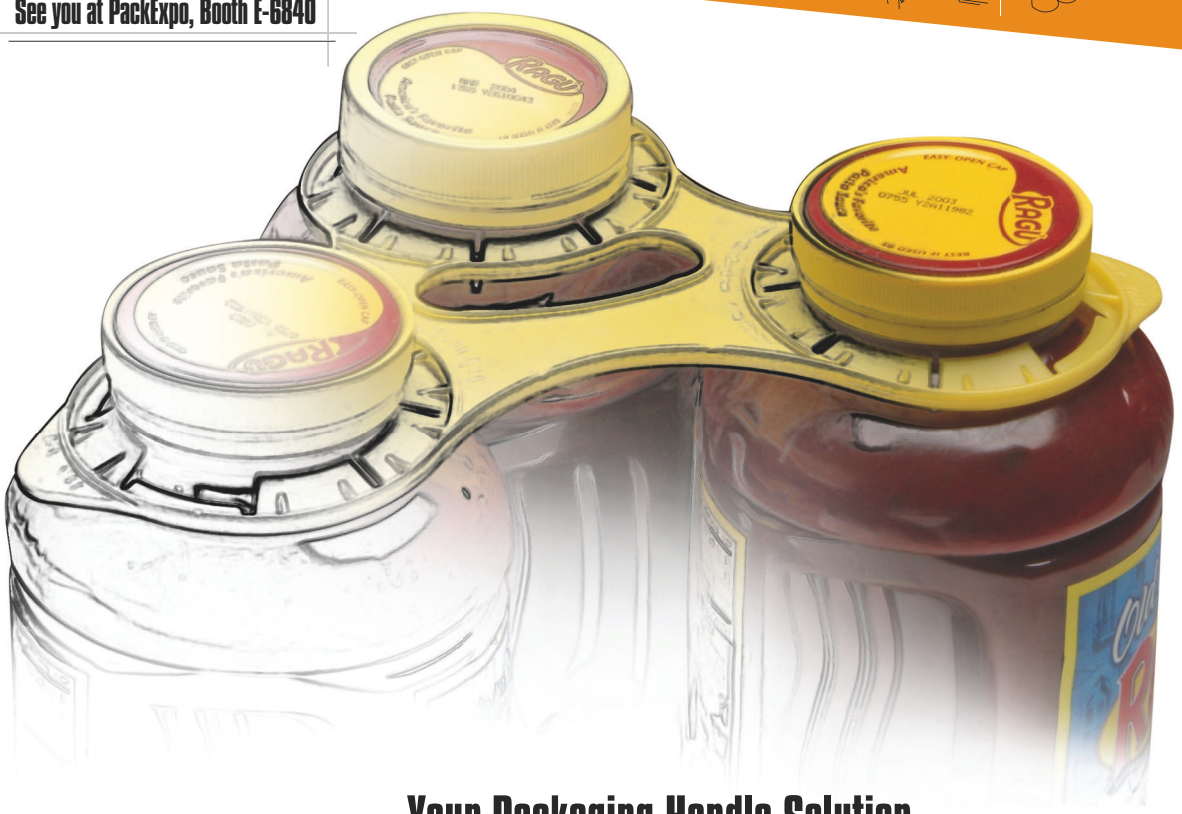
DynaCon modular gravity conveyors maximize flexibility in configuration by using short roller sections. The modular section pieces are 17½ in. long with rollers on 4-in. centers to convey cartons weighing as much as 100 lb. Modules are available in widths ranging from 4 to 36 in. and can be added or removed to create the best conveyor length for any application, the co. notes.

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

Turn-Key Systems

EASY 1-2-3

See you at PackExpo, Booth E-6840



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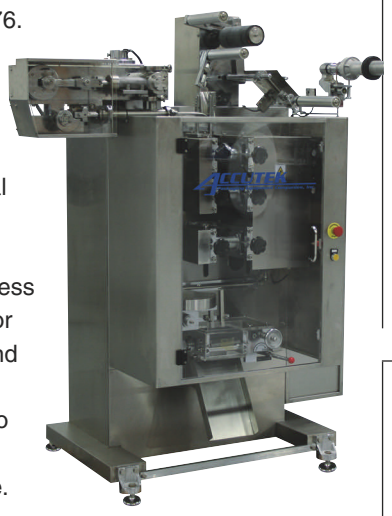
new products equipment

Wraparound labeler

The Model 390 wraparound label system feeder is designed for labeling small, round test tubes, ampules and vials. Containers are fed into the system horizontally and transported to the labeling station, where they are trapped from three sides to ensure accurate label placement. Options include portable tabletop or stand mountings with hopper feeders. The series is also available for preprinted items and online print-and-apply applications.

Autolabe, 800/634-5376.
www.autolabe.com

F/f/s for liquids



The ACCU-Pack automatic liquid form/fill/seal machine handles pouch packages such as ketchup and soy sauce packets. All product contact parts are made of 316 sanitary stainless steel. The PLC control system features a color touchscreen for easy setup and operation, and the machine runs at speeds between 40 and 100 packages/min within a filling range of 8 to 60 mL. The ACCU-Pack also fills powder and granules with an optional dry-product module.

Accutek Packaging Equipment Co., Inc., 760/734-4177. **www.accutekpackaging.com**

Scale

The US-5500 netweigh/counting scale is designed for kit packagers by integrating partitions with LED lights and a traditional counting method. The lights tell the operator which product to load and when the desired quantity is met, the co.. reports, and the completed kits feed automatically into a film bag that gets sealed. A bar-code reader allows for instant job recalls, saves or queries. The US-5500 can be combined with the T-1000 Advanced Poly-Bagger™ and the Ti-1000 thermal-transfer printer.

Advanced Poly-Packaging, Inc., 800/754-4403.
www.advancedpoly.com

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

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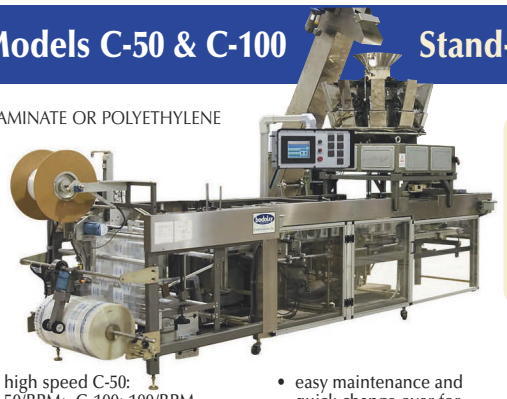

Compact in size, these high-speed form/fill/seal packaging machines feature exceptional precision and reliability, along with quick-change features for versatile operation.

- high speed C-50: 50/BPM; C-100: 100/BPM
- fast, automatic sealing of bags
- variety of products— automotive, food, electrical, pharmaceutical, toiletries, and more
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www.bodolaypackaging.com

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Pharma fulfillment

A custom-engineered, automated pharmacy fulfillment system will be integrated together with an Autobag® PaceSetter™ PS 125 bagger, printer, bar-code scanner and conveyor system. designed to deliver print-on-demand prescription information, the system folds and verifies contents before printing and sealing the mailer bag. A control screen lets operators monitor all database and printing functions in real time. Built-in alarms stop the packaging process whenever bar-code scans and database fields fail to match, the co. says.

Automated Packaging Systems, 330/342-2000.
www.autobag.com

Bulk bag/drum filler

A new combination bulk bag/drum filler features a Swing-Down® fill head that pivots down for connecting empty bags at floor level, increasing the safety and speed of operation. A remote console or wall-mounted panel raises and pivots the fill head into a locked, horizontal "fill position," inflates the bag to remove creases, starts the material flow and cuts it off upon reaching a preset weight. Optional vibratory decks de-aerate and densify the material to create a stable, shipment-ready bag. It can be switched to drum-filling mode by positioning a chute under the discharge port.

Flexicon Corp., 610/814-2400.
www.flexicon.com

Ink-jet printer

The 9040 continuous ink-jet printer can be integrated into many production lines and fits numerous applications, says the co. Available features include single-jet and bi-jet printheads, 1 or 2 printheads and 3 different print resolutions. Prints up to 4 lines of text and characters. Automatic nozzle-rinsing facilitates startups and shutdowns.

Markem-Imaje, 866/263-4644.
www.markem-imaje.com

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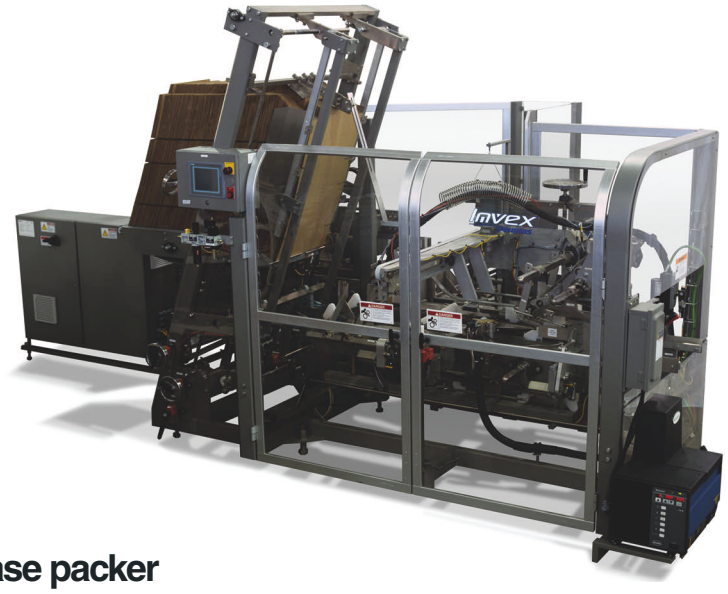
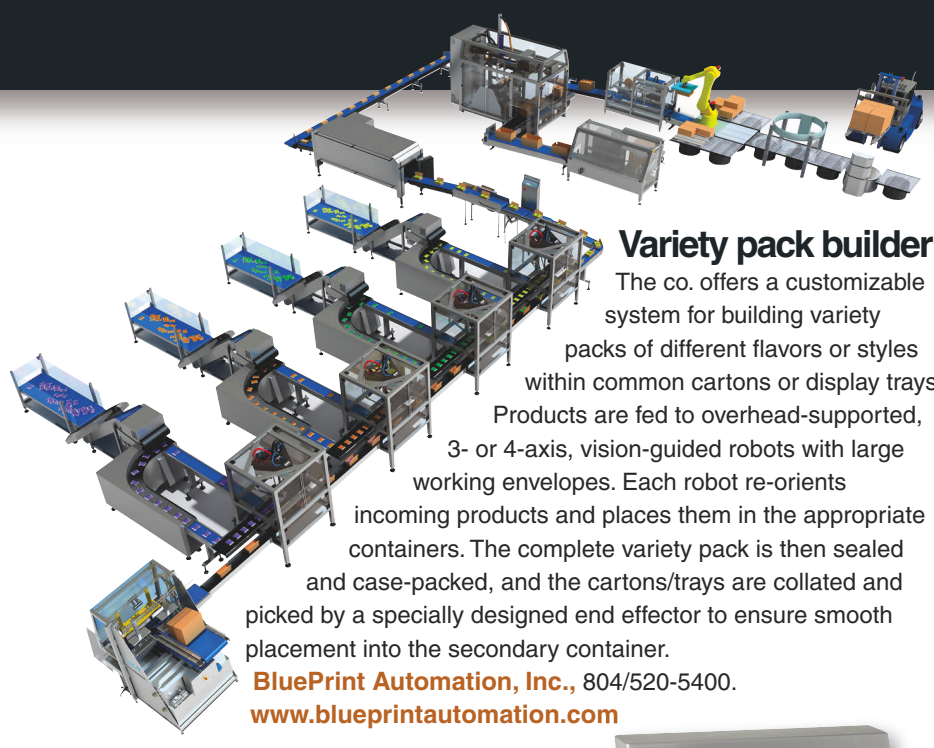
new products equipment



Case packer

The Invex® 3S case packer operates at speeds up to 18 cases/min and is designed with a compact footprint. The machine also incorporates the electronic motion control functionalities of the co.'s Axiom® intermittent-motion case packers, giving the user smoother and quieter operation, reduced maintenance demands and fewer jams. Being readily programmable, the motors are more suited to run a wide range of products and perform fast, repeatable changeovers, says the co. OMAC packaging guidelines standards-based connectivity and an IEC-conforming software structure make the 3S PackML- and PackTags-ready.

Douglas Machine Inc., 320/763-6587.
www.douglas-machine.com



Variety pack builder

The co. offers a customizable system for building variety packs of different flavors or styles within common cartons or display trays. Products are fed to overhead-supported, 3- or 4-axis, vision-guided robots with large working envelopes. Each robot re-orients incoming products and places them in the appropriate containers. The complete variety pack is then sealed and case-packed, and the cartons/trays are collated and picked by a specially designed end effector to ensure smooth placement into the secondary container.

BluePrint Automation, Inc., 804/520-5400.
www.blueprintautomation.com

Ink-jet printer

The JET 3 sealed-nozzle ink-jet printer and Windows™ operator interface provide outstanding reliability and ease of use, says the co. Cleaning is typically only needed once every several months. Drag-and-drop editing through a 10.4-in. color touchscreen manages up to 5 lines of text, bar codes, graphics and multiple counters and enables easy rotation of any print field. Pigmented inks for dark surfaces are available.

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www.leibingerusa.com

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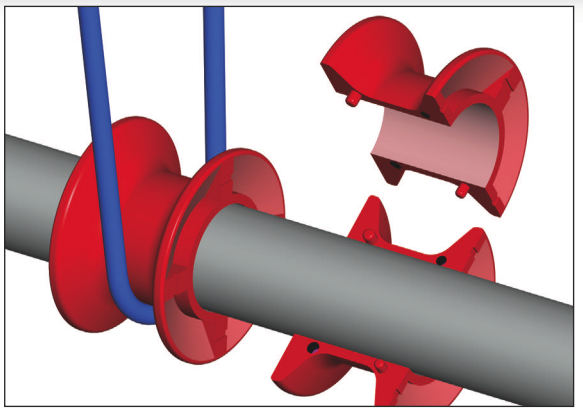


Conveyor spool

A new split spool for line-shaft conveyors replaces standard, one-piece line-shaft spools and eliminates the need to disassemble the conveyor to replace spools, saving labor and conveyor downtime. High concentricity provides very efficient rotation, which reduces rolling resistance and thereby conserves energy and extends drive belt life, says the co. The spools can be installed clutch action-style or by being locked to the shaft with double-sided tape and are made from Delrin® 500P, which is said to perform at higher temperatures and wear longer than most plastics.

Dura-Belt, 800/770-2358.
www.durabelt.com

Conveyor/palletizer/ software

The X85 production logistics system includes a conveyor, a palletizer, a line control and Youtilize™ software. The conveyor reportedly offers the highest mean time between failures and lowest noise level in its class. Dynamic speed management in the line control enables soft starts and stops for gentle product handling and power-efficient line balancing. Youtilize™ handles all of the resources in production in real time, as well as other necessary data.

FlexLink Systems, Inc.,
610/973-8200.
www.flexlink.com

Hot-melt dispenser

Viper hot-melt adhesive dispensers can use 2, 4 or 6 hoses with quick plug-in hose/head modules. Fault detection indicates the type of fault and the specific component affected. The dispensers' sloped-tank design facilitates even adhesive melting. They melt 26 lb/hr and have one-button programming for temperature.

Keystone Industries,
800/235-8090.
www.keystoneparts.com

new products equipment

Cross feeders

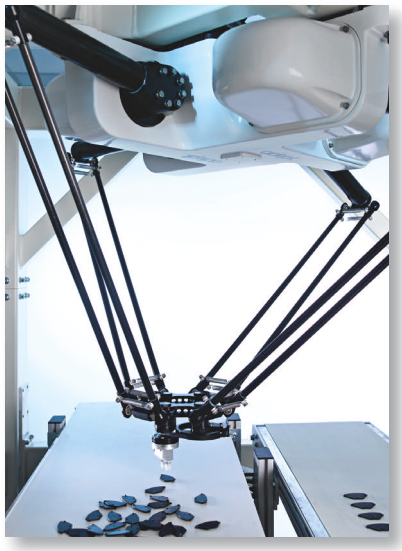
Vibratory cross feeders and conveyors are designed for use in food packaging applications. Peripheral discharge trays deliver material into vertical fill/seal or weighscale equipment at speeds from 100 to 1,000 cu ft/hr. HS (high speed) and HD (high deflection) feeders feature low-energy usage and AC electromagnetic drives for reliability and precise cycling. VMC conveyors' two-mass vibrating system is powered by one or more electromagnetic drives. There are no sliding or rotating parts that could wear out or belts.
Eriez, 800/300-3743. **www.eriez.com**

Scribing laser

The D-Series plus scribing laser introduces a new, modular construction, browser-based control software and an Ethernet interface to standardize connectivity with host machines and simplify integration. Its design allows flexible laser-head orientations for integration in multiple directions. The controller box and Ethernet web server are contained within a single housing, which is said to be compatible with the 19-in. rack systems common to the control cabinets of packaging machines. Ethernet lets the user interface be integrated via a main control panel of the host machine for OEM installations; for retrofits, an additional color touchscreen panel can be supplied.
Domino Printing Sciences, 800/486-7414.
www.domino-printing.com

Tube filler

The Model TF 100 fills and closes metal, plastic, film/foil and cassette infeed tubes with dias up to 50 mm. Reportedly suitable for use in sterile rooms and laminar flows, it operates at up to 100 tubes/min. Has a 12-position turntable with bottom-up filling controls to raise and lower the tubes as required by the product. Its stainless-steel frame and control panel are designed for easy cleaning and maintenance. Changeovers on the TF 100 typically take 20 min or less, and require no tools, the co. says.
ESS Technologies, 540/961-5716.
www.esstechnologies.com



Solar cell inspection

The co.'s new solar cell handling and inspection system features 5-megapixel resolution in tandem with the Adept Quattro™ s650 robot and a Bernoulli gripper. The machine is said to detect micro cracks both on the surface and penetrated within a cell. Its gripper and robot are designed to handle cells without damaging them.

Adept Technology, Inc., 800/292-3378.
www.adept.com

Tablet press

The Manesty Flexitab® tablet press is designed for small-batch production, making it a good fit for research and development applications. Unlike other tablet presses, the co. says that Flexitab is not fixed to a compression cycle. All parameters are fully adjustable to allow simulation of any rotary tablet press at any given speed. Its hydraulic and pneumatic cylinders enable compression forces of 100 kN and rapid punch displacement. The press can manufacture tablets with up to 3 layers.

OYSTAR USA, 973/227-5575.
www.oystarusa.com

Robot

The M-430iA/2F food-picking robot is reportedly the first robot to meet the hygiene requirements for meat and poultry processing and receive equipment acceptance from the U.S. Department of Agriculture. Designed specifically for food washdown environments, the 5-axis machine is capable of speeds up to 120 cycles/min with a 1-kg payload and 100 cycles/min at 2 kg. Other recommended applications include handling beverages, medical devices, cosmetics, household products and office supplies.

FANUC Robotics, 248/377-7000. **www.fanucrobotics.com**

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picking

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new products equipment

Rotary filler

The F6.2 FG-268 rotary filling system handles 3 bottle and cap sizes with the co.'s Tri-line Extended CIP valve and Cap-N-Head capper. The semi-automatic, one-way recovery trough reduces product changeover and CIP time, and the Sanibar and Base Flush system rinses away debris and/or product off the base, bowl and valve tips of the filling environment. A dual turret provides maximum contact time for high kill ratios. The VSE-18 vertical cap sorter feeds a sanitizer for an additional level of cleanliness.

Fogg Co., 616-786-3644.
www.foggfiller.com

Label printer/applicator

The 3010 and 3610 Smart Machine automated label printer/applicators are based on the Datamax H-Class printer. Features include USB host ports, flash memory slots, Windows drivers and support for a wide variety of bar-code formats, fonts and graphic formats. Dubbed "Intelligence Built In," this series can retain label formats when powered off, maintain control of peripheral devices and use logic programming, all without a PC on the line. The 16-in.-OD roll gives 75 percent more label capacity than the 12-in. industry standard, says the co.

FOX IV Technologies, Inc.,
877/436-2434. **www.foxiv.com**

Shrink-sleeve labeler

BRAND-Master shrink-sleeve labeling machines can handle 100 to 800 containers/min. The design enables quick size changeover, and a variety of shapes and sizes can be accommodated. According to the co., the drive system's precision gears ensure a consistent insert rate. The co. says that the machine's touch controller helps to simplify training and operation, and the hugger belt system provides accurate label positioning.

KGK Intl., 847-465-4415.
www.kgki.com

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MOVERS & SHAKERS

ELAU AG names **Norbert Gauss** CEO.
Multivac, Inc. names **Dan Mack** product manager for its FormShrink® and vacuum skin packaging systems.
Curtis Packaging appoints **Robert Johnson** CFO.
Delkor Systems, Inc. names **Ken Sullivan** director of marketing.
DE-STA-CO promotes **Leo McAuliffe** to president of automation.
West Pharmaceutical Services, Inc. appoints **Matthew Mullarkey** CEO.
Maxcess International promotes **Ron Schmidt** to vp market development.
Gefran names **Ed Downey** business development manager for automation products, **Ron Pszenyczny** Midwest regional salesperson for motion products, **Peter Rauch** application engineer for motion products, **Gordon Hayes** Southeast regional sales manager for components and **Jennifer DeLucia** customer service rep.
Enercon Industries Corp. promotes **Ryan Schuelke** to director of sales, induction sealing systems.
Ferro Glass Systems appoints senior scientist **Sean Weir** to the newly created position of product manager, SpecTruLite® organic inks and coatings.
Wide Packaging Inc. appoints **Betti Ann Catino** director of product development.
Sonoco promotes **Robert Puechl** to division vp and general manager, rigid plastics.
Alloy Polymers, Inc. names **Charles Chiappone** CEO.
PMMI names **Jason Bian** director of its Shanghai, China office.
ZORK USA names **Mario Carofanello** sales director.
Mettler-Toledo Product Inspection names **Rick Bollinger** strategic accounts manager, pharmaceutical.
Smurfit-Stone Container Corp. names **Chuck Schott** central region vp of manufacturing, container div.
Gallus Inc. names **Brian Bishop** president.

Robert Johnson
Curtis Packaging

Leo McAuliffe
DE-STA-CO

Ron Schmidt
Maxcess Intl.

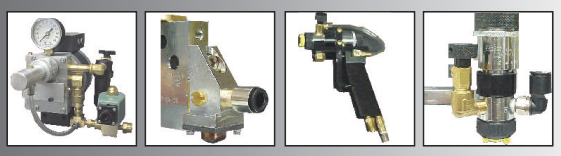
Ryan Schuelke
Enercon Industries Corp.

Sean Weir
Ferro Glass Systems

Betti Ann Catino
Wide Packaging Inc.

GROWING AND MOVING

Cermex opens an end-of-line machinery assembly plant in Beijing.
Air Motion Systems, Inc. relocates to a 36,000-sq-ft facility in River Falls, WI.
PolyOne Corp. forms PolyOne Japan Kabushiki Kaisha, based in Tokyo.
USA Strategies, Inc. launches a digital division.
The Label Store UK acquires a 18,300-sq-ft facility that will increase



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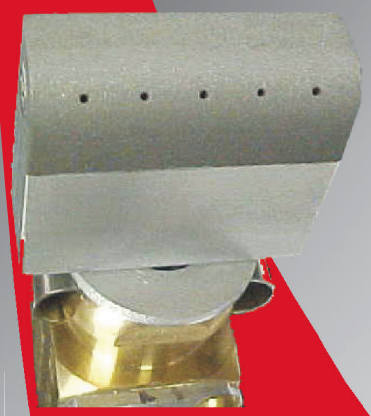

The VanSco product line includes an extensive selection of dispensing valves and applicators, micro-processor-based glue system pattern controls, tanks, pumping systems, versatile mounting brackets and a host of gluing system support equipment and options. Complete, easy-to-install system kits are available for a vast array of production machinery.

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its manufacturing capacity by more than a third—and names **Trevor Christie** store business manager and **Steve Parsons** store technical manager.

Multivac, Inc. forms a rebuilding and remanufacturing unit and names **Tom Ritter** director.

The Paperboard Packaging Council relocates its headquarters to Springfield, MA.

VC Disc America Co. changes its name to JVC America Inc. to reflect its expansion into services such as supply chain management, contract packaging, fulfillment and reverse logistics. More than 540,000 sq ft of capacity is being added at a distribution facility in Atlanta.

BUYING AND ALLYING

Crown Holdings, Inc. licenses Toyo Seikan Kaisha, Ltd. to manufacture and sell its SuperEnd® beverage ends to the Japanese market.

Smurfit-Stone Container Corp. acquires a 90-percent interest in Fresno, CA-based Calpine Corrugated LLC.

BASF Corp. becomes a distributor of commodity styrenics in the U.S. and Canada for M. Holland.

KIK Custom Products sells its manufacturing and distribution facilities in Santa Fe Springs, CA, Rexdale and Etobicoke, ON, Memphis, TN, Auburndale, FL and Salem, VA, to Angelo, Gordon & Co.'s Net Lease Group for $30.4 million.

Ball Corp. licenses its oxygen scavenger patents to INVISTA.

Selig Sealing Products acquires Unipac, previously a division of Illinois Tool Works Inc.

International Paper acquires Weyerhaeuser Co.'s Containerboard, Packaging and Recycling business.

Saddle Creek Corp. will provide warehousing and rainbow packaging services and manage case-pick operations for Hornell Brewing Company Inc. at a facility under construction in Lakeland, FL.

Unifoil Corp. buys a new DFK precision sheeter from Maxson Automatic Machinery and expands production capacity to meet increased demand for custom registered holographic and recyclable packaging and printing materials.

A. Schulman, Inc. says it's seeking a joint venture partner or other strategic arrangement for its Invision® sheet line business. The product line features a durable, decorative surfacing technology said to provide cost-effective and environmentally sensitive material solutions.

CHEERS

Mark Andy Inc. receives the Governor's Excellence in Exporting Award from Ohio Gov. Ted Strickland. The honor recognizes organizations that increase export-related jobs in the state or heighten exporting awareness.

Menasha Packaging's Food Group receives plant certification from the American Institute of Baking Intl. that the food-contact packaging for its bakery market products is safe for consumers.

Dynamic Conveyor Corp. receives the Distinguished Safety Award from the Society of the Plastics Industry, Inc. for operating without occupational injuries or illnesses in 2007.

NPTA Alliance honors Network Services Co. chairman and CEO **Jim Alexy** with the Stanley O. Styles Industry Excellence Award.

Dunwoody College of Technology dedicates its new Harper Center of Graphics Technology to longtime donors **Ron and Katherine Harper,** founders of Harper Corp. of America.

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Small Can Filler-Seamer Block

SBC Bottling & Canning Inc. formerly BC International, offers a new small counter-pressure Can Filler-Seamer block for beer, carbonated and still (Hot or Cold fill) beverages. The filler is equipped with 10 filling valves and the seamer with 1 single head for an average speed of 60 cpm. The block is versatile to handle multiple can sizes of 8, 9, 10.5, 12, 14, 16 and 24 oz. It is ideal for small microbrewery, pilot canning line, small batches of energy drinks, fruit juices, etc.
SBC Bottling and Canning Inc., 847-247-0233
www.bcinternational.com / **Packexpo Booth E6462**

MapleJet's ProDigit Printer Range

MapleJet Printing & Coding Co., part of The Sorveh Group, will exhibit the complete range of ProDigit high resolution drop on demand coding & marking products at **Pack Expo Chicago**. ProDigit 18, complete with it's revolutionary rotary shutter system will be printing onto non-porous surfaces live on **booth 5714**. In addition to this, for the first time, full wireless functionality will be demonstrated whereby messges are created on a PC and sent to the ProDigit controller ready for printing.
MapleJet Printing & Coding Co., 905-482-3106,
chris.coyne@maplejet.com, www.maplejet.com

Standard Finish 33mm Dust Cover Cap by Stull Technologies

This product, offered by Stull technologies, is suitable for all types of Aluminum cans and containers in particular those for the hair care, household, industrial, and food markets. The standard finish 33mm is used on Aluminum cans and containers, mostly aerosol applications. This is an ideal cover for products such as hair spray, mousse as well as many industrial products.
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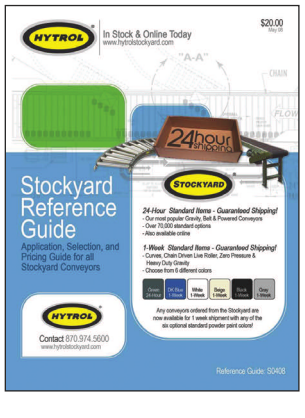

Free Hytrol Conveyor Application and Estimating Guide

This guide will aid in the selection of all conveyors provided by the Hytrol Stockyard. The guide provides application, pricing, installation, and delivery information in a very easy to read format. All conveyors are supplied with a durable powder coated paint finish; chain guards are located below the top of belt surface to eliminate jams. To request a copy www.hytrol.com/stockyard/index.htm
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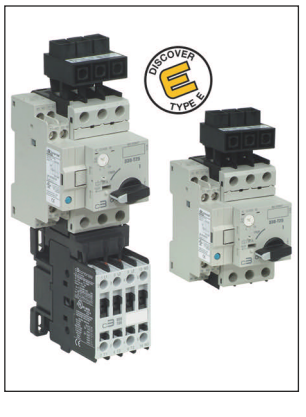

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Hitachi Large Capacity AC Drives

Hitachi announces the introduction of the high-capacity SJ700 Series of inverters. The SJ700 extends Hitachi's model range up to 500 hp, and significantly expands on the performance, capabilities and functions of the SJ300. Three models, 250 hp, 400 hp and 500 hp are being released at this time.
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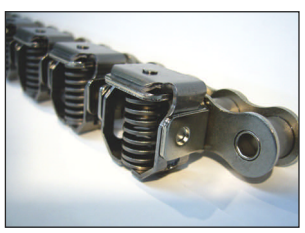

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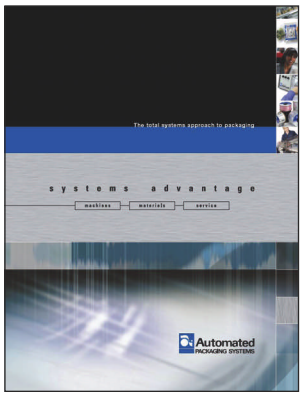

New Systems Advantage™ Program Benefits Offered

Automated Packaging Systems has recently added more features to its Systems Advantage™ Program, and is offering a new brochure that defines these new member benefits. "Systems Advantage" is a customer rewards program that combines machines, materials and services in a comprehensive packaging solution designed for maximum performance and value.
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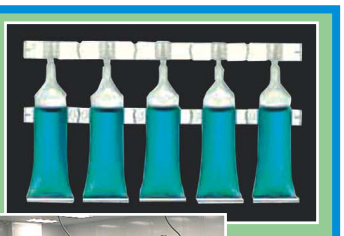

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1 Bisphenol A is safe, FDA says
A draft document recently released by the U.S. Food and Drug Administration declares that a chemical commonly found in baby bottles and aluminum can linings is safe. The document comes on the heels of several conflicting reports by national and international agencies.

2 Consumers want different packaging in weak economy
A new study by Unilever says that consumers are adopting a wide range of measures to cope with recent economic downturns. Among other things, they are looking for more creative approaches in packaging, such as different sizes that sell for less.

3 Recyclable polystyrene packaging demand increases
The Environment & Plastics Industry Council reports expanding end-market opportunities are driving increased demand for recyclable polystyrene packaging.

4 New resource for comparing label information
A new website called Labelwatch.com allows consumers to compare label information on more than 25,000 brand-name consumer products. Visitors to the site can research and compare foods on a wide range of criteria, including additives, ingredients, and nutritional facts.

industry happenings

Visit www.packagingdigest.com/toc-events to find a comprehensive list of industry events happening around the world.

Labelexpo Americas 2008
Sept. 9-11, Rosemont, IL

Sustainable Packaging Coalition Forum
Sept. 9-11, Denver Marriott Tech Center

IDTechEx RFID Europe 2008
Sept. 30-Oct. 1, Cambridge, England

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Oct. 26-29, McCormick Place, Chicago

PACK EXPO International
Nov. 9-13, McCormick Place, Chicago

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Nov. 19-21, Prague, Czech Republic

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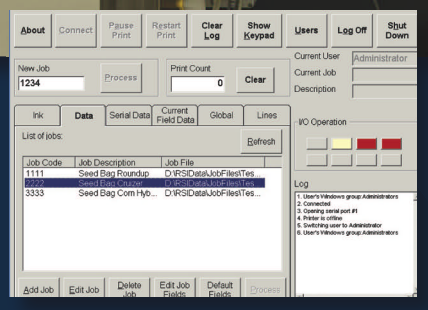

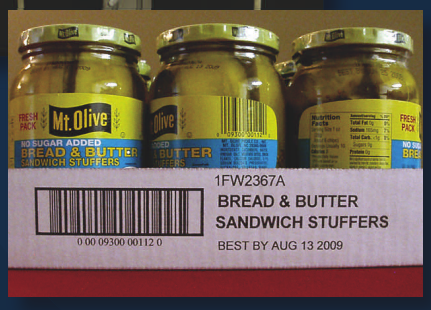

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