



AUTOMATION IN PACKAGING, VOL. 3
System integrators' role is examined. Story on p. 12
Full results at www.packagingdigest.com/automationresearch



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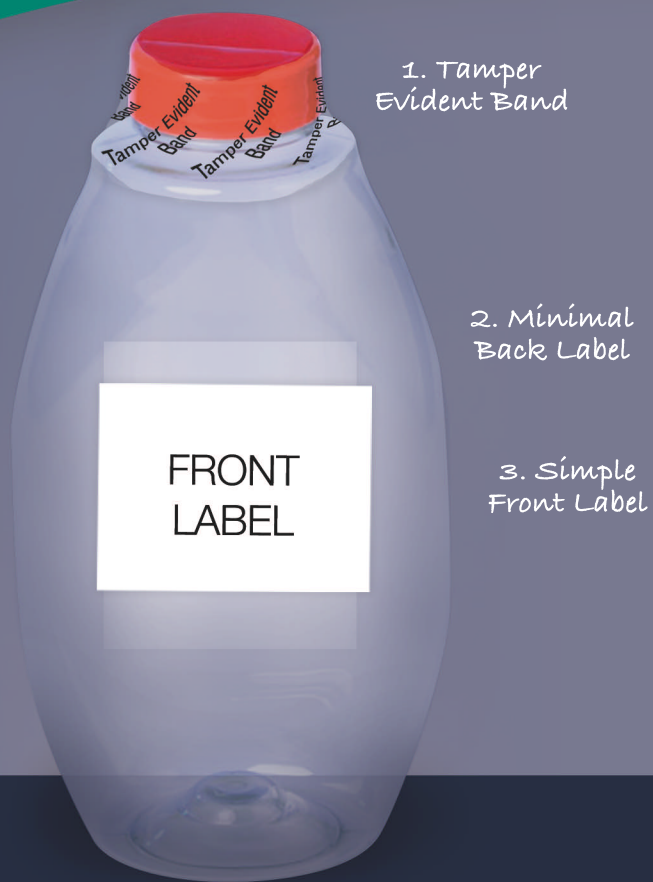
▷ PACK EXPO proves highly successful

PACK EXPO International 2008 delivered 44,115 buyer attendees, down roughly 3 percent from the 2006 show, but was still a tremendous success. Exhibitors captured more than 250,000 attendee leads. Get these stats and more at www.packagingdigest/packexpo08recap

▷ Tune in to automation trends

PD and *Control Engineering* have release their third research study examining aspects of packaging automation. The final part of a year-long research reveals details about the central role of system integrators. Find out more at www.packagingdigest/automationresearch

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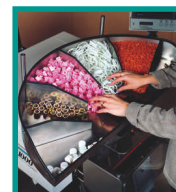
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design trends



Dr Pepper kicks off football bottle

In time for football season, Dr Pepper's launch this fall of a football-shaped, 21-oz single-serve bottle is scoring a touchdown with sports enthusiasts and Dr Pepper fans alike. With its pebbled surface, representation of "stitches" and "pigskin"-colored Dr Pepper full-body sleeve label from **Gilbreth** (www.gilbrethusa.com), the eye-catching bottle was sponsored by the Bowl Championship Conference Series, *PD* learns from Darrell Bentley, senior packaging engineer for Dr Pepper, Plano, TX. Provided by **Plastipak** (www.plastipak.com), the limited-edition PET bottle is currently testing in select regions across the country and is priced at approximately \$1, depending on the retailer. "Dr Pepper fans love it," says Bentley. "The football bottle adds a unique twist for football parties and tailgating."

Beverage marketer says, 'Let it snow'

Snow Beverages, a New York City-based natural beverage products marketer founded in 2005, is rolling out naturally flavored vitamin sodas in Sleek™ cans produced and dry-offset-printed in up to 5 colors by **Rexam Beverage Can North America** (www.rexam.com).

Tall and slender, the 12-oz cans were selected to help Snow target "health-conscious consumers looking for a refreshing alternative," it says. The new sodas are available in cola, lemon-lime and cranberry "PomRaz" flavors. Fortified with Vitamins C, B3, B5, B6 and B12 and antioxidants including green tea extract, and sweetened with cane sugar, they fit well with the aluminum can, according to Snow, because it keeps them fresh and cold for an extended period, protects them from light due to aluminum's superior barrier properties, is portable and is 100-percent-recyclable.



Wine-glass gift box for Fleming's Prime Steakhouse & Wine Bar

Fleming's Prime Steakhouse & Wine Bar has a program in which diners who purchase a dinner for two receive a pair of limited-edition signature wine glasses, presented in a handsome gift box. The diners must mention "Glasses," when they call for a reservation or enter "Glasses" in the special requests box, when they reserve online.

The very special wine-glass gift box is produced by rigid-paperboard product design and packaging producer, **NAPCO** (www.napcousa.com). The box is designed to look like a wooden wine crate using a chipboard base made from recycled materials and paper wraps and liners printed



with wood texture art and brand-stylized graphics. "NAPCO's design team created a really unique box for our annual signature wine glass program. The comments from our partners in the field and guests are that this is the best one yet," says Tanya Sparkman, vp of marketing for Fleming's. "We had a tight turnaround to get boxes produced, and NAPCO delivered flawlessly."

NAPCO kicked off the Fleming's box project by creating a custom-tailored structure featuring a sliding top panel for easy opening and packout with a specialized inside platform to hold the glasses securely in place. The box was finished with a matte coating to create the visual look and feel of real wood. The glasses were made, etched and packed out with kraft paper to further authenticate the wood box look by **Masterpiece Crystal** (www.masterpiececrystal.com). "We were very engaged at every point in the development and creation of Fleming's wine-glass gift box," says Shelli Kaiser, NAPCO's vp of marketing. "NAPCO provided a complete turnkey package, including design services, concept prototypes and print and structural box production."

Sainsbury's introduces salad products in compostable PLA packaging



Major U.K. retailer Sainsbury's and its potato packer Greenvale are the first to introduce NaturePlus compostable film from **Amcor Flexible Packaging** (www.amcor.com) into the fresh produce sector in the U.K. by launching Sainsbury's 750-g bags of JS SO organic baby salad potatoes in the heat-sealable film. "Food packaging is very important to our customers and it influences their buying decisions. Amcor's NaturePlus compostable film helps us to meet our customers' needs and our sustainability goals without compromising on shelf life and seal performance requirements" says Stuart Lendrum, packaging manager at Sainsbury's.

The Amcor NaturePlus peelable polylactic acid (PLA) film is manufactured from renewable materials and is fully compostable. The 40-micron coextruded material exhibits excellent peel characteristics, and thus provides the added consumer convenience of easy opening. The film peels cleanly away from the PLA base tray without any sharding and can be used

on existing lidding machines. The film has also been formulated to include antimist to ensure clear visibility of the freshness of the product inside. It is produced at Amcor's extrusion site in Ilkeston in the U.K. and is then printed and converted at Amcor's AF Ledbury facility. This novel new extrusion offers a differential heatseal film suitable for vertical form/fill/seal packing of fresh produce.

Today, 90 percent of Sainsbury's organic fresh produce is available in compostable, recycled or recyclable packaging. Using Amcor's NaturePlus compostable film, therefore, was a natural response to the concerns of Sainsbury's customers. Also it means a significant step forward in achieving Sainsbury's objective to halve customer's household waste by composting.

"Sainsbury's challenged us to deliver a nongenetically modified, compostable film for prepared produce," says Peter Ettridge, sustainable product development manager at Amcor Flexibles. "We created a revolutionary new concept that maximizes seal integrity and barrier properties. The new film is moisture-resistant and can run in a wet environment at standard speeds."

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design trends personal care

The Beat goes on in fragrance cartons

Burberry's The Beat fragrance is dressed for the holidays in a fine jewel-box-style package from converter **Edelmann France La SPIC** (www.edelmann.de). The small glass/metal bottle inside portrays the typical Burberry "cult character," while the outer folding carton incorporates a finished slipcase, realized using two-color printing and hot-foil stamping of the internationally famous Burberry plaid pattern in metallic silver and black on white. Probably the most famous plaid pattern in the world, the Burberry plaid can be found on cashmere scarves, perfume bottles, handbags, pleated skirts and on the inside of shirt collars. Today, Burberry has cult status, and is a brand revived by creative director Christopher Bailey from its traditional English roots dating back to 1865. In 2007, Bailey held a large party in a club in London to announce the new Burberry fragrance for women. The Beat is a crisp, floral-woody fragrance that represents energy, youth, freshness and modernity. The small bottle is adorned with a white suede band. The shiny foil stamping on the carton tastefully enhances the Burberry plaid in its new metallic format, accentuated with embossed product copy. The construction of a gleaming, silvery inset with hollow walls ensures that the bottle is protected and enables high-quality presentation.



Sleek Blade belongs in the shower

Blade shower gel for men, a brand owned by CVS/Pharmacy and sold through its stores, looks sleek yet sizzling in a shapely black "tottle," an inverted bottle with a shower hanger, from **TricorBraun** www.tricorbraun.com. Created for CVS by Apollo Health and Beauty Care, the Blade line consists of four products (with names like Panther and Viper) packaged in 12-oz PE tattles. The tattles are sealed with a translucent oval stock, PP flip-top cap that snaps onto a reinforced neck with a 24-mm finish. To keep manufacturing costs reasonable, special molds were used so that surplus PE doesn't have to be removed from within the finger hole. To distinguish Blade from competitors, the black container contrasts with the translucent black closure to showcase the bright label colors and a sweeping curve of the container profile conveys a look of speed as it rests on the shelf, according to David Snyder, TricorBraun design director. "Blade was designed as a tattle, a combination tube and bottle, with the dispensing closure on the bottom, so that users won't have to shake a nearly empty container. The finger hole allows the container to be easy to pick up when wet."

Says Danielle Rogers, sales and product development director at Apollo Health and Beauty Care, "A number of designers can develop nice looking containers, but TricorBraun created a great looking container that also efficiently runs through the filling line."

A silent night, fashionably packaged

Marketed toward women, especially those who sleep next to snoring husbands, the Sleep Pretty in Pink kit features a sleep mask, 30 gel caps that contain a holistic sleep formula and pink earplugs rated to reduce noise by 32 decibels. Sleep Pretty-in-Pink parent company DAP World, Inc., offers the promise of several nights of beauty sleep at a suggested retail price of \$25. The packaging—a bright pink purse-shaped box—was designed by DAP president and CEO Doug Pick in conjunction with designer **Mark Divers** (www.diverstudio.com).

Made from a standard .018 SBS paperboard and printed in four-color process by the graphic arts company **Bert-co** (www.bertco.com), the award-winning purse-shaped carton is designed with what Pick calls the "Barbie phenomenon" in mind. "If you look at our society as a whole, you see that when boys are born, they're generally wrapped in blue, when girls are born, they're wrapped in pink," he explains. "The significance of the color pink is carried through women's lives."

Pick is quick to note that other manufacturers also have observed the power of pink for marketing to women. "Whether it is a chain like Victoria's Secret that has really parlayed a lot of their success recently on just the color pink or other manufacturers that have recognized that number-one women are the core shoppers, these companies are recognizing the fact that women are making the buy decisions at retail stores," Pick comments.

Although he is not trained as a packaging designer, Pick

takes a primary role in all design done for DAP World products. He explains: "I'm the type of guy who will walk the aisles of stores just looking at products and go 'Wow, that really caught my eye!' And why did that catch my eye? Depending on the set, I try to be contrarian in my approach to packaging. So if everybody else is using the color blue in the category, which is very common in the sleep category, then you can bet that pink is certainly going to stand out."

If retail sales are any indication of the packaging's shelf impact, the design is performing well. DAP's Hearos line of earplugs, with about a dozen different SKUs, represented 100 percent of the company's business about three years ago. As of presstime, one SKU in the line represented 25 percent of DAP's business. In 2007 alone, DAP sold 15 million pairs of earplugs.





Kids-pack of water plunges into the U.S. from Evian

Evian Natural Spring Water, a brand of the Danone Group, hopes to make a splash in U.S. children's school lunch boxes with Evian les Petits, that it says is the first kids' pack of premium, natural spring water. Made at Evian's plant in Amphion, France, the 330-mL (1.98-oz) PET bottles are easy for children to hold. Unitized in a six-pack that's shrink-wrapped in colorfully-printed clear film, the bottles can fit neatly into a lunch bag and pair well with a healthy after-school snack.

With the active lifestyles many kids lead, it's critical that they quench their thirst with a healthy beverage instead of reaching for something sweetened, Evian states. Water is a great way to not only keep kids hydrated, but it can help lower their calorie intake. "It's an important part of maintaining a healthy lifestyle for children, and we want to help parents encourage their children to drink more of it," says Jeff Caswell, vp of marketing for Evian North America. Evian created fun label graphic designs to complement the new bottles in the company's signature pink, blue and red color scheme, with illustrations of children and their parents in lively, on-the-go scenes as well as some images of colorful sea creatures in a bit of "kid-friendly flair."

Priced at \$5.49, the six-pack of bottles will be merchandised in stores across the country, such as Target and Safeway, as well as regional outlets like Fresh Direct, Publix, Ralphs, Jewel and Winn-Dixie.

Shrink-sleeve labels embolden fruit smoothies

Sunny Delight's new FruitSimple smoothies feature dazzling, enticing shrink-sleeve labels printed by the **Seal-It Div. of Printpack, Inc. (www.printpack.com)**. Available in four flavors, the smoothie product line was introduced to deliver premium fruit nutrition for the entire family.

Seal-It flexo-prints the four new labels on heat-shrinkable PETG film. The beverage bottle is designed to ensure a positive brand identity, with printed graphics illustrating the luscious berries, bananas, mangos, oranges and pomegranates contained in each beverage. Each of the labels is printed in eight vivid colors.

FruitSimple is a line of 100-percent pure fruit smoothies, with no sugar added; the four available flavors are Strawberry Banana, Mixed Berry, Orange Mango and Pomegranate

Blueberry. The shrink-sleeve label covers the plastic bottle from just under the cap to the bottom of the container and provides 360-deg coverage; it also leaves room for some interesting facts about the beverage's nutritional value.

Seal-It manufacturers, converts and prints heat-shrinkable PVC, PETG, OPS and PLA films used for labeling, for tamper-evident banding and for sleeving multipacks. The company is able to print up to 10 colors either by gravure or flexographic processes.



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design trends

Hot time in the old tequila factory

For the first time in the brand's storied, 140-year history, Tabasco® brand of pepper sauce from the McIlhenny family is being licensed in the distilled-spirits category. Heaven Hill Distilleries, Inc., the nation's largest family-owned spirits supplier, is licensing the brand with the McIlhenny

Co. to produce Tabasco Spicy Tequila. It was launched in select markets in September. Created from premium tequila, flavored with the authentic and iconic Tabasco pepper sauce, Tabasco Spicy Tequila is a balanced marriage of the highest quality tequila with the kick of hot, spicy and bold Tabasco.

The tequila is available in a striking, proprietary 750-mL package that features the highly recognizable Tabasco Diamond logotype graphic on the face label, with red and gold foil flames rising to the edges of the rectangular border. The label is produced by **JR Cole Family of Cos.**

(www.jrcole.com). "We are tremendously excited about the prospects of Tabasco brand Spicy Tequila and this licensing agreement," says Heaven Hill Distilleries president Max L. Shapira. "Like our company, McIlhenny is family-owned and independent, so this partnership is built on commonalities and mutual benefits." Paul C. P. McIlhenny, president and CEO of McIlhenny Co., adds, "Tabasco brand Pepper Sauce and Tequila have been served together for a long time. It's a complementary combination enjoyed all over the world." The 750-mL bottle sells for \$21.99 in parts of Texas, Georgia, Indiana and North Carolina.



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In close cooperation with Lancôme, a vibrating mascara was developed and is ready to go into production after the record-breaking time of only four months. Lancôme's and Oekametall (www.oekametall.de) launched the cosmetics co.'s first vibrating mascara. The bottle and the cap shine thanks to a transparent, UV-lacquer finish, which was applied simultaneously to both parts of the makeup's packaging by CCO GmbH, a subsidiary of Oekametall. End users activate the mascara's vibration features by pressing a button that activates a small, battery-powered motor that is assembled in the cap. The wand vibrates at a rate up to 7,000 oscillations/min.





Sophisticated package for French sausage snacks

Ready-to-eat directly from the plastic cup is a European relaunch of sausage snacks from Knacki Ball, a Herta, France affiliate company of the Nestlé Group. For the packaging, Knacki relied on the knowhow from the Greiner Group's Greiner Packaging www.greiner-gpi.com for the k3 cup, which contains 28 sausages in

a choice of 11 flavors and provides space for a filling volume of 400 cm³. The composite cup teams PP with foil and paperboard. At the same time, the cup offers ecological advantages and a high degree of convenience with an attractive, shiny look. The round sausages are targeted to today's on-the-go consumers. They can be

consumed as a snack or as a meal. Sausage-lovers can either serve them up cold, directly from the refrigerator, or hot. They can be cooked in hot water for 4 min or microwaved for 1 min in the package. The cup's insulation properties help protect the product while the injection-molded lid provides for resealability.

Wood stain foam takes shape in a can

An innovative take on wood stain comes from Rust-Oleum Corp., which is introducing Varathane Foam Wood Stain in a shaped spray can dispenser, topped with a domed overcap. Ball Corp.'s (www.ball.com) 9-oz Aergo®



tinplate aerosol can has what's become a trendy, hourglass shape that helps improve ergonomics while honing in on brand and product attributes.

"Rust-Oleum's Varathane Foam Stain is the first wood stain available in a foam format for enhanced control, a real revolutionary concept in wood staining," explains Matt Moon, brand manager for Varathane. "We

needed a package that would communicate the innovative nature of our product, stand out on the shelf and enhance the consumer experience. Ball's ergonomically shaped aerosol delivers a very unique look, is easy and comfortable to grip and helps deliver more precise application." Wood stains typically are available in a liquid format vulnerable to dripping out of their containers, according to Moon. He says Varathane Foam Stain stays where you spray it, giving consumers more stability and control when they apply the stain, as well as reducing the mess traditionally associated with wood staining. Ball says that Aergo's custom shaping technology allows up to a 30 percent expansion beyond the straight-walled diameter, allowing for a wide range of custom shapes.



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comment

John Kalkowski, Editorial Director

Can automation be the salvation of packaging?



As 2008 draws to a close, it's interesting to look back at a year literally filled with highs and lows. Early in the year, everything was looking up for packaging. Packagers and their suppliers were riding high and making plans for growth. Then the global economy was roiled, and the future suddenly seemed somewhat murky.

However, one thing is clear: Packagers are increasingly reliant on automating their processes to stay competitive. *Packaging Digest* and its sister publication, *Control Engineering*, recently completed the final phase of a three-part, year-long study benchmarking automation in packaging. This comprehensive study confirms that packagers are accelerating their moves toward automation, and original equipment manufacturers and system integrators are stepping up with innovative approaches to simplify complex processes.

For anyone who attended the recent PACK EXPO International 2008 in Chicago, the evidence of automation's inroads was readily apparent. While sustainability was the show's major theme, automation was the star on the show floor, where you could see a sparkling array of robotics as well as integrated systems that span forming and filling to cartoning and palletizing.

Volume 3 of our Automation in Packaging Benchmark Study looks at the central and growing role that system

integrators play. Many packagers have cut back their own engineering staff, so when they install a new packaging line or upgrade existing equipment, they must rely on system integrators. These professionals are up-to-date on automation developments and can help packagers design and implement systems from multiple OEMs that optimize production.

This phase completes a 360-degree view of packaging automation that began in April with a market overview from the end users' point of view. It continued with the perspectives of OEMs and system integrators. While all three groups showed similarities, there also are thought-provoking differences on the expected course of the industry and the performance of each group. For full research results, visit packagingdigest.com/automationresearch. Also, plan to register for a webcast in mid-December that will analyze the results of all phases of this benchmarking research.

In this issue, *Packaging Digest* also names its first "Packaging Integrator of the Year," recognizing JMP Eng. of London, ON. For a profile of JMP's packaging contributions, see the story on p. 36.

John Kalkowski

Amphenol

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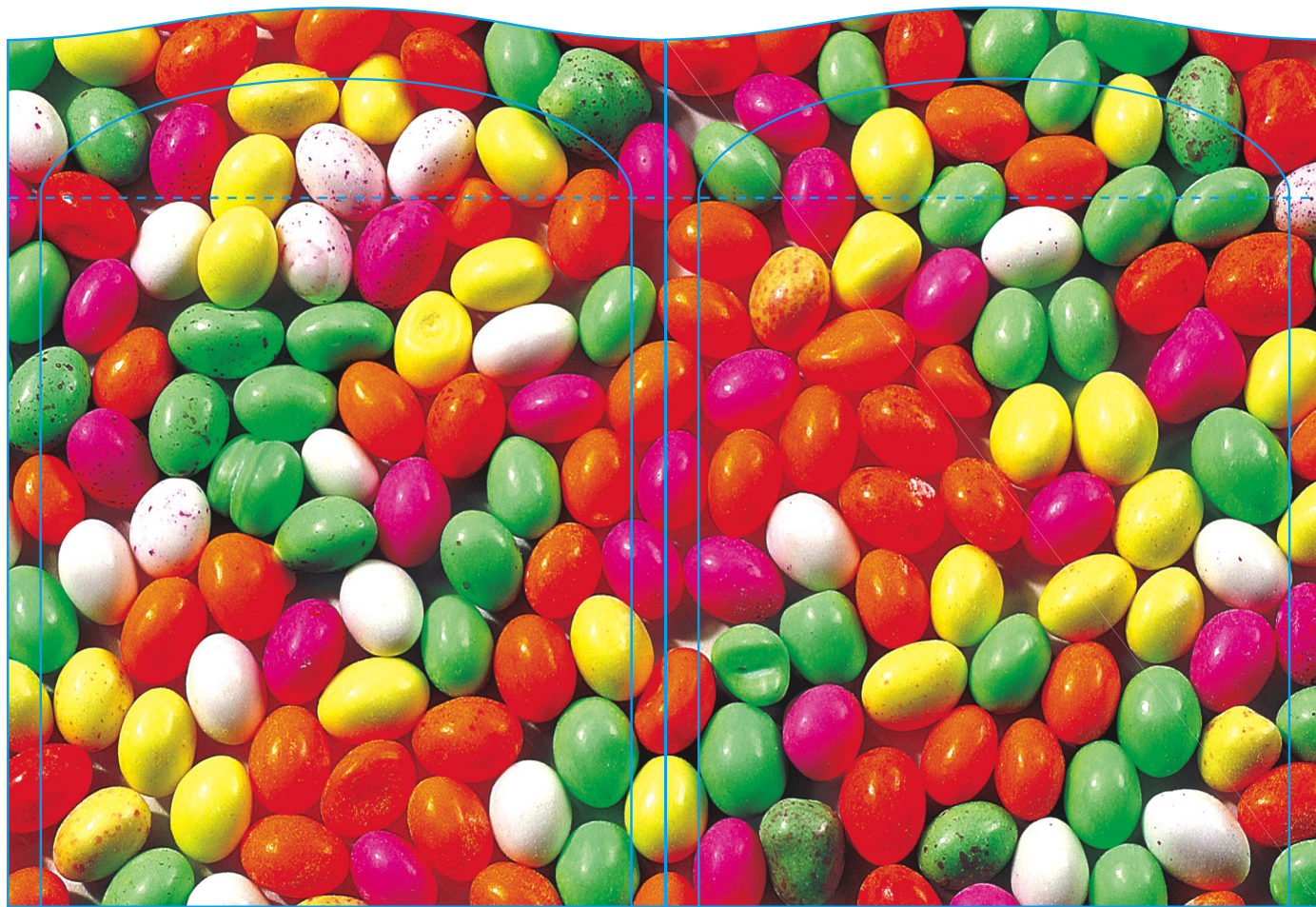
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new products **equipment**

Shrink, Stretch, Wrap



Panel wrapper

The co.'s panel-packaging system is designed to wrap panel-shaped products—including windows, office partitions, fence panels and furniture—in a make-to-order environment. The machine can be fed at random without setup or changeover. Possible sizes range from 12 to 72 in. in width and 15 to 108 in. in length. A product-centering device automatically adjusts for the panel size, centers the product on the machine and records a measurement to be used on the side sealers. A total enclosure is created around the product with consistent appearance, regardless of size, says the co.

EDL Packaging Engineers, Inc., 920/336-7744.
www.edlpackaging.com

Converting system The new converting system, based on RSM & PBO designs, allows for the in-line finishing of products such as trays, inner frames, folding cartons and more. A preprinted roll of paper stock is accurately re-registered, creased and die-cut while discrete waste partials are securely removed. The discrete blanks are then transferred in-register and further processed, delivered and stacked. Splices are detected and removed automatically and the co.'s various magnetic, solid or segmented die-cutting and creasing technologies can be incorporated into the system. The system can process materials with repeats as small as 3 to 24 in. at speeds of 500-ft/min, depending on whether in-line or offline operation is required.



Schober USA, Inc., 513/489-7393.
www.schoberusa.com

Bulk depalletizer Model 108 bulk depalletizer runs a range of plastic and glass bottles and metal containers interchangeably, without optional change parts. Changeover is completed by entering new product and pallet parameters on the touchscreen panel at the operator console. The system can handle pallet loads up to 110-in. high and offers flexibility in container discharge, as it can be configured to unload containers at low, medium or high levels. The unique layer squaring mechanisms ensure container stability with 4-side-layer containment and squaring during sweepoff; also, the secondary layer is secured during sweepoff to eliminate slipsheet movement and ensure pallet integrity.

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



Labeling system The advanced Inline 5100 is a rugged, stainless-steel cabinet-based labeling system that can be outfitted with the co.'s full range of New Generation 3100/3000 Series applicators (wipe-on, air-blow, tamp-blow). The labeling system also has a smooth-running variable-frequency drive conveyor that improves label placement accuracy. For added convenience, the labeling system automatically spaces products and has a user-friendly operator interface. Designed for reliable full- and partial-wrap labeling at medium to high speeds in high-volume, multi-shift operations, the labeling system delivers at an affordable price.

The co.'s 6200 labeling system delivers what the 5100 system does, and also features PLC-controlled labeling, a 12-ft Delrin chain conveyor with stainless-steel side plates and more.

Label-Aire, Inc., 714/441-0700.
www.label-aire.com



Stretch wrapper

The Lan-ringer stretch wrapper can package loads of up to 4,000 lb while the product is either moving or stationary on the conveyor. The largest model in the series, the LR-9000, accepts loads up to 82 in. diagonally. Parameters such as conveyor speed and number of wraps are adjustable from a central PLC control. The system uses a fully supported ring—not cantilevered—and a 5-in.-thick precision steel bearing for accurate alignment, smooth operation and minimal maintenance. Film break detection is standard.

Lantech.com, 800/866-0322. www.lantech.com



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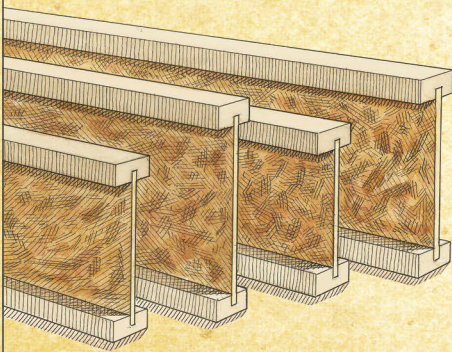
..... yet we're still

QUITE GREEN ABOUT THINGS.

Being green is not about any lack of know-how. It's about how we've spent years doing all we can for the environment. Each year, for example, nearly 6 million tons of recycled wastepaper are recovered by Harmon Associates, a Georgia-Pacific company, and nearly 4 million tons of wastepaper are used in our mills to produce our

products. However, while all our recycling, reducing, and reusing happens to be great for business, operating green isn't just about staying firmly in the black. For us, it's about making our world a better place to live. And when we're greener, you can take comfort in the fact that you'll be greener.

Learn more at www.gp.com.



GREENER CONSTRUCTION

Georgia-Pacific's Wood I Beam™ joists use 50 percent less wood than traditional lumber—without sacrificing performance. We also recycle enough gypsum wallboard every year to cover the walls of 50,000 homes.



GREENER INNOVATIONS

Used in public facilities throughout the country, sensor-controlled enMotion dispensers reduce waste by controlling the number of towels being dispensed. They're also compliant with the EPA's Reduce-Reuse-Recycle initiative.



GREENER PACKAGING

Our Greenshield® packaging is a recyclable alternative to wax-coated boxes for produce, poultry, and seafood. As such, it eliminates the disposal fee normally associated with wax-coated boxes and allows you to generate revenue by recycling the container.



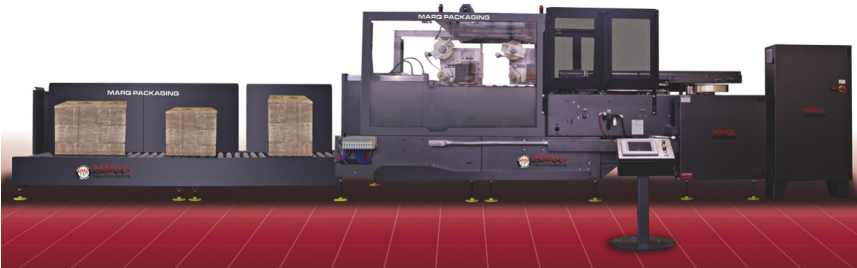
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new products equipment

Case erector The new HPE-NS-Random case erector with dual labelers is designed for zero operator interface associated with changeover. The operator loads the blank case into a hopper and enters the correct SKU, which is stored in the PLC for the particular case and the label placement. The case erectors and the labelers then move into the correct position. The labelers can apply one label or two, based on the customer's application. Changeover for the labeler as well as the carton erector is accomplished in under 60 sec.

MARQ Packaging Systems, Inc., 800/998-4301.

www.marq.net



Bulk bag filler A new bulk bag filler, trademarked Swing-Down,® features all-stainless construction finished to sanitary standards, and a pivot-down fill head that enables the operator to connect empty bags at floor level and resume filling operations rapidly. The new design reportedly eliminates the danger of stepping onto and over roller conveyors to access rear bag hooks and spout connection collars, and of standing on the conveyor and bending over with head and arms inserted beneath operational fill head components to pull bag spouts upward over inflatable collars while reaching for bag inflator buttons.

The design features a remote console or wall-mounted panel controls to raise and pivot the fill head into a locked, horizontal "fill position," automatically inflate the bag to remove creases, open a flow control valve or start a feed device, and stop the flow of material once a preset fill weight has been gained. Optional vibratory decks de-aerate and densify material in the bag at preset set points to create a solid, stable bag, ready for shipment.

Flexicon Corp., 888/353-9426.

www.flexicon.com



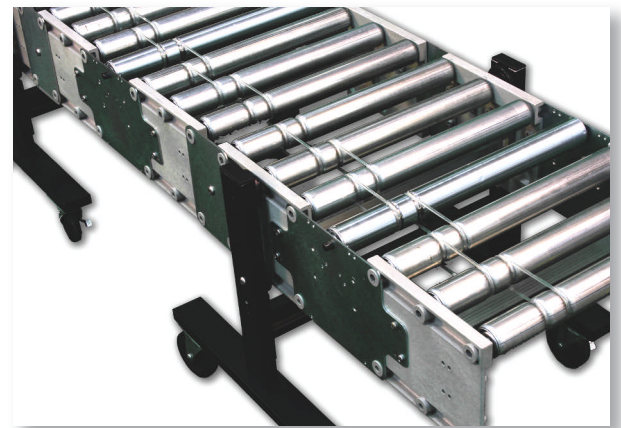
Roller conveyors

New modular powered roller conveyors offer an energy saving way for transferring product: Using one motorized roller per module, the motorized rollers are energized and put into motion only when required, saving energy when not being activated. The roller conveyors move product along energized conveyor

modules. As product is conveyed from one module to the next, the power dissipates and the next module is energized, causing the product to continue moving in the desired direction without energy waste. To maximize flexibility in conveyor length, modules are available in short sections consisting of 5, 7, 9 and 11 roller sections. Modules of various lengths can be interchanged to create the ideal conveyor length for each application.

Dynamic Conveyor Corp., 800/640-6850.

www.dynamicconveyor.com

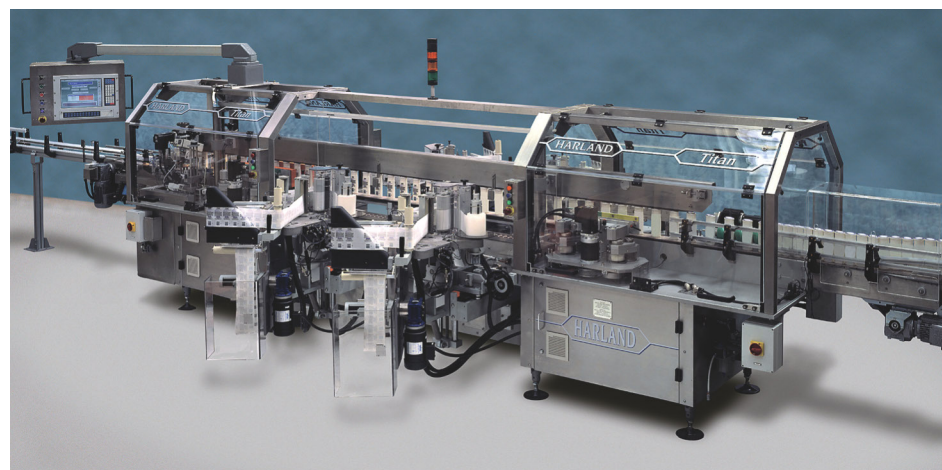
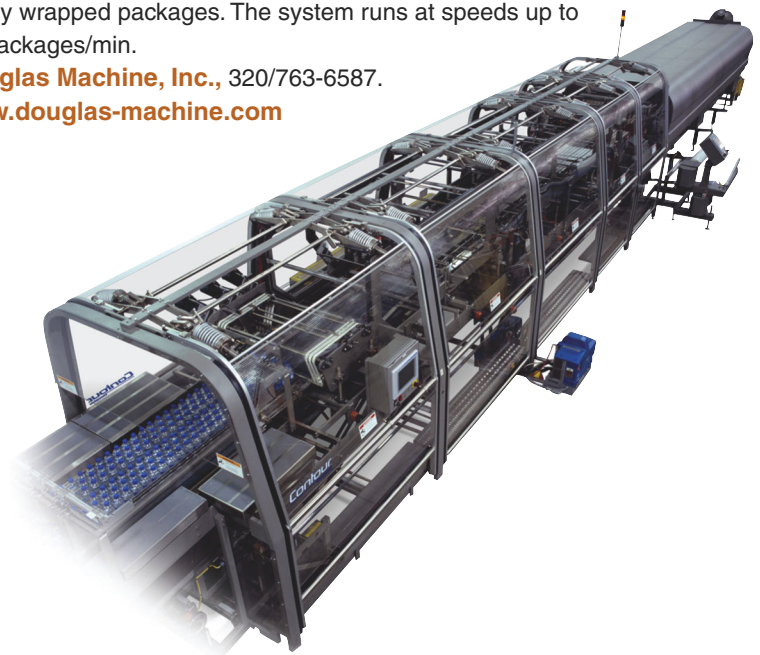


Shrink packer

The Contour™ Series SPS-75 shrink packer can pack bottles into trays and wrap the trays with printed film. Features include the Smartrak® Steady Stream infeed system, Slipstream™ HS pinless metering, an ergonomic tray/blank magazine, a servo-driven film-wrapping wand for accurate film placement, a rollout film-cutter assembly for easy maintenance and a heat tunnel that uses patented heat and airflow management to ensure tightly wrapped packages. The system runs at speeds up to 75 packages/min.

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

www.douglas-machine.com



Linear labeling system

The Titan linear labeling system securely applies pressure-sensitive front and back labels to glass or plastic bottles/containers with a top labeling rate of 450 bottles/min. Products of virtually any shape and a wide range of sizes can be labeled. The system applies labels in lengths from 0.8 to 13.2 in. and widths from 0.6 to 4 in. A fully integrated inspection/vision feature detects label presence and verifies label alignment and positioning on targeted containers. Maximum labeling accuracy is ± 1 -mm, depending on container type and labeling speed. The Titan labeling system is designed to meet the demanding speed, accuracy and reliability requirements of pharmaceutical, health and beauty product, and food and beverage labeling applications, the co. states.

Harland America, Inc., 856/764-9622.

www.harland-hms.com

Motion logic The new IndraControl L65 PAC features unified programming software, scalable hardware, pre-developed functions, reusable code, a large memory and built-in connectivity to reduce engineering time for machine builders who work with complex machines. Suitable for general automation, printing, converting, packaging, machine tool and other industries, the IEC-compliant PAC features 36 MB of program memory for extensive multitasking and running multiple device profiles. With a 1-GHz Intel Celeron M processor, the PAC has the memory and performance for motion-logic applications with high demands. To save memory space and help improve scan time, the PAC's reusable code reduces scan rate by 50-percent compared to other PACs currently on the market, the co. states.

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

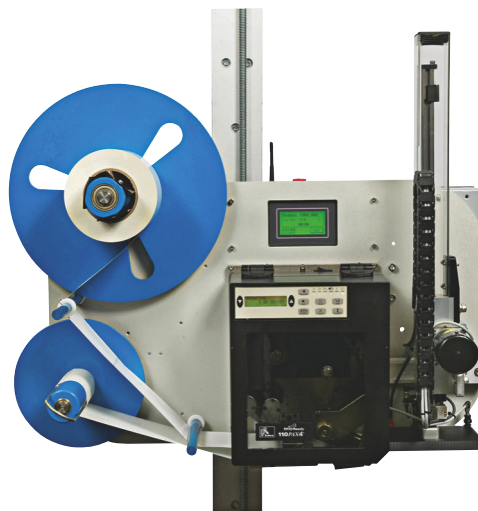


Vision sensor The expanded Checker vision sensor product line includes the new Model Checker® 252. The key to the simplicity of the 252 is its One-Click Setup™. By clicking on the center of the part feature to be inspected, an image of a familiar caliper appears and locks on the edges of the part feature, sets the minimum and maximum thresholds and learns edge polarity, all automatically. The 252 is available with the co.'s SensorView™ 350, a compact, industrial, panel-mount display.

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

Electric labeling system The Platinum E-Series is an all-electric labeling system that does not use compressed air and can cut energy costs by up to 50 percent versus pneumatic systems, the co. states. The all-electric labeler is portable and has a typical MTBF of 25 million cycles, which means less maintenance and downtime. Platinum E-Series also features a counter rotating blade fan to secure labels during application to avoid label skew on a user's product, and it features a wide label range of 1- to 6-in. wide and 0.5- to 13-in. long.

Diagraph, an ITW co., 800/772-1125.
www.diagraph.com



Carton-sealing machines New food-friendly automatic SS carton-sealing machines feature yields to 50 units/min and ROIs as low as 6 months. The co.'s exclusive extreme Hot & Cold, All-Temp, Low-Stretch, ISO 9000 and ISO 14,001 machine-compatible acrylic tape makes a perfect combination for multi-temperature food production and distribution, the co. says. The carton-sealing machines feature exclusive SS Hi-Speed taping heads that are standard on more than 83 of the co.'s SS tape machine models.

BestPack Packaging, Inc., 909/987-4258.
www.bestpack.com

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new products equipment



Electronic flowmeter filler The Veloce FM filler guarantees accurate filling thanks to electronic flow meters that measure the precise amount of product to be filled, the co. states. Because the filler does not recirculate the product through the bottle, the system eliminates cross contamination from the bottle into the filling valve. The filler also utilizes hot-fill technology, which includes three different machine configurations: wet (with water rinser), dry (without water rinser) and ultra-clean (with chemical bottle decontamination and an isolator-style hygienic chamber). This range has been designed specifically for filling sensitive beverages packaged in PET or glass, and sold at ambient temperature.

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

Dual-function sensors The Smarteye® Pro sensors are designed to perform as either precision registration-mark sensors or as standard photoelectric sensors for higher-speed parts detection and counting applications, according to the manufacturer. These sensors offer the highest speed of response (10 ms) in the world, says the co., as well as 5 ms repeatability. Also provides the most highly accurate edge detection, according to the co.

Tri-Tronics Co., Inc.,

800/237-0946. www.ttco.com



Cantilever actuator The ball screw-driven cantilever linear actuator EGSA is said to minimize cycle times. Designed for short strokes, it reportedly offers repeatability at ± 0.01 mm. The maximum working load is 6 kg, and its top speed is 1.5 m/s. The EGSA is available with a motor and controller or as an individual component adapted to third-party motors. Options include motor-mounting kits for axial or reverse parallel motor configurations.

Festo Corp.,

800/993-3786.

www.festo.com



Snackfood bagmaker The Atlas 202 snackfood flexible bagmaker can produce pillow, hem-seal, gusseted and flat-bottom bags. Its footprint is said to be less than a typical machine for flat-bottom or hem-seal bags. Single-button access to preset bag formats and sizes simplifies changeovers. Automatic film splicing, banner attachment, hole punching, tear notching, perforated and zig-zag cuts, air or nitrogen flushing are available, the co. reports. The bagmaker can be integrated with an Ishida R or RS-Series multihead weigher, and it can be controlled with a single remote.

Heat and Control, Inc., 510/259-0500.

www.heatandcontrol.com



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Mark Frazier – Frazier & Son

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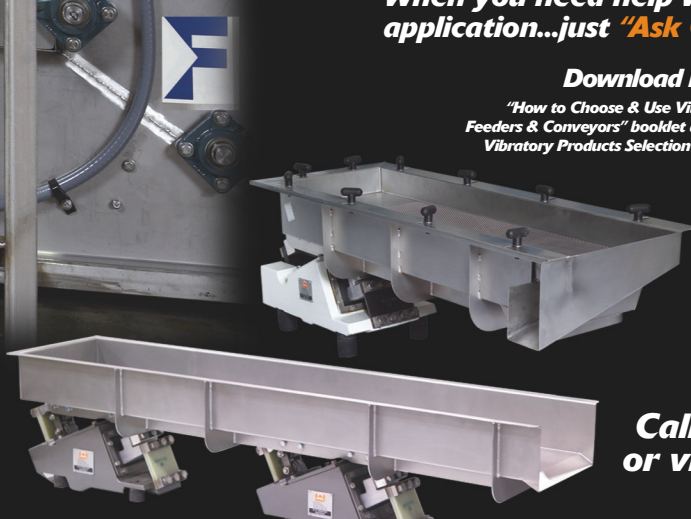
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Bottles & Closures



Container design The co., in cooperation with Pfeiffer, developed Laurie, a new container design in glass, PET and PP, available in many sizes and materials. Both container closures are suited to skin, body and haircare products in the luxury market. The Laurie line features sophisticated Stella Lux caps that come in two sizes and can be combined with many bottles on the line. The Laurie line also incorporates a SAN/PP, double-walled screw cap, which makes eye-catching decoration techniques possible, the co. says. The Metropolitan dispenser pump is suitable for high-viscosity dosing creams and gels and is available in five different dosages that match all bottles in the co.'s catalogue.

Dieter Bakic Enterprises, GmbH,
49/89 490 438 14.
www.bakic.com



Lotion dispenser The co.'s clear, tapered lotion dispenser bottle with a pump and an overcap is suitable for traveling and sampling. While the ergonomic pump dispenses product, the overcap prevents accidental release. The 40-mL transparent, recyclable PETG bottle has a white pump and collar with a transparent overcap that makes the dispenser an economical choice for showcasing product, the co. says.

Qosmedix, 631/242-3270.
www.qosmedix.com

Food/beverage containers New 10-oz multilayer OPP food/beverage containers are designed specifically for fruit juice applications and are produced using Ball Corp.'s Gamma-Clear® technology and Milliken Chemical's Millad® clarifying agents. Gamma-Clear is a proprietary material for clear OPP containers that hold a variety of food/beverage products. The containers weigh less than 19 g and feature a narrow-neck design that provides numerous possibilities for packaging for food/beverage producers, the co. says.

Kortec, Inc., 978/238-7191.
www.kortec.com



PET beverage bottle The new PET beverage bottle in 12- and 20-oz sizes for juice drinks, isotonic, sports drinks, teas, enhanced water and dairy beverages features ribbed sidewalls and panels that provide strength and stability for hot filling. The bottle also resists deformation during stacking and distribution. Both container sizes are molded of monolayer resin and can be filled at temperatures up to 185-deg F. The containers weigh approximately 90 percent less than comparable glass containers and offer an opportunity to implement "reduce, reuse and recycle" sustainability strategies, the co. reports.

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

Aseptic closure To meet increasing global demand for aseptically packaged juices, teas and isotonic drinks, the co. introduces the Pro-Max 38-mm 2SC. This one-piece, linerless closure is a lightweight design that offers excellent tamper-evidence and venting for consumer protection as well as application performance. The scored tamper-evident band provides critical protection and maximum security while the venting characteristics of the aseptic closure also provides increased package safety. The closure features a smooth surface and shape to facilitate ease and thoroughness of sterilization and operational efficiency for bottlers.

Closure Systems Intl., Inc., 317/390-5077.
www.csiclosures.com



Oval tubes Eco-friendly, one-piece oval tubes are the newest in the co.'s line of WWPIedge—An Eco-Friendly Commitment™ sustainable packaging solutions. The tube body, as well as the head and cap, are made of a layer of post-consumer-recycled plastic resins, the co. says. The tube prevents leakage and overflow, as well as residue contamination and contamination between the tube and cap. The tubes are customized with injection-molded flip-tops, angled applicators and dome caps. Glossy, matte and soft-touch finishes are available in colors, transparent or pearlescent lusters. They are available in 16-, 25-, 35-, 40-, 45-, and 50-mm sizes.

World Wide Packaging, Inc., 800/950-0390.
www.wwpinc.com





Clamshell containers The Hangables™ line of clamshell containers is the newest version of the co.'s breakthrough Safe-T-Fresh® line. The clamshells have molded-in hang-tabs to enable merchandising on racks and pegboard displays in stores. When the clamshell is closed, the hang-tab pops up out of the hinged area and the container is ready for hanging. All containers incorporate a tamper-evident locking mechanism and a tearstrip hinge that

eliminate the need for shrink bands or wraparound labels. The containers are available in 8-, 12- and 16-oz rectangular sizes and are manufactured in 100-percent-recyclable PET, for retailers, processors and their customers who desire environmentally responsible packaging.

Inline Plastics Corp., 800/826-5567.
www.inlineplastics.com

Deli package The EZPak™ deli package was created for portions of sliced deli meats and offers benefits for processors, retailers and consumers, including enhanced visual appeal made possible by trap printing.

The package has a tight, thin, clear lidstock. Processors currently using MAP tray/lid equipment need not make any additional equipment investment because the deli package can run on existing equipment. The package seals through contamination and its hermetic seal eliminates any potential for leaks. The lidstock also easily opens with a simple pull away from the tray, the co. says.

Cryovac, Sealed Air Corp., 800/845-3456. www.cryovacezpak.com



Glass bottles The Jason Collection of flint-glass bottles are trapezoidal in shape. Designed for perfumes and colognes, they are available in 30-, 50- and 100-mL sizes with 15-mm crimp-neck finishes. The line of bottles can be further enhanced with optional frosting, ceramic decorating and labeling treatments.

O.Berk Co., Inc., 888/274-2375.
www.oberk.com



Bag-in-box packaging

New 1.5-, 3- and 5-L bag-in-box wine packaging is a cost-saving source for vintners, the co. says. The sustainable, high-barrier bag is sourced from a European supplier, and it's more effective at protecting wine than a bottle because no air returns into the bag as it is dispensed, according to the co. Additionally, the co. is prepared to assist with the box artwork, design and production, and is also able to provide the necessary filling equipment for rental.

Caliber WinePak, 800/374-6594.
www.caliberwinepak.com



New-look carton adds shelf appeal



Do your products compete for attention with big-name brands? They'll get noticed in a new Diamond™ carton from Elopak.

The Diamond™ has everything shoppers love about gable-top cartons, plus distinctive curved top and side panels that really stand out on the shelf. It offers:

- ✓ sizes from half-pint to half-gallon
- ✓ photo-quality printing (process flexo, litho) or flexo
- ✓ a bigger screw cap, in many colors

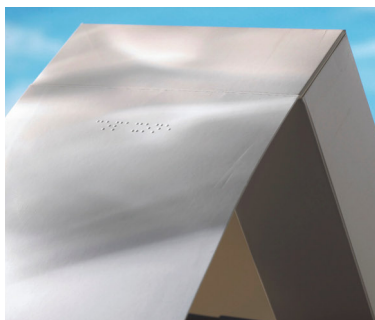
The Diamond™ scores high with consumers and fits nicely in the cases you already use. Call Elopak at 248-446-5308, e-mail vakudla@elopakus.com, or visit www.elopak.us. Ask us about caps, filling machines, and materials handling, too.


ELOPAK

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new products materials



Braille-embossed cartons New Braille-embossed cartons and labels comply with impending European Union legislation mandating that secondary drug packaging must have label information in Braille for sight-impaired customers. According to European Directive 2001/ 83/ EC Article 56A, pharmaceutical packaging will be required by law to have product names, formulation and strength displayed in Braille by October 2010. Using special tooling, the co. embosses in an uncontracted Braille system, which means the words are spelled out instead of in a contracted or chain system, in which one character can represent an entire word.

Cortegra, 800/242-4657. www.cortegra.com



Patented resin

The Compostable® resin family of products, patented by the U.S. Patent and Trademark Office, is a renewable, compostable resin available in grades that are designed primarily for extrusion coating resin onto paper and other substrates. Two families of resins available: the Compostables® and the Hybrid Resin®.

Cereplast, Inc., 310/584-8307.
www.cereplast.com

Barrier films

Ceramis®-PLA biodegradable barrier films are made from the annually renewable resource corn starch Ceramis polyactic acid (PLA). These structures are fully biodegradable and compostable to meet the market's increasing demand for environmentally responsible packaging, the co. states. A silicon-oxide nanocoating combines high barrier protection against oxygen, water vapor and other gases with superior optical clarity and high gloss, the co. says.

Alcan Packaging, 773/399-8000.
www.alcanpackaging.com

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PP jar The Oyster jar is molded of PP, and is introduced with a gold hot-stamped rim for the look of luxury. Aimed at applications including eye creams, facial lotions and body scrubs, the jar is topped with a conforming, lined closure for product freshness and security.

Continental Packaging Solutions, Inc.,
312/433-0740. www.continentalpackagingsolutions.com

www.schneiderequip.com

Crating services Crating of large and delicate equipment up to 50,000 lb for domestic and overseas shipment is said to include design, fabrication, certification, rigging, documentation, packing, loading and shipment as a fully integrated, custom-tailored service. The co. says the crating service complies with IPPC, ASTM and military shipping specifications.

CDC Packaging Corp.,
978/463-9373.

www.cdcpack.com



Paperboard stocks The co. is a distributor of Tango Advantage C1S and C2S Cover and Tango C1S stocks from MWV. The stocks provide superior printability and consistency, esthetics such as shade/whiteness, smoothness and stiffness for excellent value, the co. says. The stocks are certified by the Sustainable Forestry Initiative, complementing environmentally-certified printing services.

Unisource Worldwide, Inc.,
800/864-7687.

www.unisourcelink.com



Shipping containers

Lightweight DuraTherm™ durable shipping container for perishable meats, pharmaceuticals and other products that require thermal protection is made of a molded EPS that absorbs shock. Cushions and insulates products better than other packaging alternatives, the co. says.

ACH Foam Technologies, LLC,
800/525-8697.

www.achfoam.com



Colored foil sleeves Sleeves are available in 25 attractive colors including gold, silver and bronze, as sleeves for glass swab ampules. The foil provides protection until the glass ampule is ready for use while presenting a unique, high-end look for formulations that require the stability of a glass swab. The foil sleeves can be printed, and matching foil caps are available for glass swabs in sizes up to 0.9 mL.

James Alexander Corp.,

908/362-9266.

www.james-alexander.com



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EasyTab® is a registered patent of WS Packaging Group, Inc. Patents US 6,413,604, US 6,858,108 and US 6,749,916.

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OVERWRAP

SHRINK DECORATIONS

Tea-riffic glass

New China Mist Pure organic, ready-to-drink teas break out of the mold in a 16.9-oz, curvy glass bottle, awash in screen-printed graphics that convey the teas' **GOURMET QUALITY AND SOPHISTICATION.**

Lauren R. Hartman, Senior Editor

As exotic as its name implies, China Mist Brands' launch of China Mist Pure bottled organic iced tea in six varieties is going beyond the marketer's usual foodservice channels to retail. The company says its "fresh-brewed" teas are currently available in select markets as part of a phase-in national scaleup strategy to head into most major markets in the first and second quarter of 2009.

The premium, ready-to-drink (RTD) tea is the latest entry from the Scottsdale, AZ supplier of specialty fine iced and hot teas. Operating since 1982, China Mist Brands has manufactured and distributed iced teas and other tea products primarily for the foodservice industry, including restaurants and hotels. In 1999, the firm acquired Leaves Pure Teas Hot Teas and in the summer of 2008, expanded its product line with the release of its new RTD tea brand. Most recently, it gained the exclusive rights to sell and distribute Mokarabia® Real Italian Coffee in the U.S. Building its reputation on quality and innovation in product and service, China Mist Brands grew substantially, and decided to answer its customers' requests by starting to sell China Mist Iced Teas, Leaves Pure Teas® hot teas and Caffé Mokarabia® coffee and espresso directly through its website

and at its Scottsdale corporate headquarters and manufacturing plant. Then, in came Richard Guzauskas, a teasmith (a specialist in making a good brew using a wide variety of leaves from Assams to Earl Greys), and the SKUs and sales grew even more. Today, China Mist Brands' products are distributed internationally and are also available through its website, www.chinamist.com.

"We decided to build excitement, exposure and press for our new China Mist Pure Bottled Organic Teas by premiering them in one of hottest, fine-dinning markets in the country—Las Vegas," explains Kiley Biggins, marketing manager and graphic designer at China Mist Brands. "DeLuca/Coors of Las Vegas, part of the Wirtz Beverage Group, is our distributor partner for the state," she says.

"In November of 2008, we made China Mist Pure available in high-profile restaurants and clubs all over the city and are also launching our retail strategy with AJ's Fine Foods in Arizona."

Tea trends

Researching and experimenting with the idea

for a ready-to-drink tea for more than a decade, the company saw beverage trends continuing to evolve as consumers seek healthier alternatives to soft drinks and look to more flavorful drink options than water. Its research indicated that in 2007, tea grew to a \$6.85-billion category due to perceived health benefits and the convenience of RTD teas. The category was seeing strong growth of 15 percent at that time, the third consecutive year of double-digit growth, so it is well-positioned to climb to more than 35 percent of the total tea market volume.

While this product was designed with foodservice in mind, it does cross over to retail and is a perfect fit for both.

"Many RTD's on the market are artificially sweetened and low in tea solids," notes China Mist Brands' teasmith Scott Svihula. "Four of our blends of China Mist Pure are unsweetened and all six of them are very high in polyphenol antioxidants. The taste is unparalleled amongst any other RTD tea."

Along with the desire to create a healthier beverage, China Mist Brands also thought

Continued on page 26



"The IntertechPira Sustainability in Packaging conference was an extremely informative industry event. It was content rich and I was impressed with the global diversity and quality of the presenters. I was never bored. There was a relevant activity for everyone from the extensive choices of breakout sessions to the networking mini trade show. Well done!"

James D Downham
President & CEO
Packaging Association of Canada

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Sustainability is becoming an integral part of doing business and companies are increasingly aware of this. Encouraged by environmentally conscious consumers and retailers, packaging companies and their customers are redesigning their products, seeking alternative materials, optimizing processes and even reducing costs. The 3rd annual **Sustainability in Packaging** conference will once again feature dedicated breakout sessions and plenary forums that will provide the opportunity to tailor your conference experience to your needs. This event will provide a perfect forum for engaging in a balanced and comprehensive discussion of the opportunities and challenges of implementing sustainability goals and initiatives for your company throughout the supply chain.

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about creating a designer tea, but abandoned the project a few times, mainly because it didn't feel that it could develop the right quality for a super-premium gourmet bottled tea product, says president and COO Rommie Flammer.

As advances came in tea technology and equipment, it improved its product formulations. Just over a year ago, the company perfected the formulations and has worked feverishly ever since to create, test and design luxurious packaging for both foodservice and the hotly competitive retail tea market, Flammer says.

As their taste preferences have grown more sophisticated, consumers are more willing to pay a premium for better quality and richer flavors, China Mist Brands says.

A double serving

Biggins tells *PD* that the company didn't specifically intend to move into retail with the large bottle, which she says is more of a foodservice size suited for two servings to enjoy with a meal.

"One of our test customers said that the bottle has to be big, because they began gulping the tea down—it tasted so good," she says. The tea was actually designed to complement the company's other products, she adds.

"Whatever a restaurateur's coffee and tea needs are, we can fulfill with fresh-brewed iced tea, bag-in-the-box iced tea, bottled tea, hot teas and our coffee and espressos. But we have branched out to retail because our end users asked us to do so," she says.

While the company offers the tea to self-serve foodservice locations in eye-catching bag-in-box dispenser packs, wrapped in colorful labels printed to mimic a fresh-brewed glass of iced tea, it received numerous letters and contacts through the years came from tea drinkers across the country, asking where they could find the teas in stores.

Notes Biggins, "We saw an opportunity in the foodservice segment to offer a variety of tea types and flavors in a ready-to-serve bottle, which just happens to be a great product for retail as well. This

was a real bonus for us, as we have accumulated thousands of letters and e-mails over the years from people who have enjoyed our tea in restaurants around the country looking to get them for home use."

With the new bottles, as well as some savvy marketing support from glamorous shelf talkers, case cards and promotional materials, the company hopes to get an edge with its retail presence. "We have been a foodservice company for 25 years and remain true to that focus," echoes Flammer. "While this product was designed with foodservice in mind, it does cross over to retail and is a perfect fit for both."

Glass with sass

The packaging design was developed by the China Mist Brands team working closely with Robb Penney, owner of **602 Design (602/234-0235)**. The team created a look for China Mist Pure that could convey a quality product with exotic flair, says Biggins. "The results had to have a quality, contemporary, premium appearance that's sleek and says 'pure tea and fruit flavorings with nothing else added.' Each flavor includes pure water, pure organic tea, organic juice (in two flavors), natural flavors and that is about it. The teas are unlike anything else on the market, so much of that comes through in this beautiful bottle."

602's Penney worked on the product logo and the bottle before it was brought back in-house where the look and product copy was finalized, says Biggins. **TricorBraun (www.tricorbraun.com)** provides the sleek, tall, contemporary glass bottle with the hourglass shape, which is debossed on the shoulder with the CM logo.

The custom bottle had to be contemporary, Biggins tells *PD*. "The hourglass shape is very unique [for the tea category]. We wanted it to feel good in your hand and comfortable, like a perfect fit. We wanted it to be elegant, so that our teas would be completely different than other bottled teas because the tea inside is completely different."

Placed vertically, the label graphics are screen-printed in three colors including black, white and a main PMS color—that adds a splash of light green, deep green, purple, blue, red, orange or warm yellow—denoting the tea flavor. The China Mist name and Pure logo are set against a wave of translucent pale white, which connotes a

floating mist across the front panel. A 33-mm, silver-toned lug-style safety-button closure, also from TricorBraun, tops the bottle. China Mist Pure teas are described on the label as naturally flavored, with few calories, about 0 to 40 per serving (there are two servings per 16.9-oz/500mL bottle).

"We've been researching and experimenting with the idea for a bottled tea for more than 10 years, but had abandoned the project each time because it just wasn't perfect," Flammer explains. "We started distributing the new line in select markets in August. Advances were made in technology and equipment that allowed us to create a product good enough to carry our name. Since then, we've worked feverishly to create, test and design packaging for the beautifully bottled tea we are so proud to call China Mist Pure."

Among the copy on the back labels is a short paragraph telling the product story, and three certification symbol: one for kosher; one for the California Certified Organic Farmers (CCOF) U.S. Dept. of Agriculture organic certification; and the chasing arrows recycling symbol. Also included is a bar code, an ingredients list, Nutrition Facts and the company's web address. Made with white, green and black tea leaves selected from the tea gardens of Asia, China Mist is available in four exotic, unsweetened flavors and two lightly sweetened, lush blends.

The zero-calorie flavors include: Wild Blueberry Green Tea; Orange Blossom Ginger White Tea; Lotus Pear Green Tea; Dragon Fruit Black Tea. The two 40-calorie versions



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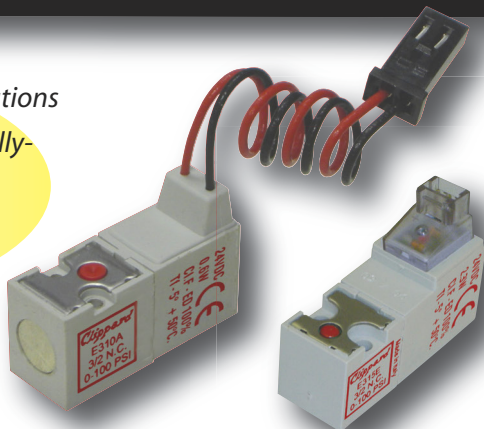
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containing juice comprise Tangerine Black Tea with pomegranate juice and Blackberry Jasmine Green Tea with lemonade. With a suggested retail price of \$3.49 to \$4.49, the fashionable bottle is sold singly at high-end grocery and other distinctive outlets, in 12-count shipping containers through the company's website and in 18-count multipack shipping cases to foodservice establishments.

The teas are contract-packaged by **H.A. Rider & Sons** (www.hariderandsons.com), Watsonville, CA on a bottling line that requires special care. Because the teas are kosher-certified, Rider must clean and sanitize all of the packaging and production equipment before every use, Biggins affirms. "They go through a complete 'kosherization' process, and a rabbi comes in before each production run."

Biggins goes on to say that China Mist Brands must meet USDA guidelines to purchase organic products and be a certified organic packer, as well. "The entire supply chain, from the tea field to the finished product must meet all of their guidelines."

She admits, however, that there were challenges in developing the packaging. "Finding the right contract packager was very challenging. The bottle is unique in so many ways that it didn't fit into any existing bottling lines. Making line changes isn't an easy thing. H.A. Rider made the necessary changes to run our bottle. The project took about 12 months total. We wouldn't settle for anything less than perfect, so it actually took a little longer than we anticipated."

Profitabili-tea

Since its debut, the tea has met with a phenomenal response from consumers, foodservice personnel

and retail buyers, the company claims. "One buyer for a high-end grocery chain who wasn't initially interested in adding more tea SKUs saw our bottle on the table and was ready to sign right way, without even tasting the product," Biggins recalls. "After tasting it, he was even more excited about the flavors."

Moving ahead, China Mist Brands

may look into extending the RTD tea line further, but currently has no immediate plans for that, Biggins says. "We're focusing on the full launch of China Mist Pure Bottled Organic Teas and reassessing our customers' needs to make sure we're quenching their thirst. You'll have to keep your eyes on us to see what we come up with next."

More information is available:

H.A. Rider & Sons, 831/722-3882.

www.hariderandsons.com.

602 Design, 602/234-0235.

Quest Industries, LLC, 209/234-0202.

www.questllc.com.

TricorBraun, 800/325-7782.

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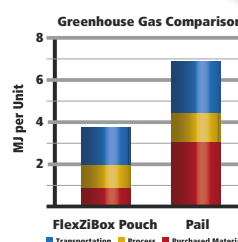
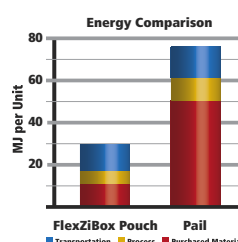
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The Amcor PET packaging plant in Blythewood, SC, produces more than 5 million plastic drinking bottles a day.

Software boosts efficiency at Amcor

PLANT-INTELLIGENCE SYSTEM provides the real-time information that enables managers to respond instantly to problems and keep the bottle-molding lines up and running.

Jack Mans, Plant Operations Editor

“Downtime” may be the dirtiest word in the manufacturing industry. It refers to that worst-case scenario on the production line, when a piece of equipment is not functioning properly. The line is halted and if this condition isn’t identified and corrected quickly enough, production targets are missed, customers become dissatisfied and money flies out the window.

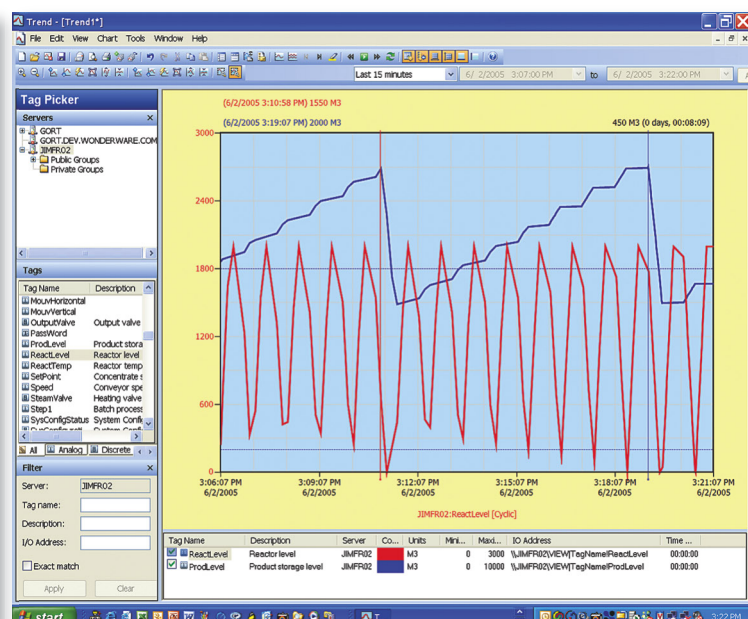
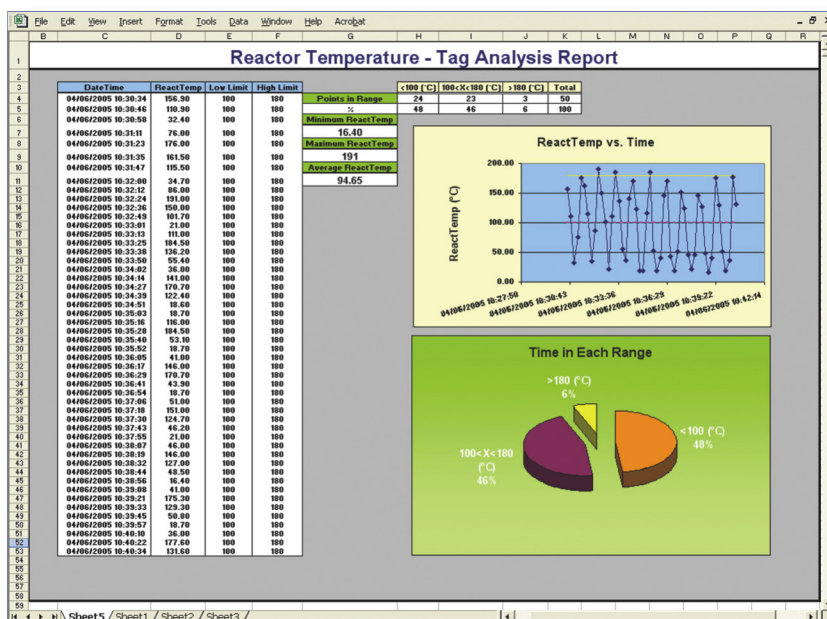
The Amcor PET packaging plant in Blythewood, SC, produces more than 5

million plastic drinking bottles/day. With aggressive goals for efficiency, cost reduction and customer satisfaction, Amcor turned to **Wonderware (www.wonderware.com)**, a business unit of Invensys Systems, Inc., for a plant-intelligence system that would provide the real-time information that enables managers to respond instantly to problems and keep Amcor’s lines up and running.

“The big thing for us is that we are an incredibly lean manufacturing operation,” says Thom Iwancio, systems engineer at Amcor’s Blythewood facility. Iwancio

is responsible for managing the plant’s information-technology requirements. “The typical operator runs three or four machines, and we don’t have time to second-guess ourselves,” he says. “We need to find out what the issues are quickly and concisely, so we can address them.”

PET is one of the most common plastic-packaging material options for the beverage industry, and Amcor plays a big part in keeping popular beverages on store shelves by providing the plastic containers used to package these drinks. Through its 50 plants



Trending, analysis and reporting software (onscreen above, right and left) provides data-trend analysis, sophisticated numerical-data analysis and the capability to publish real-time and historical plant information to the Web or to a company’s intranet site.

around the world, Amcor supplies PET containers to some of the world's largest makers of soft drinks, distilled water, juices, teas, sports drinks, dairy products, spirits and beer.

More than 45 different types of bottles for both hot and cold beverages are produced at the Blythewood plant, varying in colors, shapes and sizes, and including standard and customized designs. This makes the manufacturing environment highly complex and

We have to be able to prioritize. My boss used to talk about going after the big rabbits, but how do you know when you are chasing a big rabbit? Now we know.

challenging to manage. When an extremely lean manufacturing approach is added to the mix, success depends on intelligence and speed. Questions for such success include "What is happening on the plant floor right now?" and "How quickly can you respond to problems that might interrupt the production line?"

Usability and effectiveness

The Blythewood plant was built on a previously undeveloped site in 1998. This gave Amcor the advantage of being able to install brand new systems from scratch; Wonderware's InTouch software was an early choice for the facility's HMI requirements. Other systems were considered, but Wonderware's ease of use and effectiveness cinched its choice for the Blythewood facility.

"A lot of our selection decision was based on our confidence in Wonderware," Iwancio says. "Industrial automation is Wonderware's core business. They don't do anything else, and with this kind of concentration, they have gotten very good at it." Amcor's plant-intelligence requirements evolved over time, with the focus growing beyond process control and monitoring to encompass production-quality programs. To meet this new requirement, Iwancio has added and updated the plant-intelligence system's functionality,

pioneering what has grown into a corporate-wide vision.

"The original installations were all strictly InTouch software to manage HMI," Iwancio says. "As part of a corporate-wide, best-in-class initiative, management wanted to start recording key performance indicators, and we came up with a list of 10 for each basic process.

We installed the Wonderware IndustrialSQL Server historian to manage that task. After a couple of years, Amcor decided it was time to monitor and evaluate downtime instances to assess how it was affecting the company's overall production."

To achieve this, Amcor installed DT Analyst software, which is able

to provide the necessary downtime evaluations. "We might have been able to do this without DT Analyst software, but the process would have been expensive, time-consuming and inefficient," says Iwancio.

The PET bottle-manufacturing process starts with the raw material in the form of resin pellets. The Continued on page 30

It's another busy holiday season for your shipping department.

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A large book distributor that packs and ships more than 2,000 books per day needed a system that would automate the packing slip process for its online orders.

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Traditional packing slips are printed, bagged, and applied manually to the side of a carton. If one package can be processed in 30 seconds, it takes almost an hour to apply 100 packing slips. Using the MonoPrint, 100 packing slips can be applied in approximately three minutes, saving application time and freeing personnel for more important tasks.

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The typical operator runs three or four machines, and we don't have time to second-guess ourselves. We need to **find out what the issues are quickly and concisely**, so we can address them.



More than 45 different types of bottles are produced at the Blythewood plant, varying in colors, shapes and sizes.

pellets are fed into an injection-molding machine, where they are heated and shaped into preforms, which look like test tubes. The Blythewood plant makes millions of preforms each day, with many shipped to other plants that don't have their own injection-molding

capability. Others are stored for later use. The Blythewood facility forms the remaining preforms into finished bottles, which are labeled, palletized and shipped to customers.

Tracks historical data

Wonderware products,

starting with InTouch HMI and IndustrialSQL Server historian, and rolling into ActiveFactory reporting and analysis clients, SCADAAlarm event-notification software and DT Analyst asset monitoring and overall equipment effectiveness (OEE) software, participate in every step of this process.

Each machine on the plant floor has a set of performance parameters that must be met in order to keep the line going. An injection molder, for example, tracks melt and coolant temperatures, injection and packing pressures and the speeds of various components in the machine. External factors, such as ambient temperatures and humidity, are tracked as well. The raw data from industrial and business systems throughout the plant is fed directly into the IndustrialSQL Server historian through an Ethernet-based network. Once captured, data can be accessed

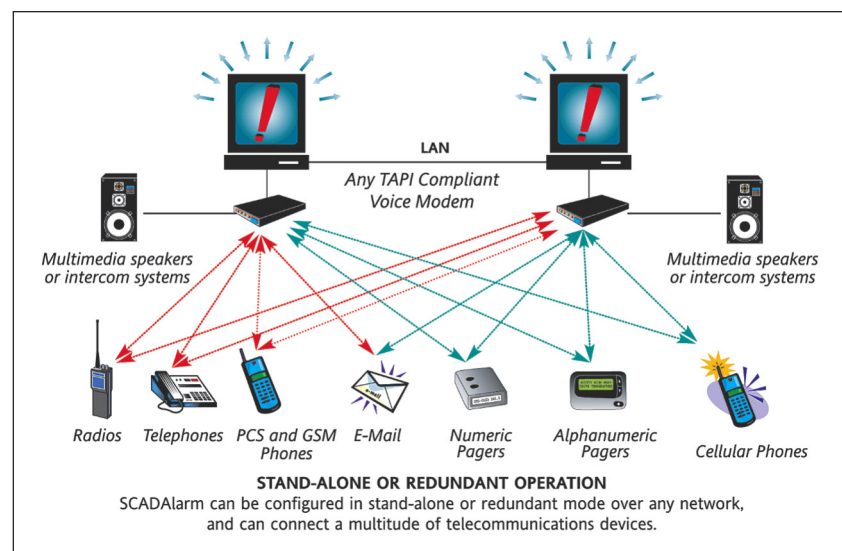
in real time by Wonderware's suite of plant-intelligence applications, including the InTouch visualization and control tool and DT Analyst software. Vital information is then sifted out and distributed to the people who need it.

"The biggest impact we've seen here is from DT Analyst software," Iwancio says. "DT Analyst software enables us to address the real issues and not chase phantom problems. We know how many times something triggered an alarm and broke down, and for how long. This enables us to quickly identify the underlying cause and address it appropriately."

DT Analyst software tracks OEE, which is a key metric for manufacturing organizations. OEE delivers a clear picture of what's happening with each individual piece of equipment on the plant floor and throughout the entire factory.

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SCADAAlarm software has built-in browsers for fast configuration of information from other data sources.

When used to its full potential, it can help companies avoid making unnecessary investments and help them focus on improving the performance of plant equipment that they already own. Additionally, Iwancio notes that DT Analyst software enables Amcor to prioritize its approach to issues “on the fly.” Using DT Analyst software, the company can ensure that problems that may have a significant impact on production receive attention and corrective action right away.

“Frankly we can’t tackle everything that comes up over the course of a day or week,” he says. “We have to be able to prioritize, and Wonderware’s production- and performance-management tools enable us to do that. My boss used to talk about going after the big rabbits, but how do you know when you are chasing a big rabbit? Now we know.”

Easy installation

The Blythwood facility installed InTouch and IndustrialSQL Server internally, but Iwancio relied on support from **InSource**

The analytical software enables us to address the real issues and not chase phantom problems.

Solutions (www.insourcess.com), a Wonderware value-added reseller, for the rollout of DT Analyst software. “We did one vertical line and then all the palletizers, which are a real bottleneck for us,” Iwancio says. “Because expanding it to the rest of the plant was really only a matter of adding connections, we hired a data-entry clerk and did the rest of the plant ourselves. Then it ramped up really quickly. We had it out to the whole plant in 60 days.”

Thanks to the work that Iwancio has done with Wonderware, Blythwood has become a performance leader in the Amcor corporate family. A number of other plants have adopted Wonderware production and performance-management tools throughout their operations, while selecting DT Analyst software as a corporate standard.

According to Iwancio, Wonderware has provided Amcor

with competitive advantages on two critical fronts. “It’s enabled us to reduce the workforce and run a much leaner manufacturing operation, and it’s helped us demonstrate our abilities to customers, which has given them a greater level of confidence in our manufacturing operations,” he says.

“Most people overlook the added benefit of qualifying your company to your customer. The customers

are interested in seeing how you are going to provide a quality product. When you can show them what you can achieve with DT Analyst, IndustrialSQL Server, ActiveFactory and InTouch software, you can prove to them your commitment to maintaining quality production and that you will continue to provide them with a quality product. That’s huge.”

More information is available:

Wonderware, a business unit of Invensys Systems, Inc.,
949/727-3200.

www.wonderware.com.

InSource Solutions,
877/467-6872.

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Linda Casey,
Associate Editor

QPSI prides itself on its innovation and flexibility. The supply-chain solutions company has specialized contract-packaging capabilities within a number of industries, including pharmaceutical, retail, promotional and sample packaging. In addition to its contract-packaging offerings, the company also sells direct-mail fulfillment and supply-chain solutions.

"The reason we cater to so many different industries and have so many different offerings is that it allows us diversified balance of our business in what is otherwise a very volatile type of business," says Jeff Wozniak, executive vp of QPSI.

"We found over our history—and we were founded in 1972, so we've got quite a bit of history—that focusing on one niche within that industry, just one type of packaging, really limits human growth and causes a lot of volatility. This makes it difficult to sustain profitability." Having a diverse range of services and multiple locations, QPSI needs to have a efficient estimating cost accounting system.

For more than a decade, the company has implemented electronic estimating and cost accounting. This was through a homegrown, Microsoft Excel-based system that QPSI developed and improved over the last 15-plus years. The Excel-based system was utilized for the company's daily cost accounting and its daily activity reporting.

According to Jason Tham, CEO of software development company **Nulogy (www.nulogy.com)**, homegrown solutions are not only common in the packaging industry, they often are a necessity. "Packaging is a highly underserved industry [by manufacturing requirement planning software developers]," he explains. "It's kind of a pain point that all packagers have. They manage it in their own way, because they have to."

Approximately two years ago, QPSI began to research for a new way to tackle the estimating cost-accounting needs. Its Excel-based system didn't have the ability to output reports or give historical data, including historical profit and loss

Striking Silver

With the data for its contract-packaging operation a click, away, QPSI discovers **CLOUD COMPUTING'S** silver lining in Software as a Service (SaaS) software model.

information, as it pertains to a project, equipment, the code, the package type or customer.

Instead, QPSI had procedures in place to do this manually.

Vetting the software and its developers

The contract packager first looked at some out-of-the-box software, but then decided it wasn't appropriate for its operations. QPSI then considered the arduous task of building an application in-house. "So we decided that we were going to develop our own system, and that entailed doing the design work, understanding the theory behind it, hiring a programmer and utilizing a lot of our own internal IT resources to pull together what we would need to do that," says

Wozniak. "We realized it was going to be a huge undertaking with high costs, a lot of risk and no guarantees."

A few months into the project of building its own software, QPSI made an important connection at the PACK EXPO International 2006 show. QPSI corporate industrial engineer Nick Johnson had discovered the Nulogy group and its PackManager software. Johnson introduced the gentlemen from Nulogy to the QPSI management team, and the QPSI team was impressed. "They said a lot of the right things," says Wozniak. "They said that their system and software could do everything that we were looking to do on our own and a whole lot more."

Although QPSI was impressed by Nulogy's presentation, the company still did its due

Nicotine patch line results from a commitment to innovation

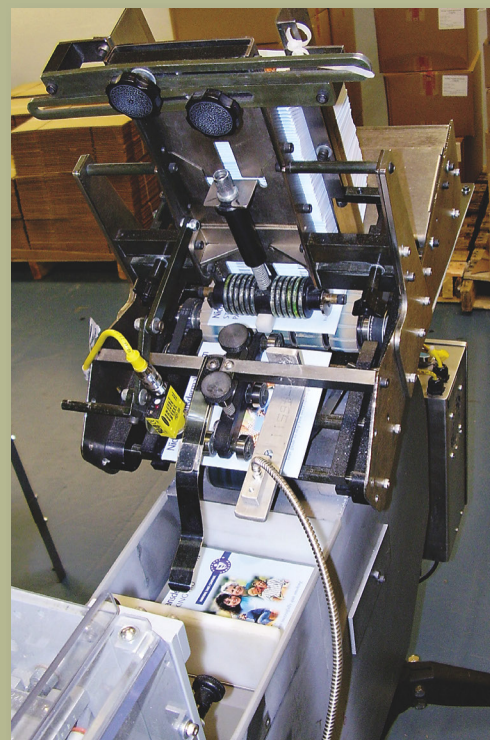
One of the packaging lines that is being used with the Nulogy system batch-counts and places nicotine transdermal patches into a paperboard carton. As just one part of a what QPSI's Jeff Wozniak calls "a whole arsenal of equipment" that is shared between QPSI's four facilities, the line also serves as an example of the contract packager commitment to flexibility and innovation.

The completely custom-engineered line, which is housed at QPSI's Steritek Division in Moonachie, NJ, was developed by a team of nearly 10 people who hailed from three different companies: **Scandia Packaging Machinery Co. (www.scandiapack.com)**; **Longford Intl. Ltd. (www.longfordintl.com)**; and QPSI. This packaging line, like other QPSI lines, was designed to be versatile, easy to change over and to automate what would otherwise be a manual process to help drive down costs.

"Having all this equipment and having it designed so it's flexible, this meets our needs to be, one, innovative, where we can combine technologies to come up with a unique solution to package something, and, two, flexible," says Wozniak. "Because we do a lot of the manufacturing of packaging lines, it is not a major feat to changeover or interface one line with another piece of equipment."

The nicotine transdermal patches are placed in paperboard container, which are formed by a Scandia

Continued on page 34



To help ensure high accuracy and prevent human error, patient information booklets are automatically feed into the packaging line.

diligence on the PackManager software and the Nulogy team. In addition to its research independent of the Nulogy's team input, QPSI also required follow-up meetings with the software-development company before it could move forward with the PackManager implementation. This was a long and detailed process, it says.

Moving to the cloud

Finally in fall 2007, the management team at QPSI trusted that what Nulogy was offering was in fact "the real deal." Within a year's time, QPSI has rolled out the application at two of its locations: one in Mechanicsburg, PA; and another in Moonachie, NJ. Nulogy has completed predesigned work to customize the application to QPSI's specific business needs, and the developers have done much of the customization already.

What QPSI gained with the PackManager software installation was more than the ability to quickly generate quotes. It also now has the ability go back and generate reports that give a fuller understanding of the cost accounting, and therefore operate more efficiently.

As a turnkey, supply-chain management software built for contract packagers, PackManager can deliver labor, production and inventory information in real time.

The latest version of the software is called PackManager Zero. The zero refers to the application footprint, maintenance and potential hassle for a contract packager's IT department. The application is provided using the Software-as-a-Service (SaaS) model based on cloud computing, where applications are served as web pages instead of being installed on company servers or PC terminals.

Nulogy CEO Jason Tham demonstrates how the company's now-Safari-compliant web application works on an iPhone.

The cloud computing movement is gaining traction because of its potential to minimize upfront investments, manage costs to benefits on ongoing basis, reduced total cost of ownership and lessen the burden on IT departments.

Explaining how SaaS can be even less intimidating for users than installed applications, Tham comments: "One of the things we

often ask is, 'Do you ever go to Yahoo or Google?' They respond yes. Then, we say, 'Well, what you are going to do is go to packmanager.net and log in with this. Look, that's your information; that's your enterprise.'"

Have data, will travel

Contract packagers can use PackManager to search quotes

and production history, copy old estimate and production data, mark up materials, labor and overhead, optimize the packaging line and model what-if scenarios in the quoting stage. The application tracks production and inventory in real time with a graphical job-scheduling interface, resource-capacity planner and production/consumption check

Continued on page 34



The Highest performance...



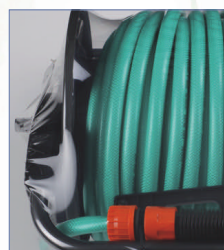
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reports. Packaging managers also can choose to view all inventory and production lines with every unit produced adjusting the inventory instantaneously.

At PACK EXPO International 2008, Nulogy formally introduced the capability to access real-time

navigating capabilities.

Nulogy reports that at least one of its customers has purchased iPhone hardware specifically to access packaging line data in real time.

Packaging-line data includes real-time monitoring of all packaging lines, captured reconciliation

It's part of how we are contending with the fact that costs are going up, and the market is becoming more competitive.

packaging information from an iPhone or iPod Touch. As a web application, PackManager has always been available on mobile devices such as Apple's iPhone or Research in Motion's BlackBerry. The company's recent announcement pertains to PackManager Zero's compliance with the Safari browser that is used on an iPhone or iPod Touch devices.

As a Safari-compliant application, PackManager Zero now is designed to run as smoothly on the iPhone as on a desktop PC, and it takes full advantage of the devices' multi-touch

of rejected units, and machine downtime. It also offers full work-in-progress inventory visibility. For when production doesn't go exactly as planned, there is an application dashboard that offers expected versus actual metrics.

Packaging managers can use the SaaS application to calculate required materials and immediately adjust the production calendar. A graphical user interface allows managers to quickly schedule jobs using click-and-drag motions or their multi-touch equivalents.

In addition to the ability to track more than 50 business metrics, PackManager Zero allows packaging managers to create their own customized reports using the application, automate invoice generation and provide a customer portal for clients that require more production visibility from their contract packagers. For operations that need Excel compatibility, PackManager Zero also can to export reports in Excel format.

"It gives us the tools we need now to become more efficient to find our problem areas and overall have robust continuous improvement process in place," says Wozniak. "It's part of how we are contending with the fact that costs are going up, and the market is becoming more competitive. It's impossible to increase our prices, even though our costs are going up."

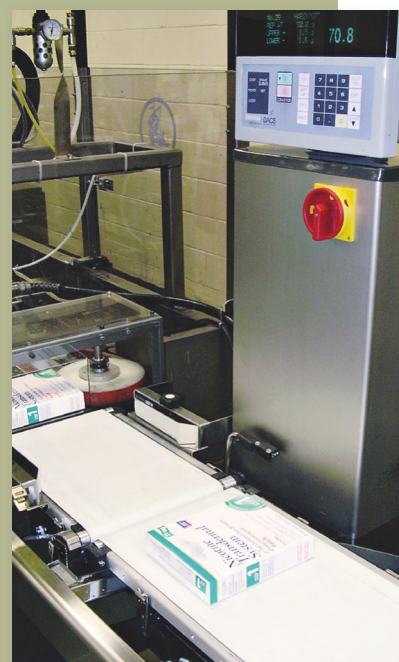
The program itself is designed to offer a quick return on investment.

Nicotine patch line (cont.)

cartoner that operates at 15 to 18 cycles/min and yields 30 to 36 packages/min. For the "Step 1" product that delivers 21 mg of nicotine over 24 hours, two Longford batch-count feeders place a total of 14 patches into the formed carton. The three-company engineering team integrated the batch-count feeders with a brochure feeder from **Streamfeeder** (www.streamfeeder.com). This allows automatic collation of the patches with the customer information booklet that provides important safety information that is specific to the product. Wozniak says the automatic collation is one way that QPSI helps protect against human error while compiling the pharmaceutical kit.

To further ensure that the ultimate consumer is receiving all necessary items, the completed package is weighed on a Ishida checkweigher that was supplied by **Heat and Control, Inc.** (www.heatandcontrol.com). Further consumer protection is provided by a **Videojet** (www.videojet.com) 37e ink-jet coder, which places both the lot number and expiration date on the bottom of each package. As part of the preparations for shipment to the customer's distribution center, the packages are grouped in sets of three and secured by an **ATS** (www.ats-tanner.com) polybander.

More information is available:
ATS-Tanner Banding Systems AG, 41/41-710-0603. www.ats-tanner.com.
Heat and Control, Inc., 800/227-5980. www.heatandcontrol.com.
Longford Intl. Ltd., 888/298-2900. www.longfordintl.com.
Scandia Packaging Machinery Co., 973/473-6100. www.scandiapack.com.
Streamfeeder, a Thiele Technologies brand, 763/502-0000. www.streamfeeder.com.
Videojet Technologies Inc., 800/843-3610. www.videojet.com.



As another quality-control measure, filled packages are weighed before shipment.



Patches are batch-counted before being collated with patient safety brochures.

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 sizes: min 8 x 6 x 4" · max 24 x 16 x 18"



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Based on the cost of \$20/hr to manage the same information, Tham estimates a six-month ROI for most contract packaging companies.

Ease of implementation

While it's evident that QPSI employees hold a high level of technological prowess, QPSI does credit Nulogy's support with the ease of implementation. At presstime, QPSI implemented the cost-accounting piece at facilities in Mechanicsburg and Moonachie. At these locations, the software is being used by estimators and project coordinators.

The software company provided two, one-week training sessions on the system from an estimation and production standpoint. Every Friday, QPSI and Nulogy employees meet to talk about any issues with the software and anything that QPSI would like to see integrated into the system. It's also an opportunity for QPSI to share lessons learned from the previous week.

Both standard and custom

Ongoing opportunities to improve the software is probably the strongest benefit associated with SaaS software. Because the application is being served via the World Wide Web, it can be continuously improved.

Nulogy takes advantage of this capability by rolling out updates on a monthly basis—if not sooner. Nulogy

chief technology officer Kevin Wong says the company gathers ideas for improvements from customers and observations of contract packaging as a whole. These ideas are integrated into a product road map, which has served Nulogy well. "So when a particular customization request comes from someone, we basically look at it and see if it fits into the road map already," says Wong.

"Frequently, this is the case."

When true customization is required, Nulogy goes through a more thorough request-for-features process that allows them to engineer something specific to that contract packager's operations.

Nulogy is working on an application program interface (API) that will allow third-party applications to pull from or interact

with the SaaS software. These modules will offer a standardized way for contract packagers to build their own modules and still take advantage of the strengths of the standardized PackManager Zero software.

More information is available:

Nulogy, 888/685-6491.
www.nulogy.com.

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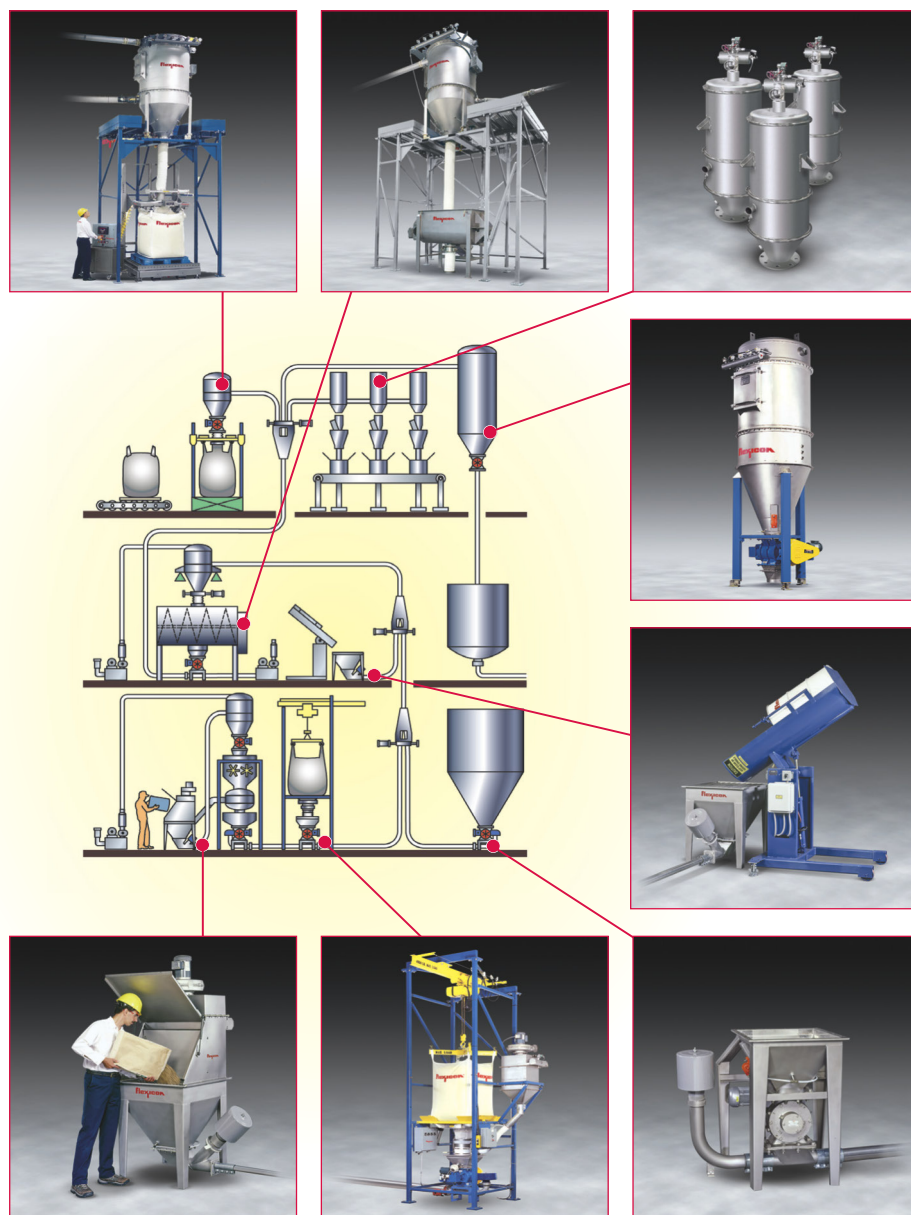
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Contract packagers

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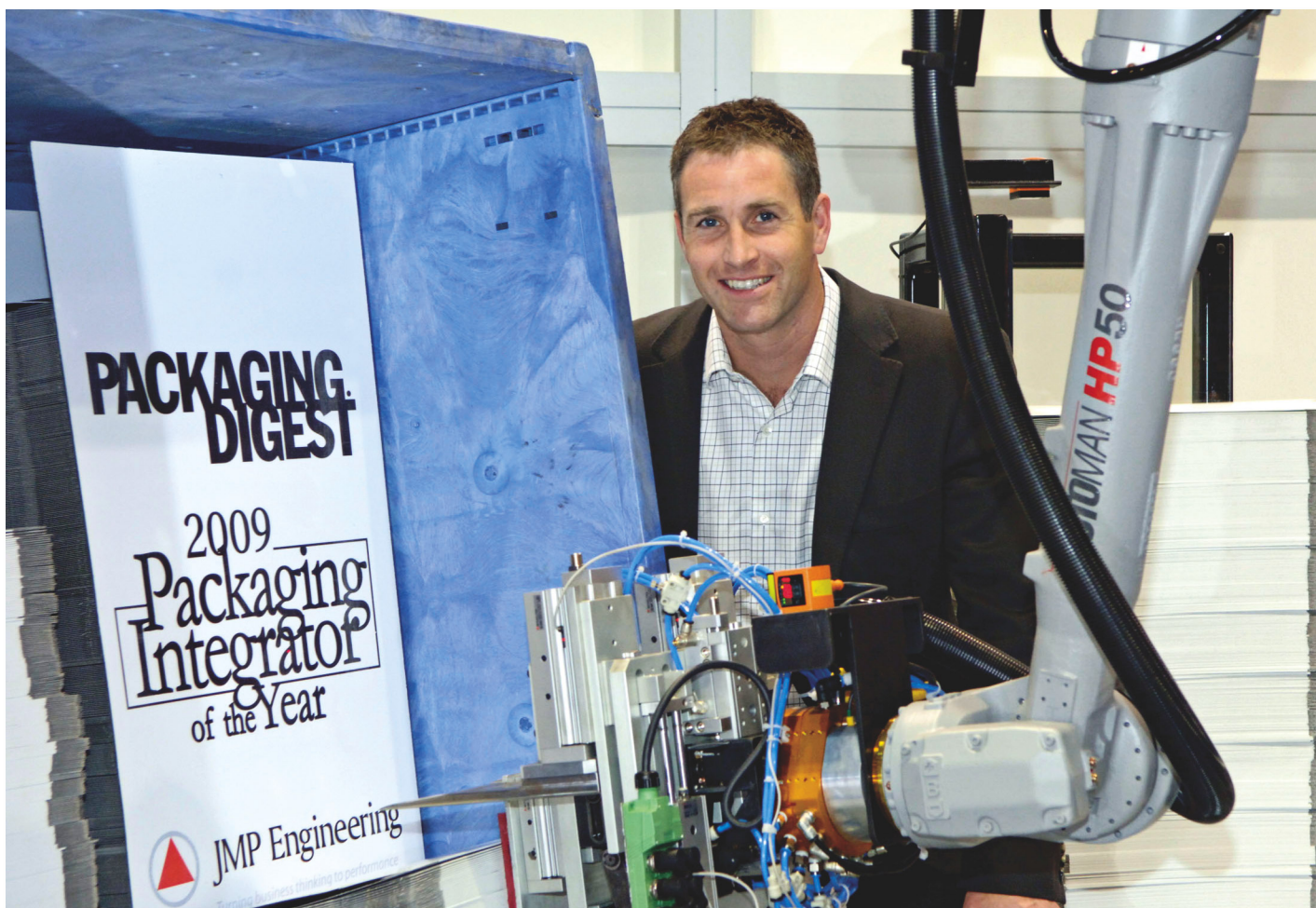
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At the recent PACK EXPO International show, JMP president and CEO Scott Shawyer demonstrates a flexible robotic bin-picking or depalletizing robot with a specialized end fixture.

Packaging Integrator of the Year

Packaging Digest selects **JMP ENGINEERING** to receive first System Integrator of the Year award.

Jack Mans, Plant Operations Editor

As packaging operations become more complex, particularly in the areas of automation, control and motion control, the need for technical expertise increases. Every year, more and more companies bring in system integrators to assist in the design, testing, installation and startup of their packaging equipment and lines. In light of this, *Packaging Digest*, in conjunction with sister publication *Control Engineering*, invited system integrators to submit entries for *PD*'s first System Integrator of the Year award. After reviewing the scores of entries that were received, **JMP Engineering** (www.jmpeng.com), a London, ON-based system integrator, was chosen as *PD*'s first "Packaging Integrator of the Year."

The award was presented Oct. 28 to Scott Shawyer, JMP president, for the company's outstanding work in the integration of automated packaging systems. The winner was chosen from a field of system integrators who had submitted examples of their work, with judging headed by consulting editor Vance VanDoren, who writes for both *Packaging Digest* and *Control Engineering* magazines.

"Packagers increasingly are turning to automation to stay competitive and are relying on system integrators to assist in the selection, testing, installation and startup of their packaging lines," says *Packaging Digest* editorial director John Kalkowski. "System integrators play a key role in developing equipment systems from multiple vendors. It's a matter of getting these machines to work together and talk to each other to achieve optimal levels of productivity that justify the costs of automating."

"JMP's strength in integrating automation and controls enables us to design agile packaging solutions for challenges that conventional products often can't solve," says Paul Wilson, JMP's vp of sales and marketing. Adds Ken McLaughlin, JMP automation director, "We are truly honored to be receiving this award. It supports the work we have been doing for manufacturers who need low-risk, low-cost packaging solutions to remain competitive and meet changing market needs."

Founded in 1987, JMP collaborates with manufacturers, applying expertise gained from integrating more than 8,500 projects to deliver automation, controls and information solutions that reduce costs and improve quality. With eight

branch office locations in North America, more than 120 professionals on staff and strong project management capabilities supported by Control System Integrator Assn. (CSIA) certification, JMP is able to meet the needs of its regional and international customers both efficiently and affordably. JMP is active in integration projects across a number of industries, including automotive, food and beverage processing, life sciences and metals processing.

Criteria for selection

PD's panel of judges chose the winner based on essays submitted by each entry. Membership in the CSIA, and CSIA certification figured prominently in the judges' decisions. All of the CSIA-certified integrators who entered the competition have demonstrated to a third-party auditor that they have and use established procedures. The judges were also impressed by the dedication to customer satisfaction professed by so many of the entrants and demonstrated by their customers' testimonials. A desire to finish every job properly, as well as profitably, was a common theme, as well as keeping their employees happy.

Said judge Dennis Brandl, president of BR&L

Consulting, "JMP Eng. exhibits the long-term stability and dedication to growth that exemplifies the best system integrators. It has a vision for excellence, extensive technical competence, an impressive list of successful projects, satisfied customers and also a sense of humor and family friendliness in its vision and its operations."

Judge Shari Worthington, president of Telesian Consulting, was likewise impressed with JMP's technical experience, as evidenced by its extensive collection of successful case histories. A marketing expert herself, Worthington also pointed to JMP's excellent marketing material, which she says is rare among automation-system integrators.

Judge Mark Hoske, editor of *Control Engineering*, was impressed by JMP's stated goal to "engineer solutions that make our customers successful and ultimately improve the quality of life of our customers, our communities and ourselves," meaning safer products, fulfilled employees, jobs in the local economy, safer workplaces, more enjoyable jobs and an improved environment. Both Hoske and Brandl commented on JMP's self-styled "Big, Hairy, Audacious Goal" to eventually generate \$2.6 billion in annual revenue, employ 8,600 people and speak 10 languages in 400 offices globally.

Turnkey case-packing project

A case-packing project at Omstead Foods, Ltd, Wheatley, ON, exemplifies JMP's approach to a project. This turnkey project involved the supply and integration of three case packers into existing manual, hand-pack packaging lines that were running onion rings, mozzarella sticks and poppers. Two operators per line worked in a refrigerated room, picking bags of frozen vegetables off of a conveyor and placing them into a shipping case. This was a very inefficient process.

The frozen vegetable business is very competitive, so Omstead had to invest in automation to reduce direct labor costs and increase production. It did not have an engineering

staff to handle such projects, and needed excellent project-management skills for the project, as it posed a challenging timeline. JMP's past performance on projects in the food and beverage industry, along with its local presence, made it the preferred supplier. After its selection, JMP integrated its project manager so tightly with Olmstead's team that JMP essentially became an

JMP Engineering exhibits the long-term stability and dedication to growth that exemplifies the best system integrators.

extension of Olmstead's internal team.

The most critical part of the project was the performance of the case packers. Based on JMP's experiences and relationships in the food and beverage industry, it selected a vendor that had an excellent track record of supplying such systems. JMP also had to create a new packaging line layout to integrate these case packers. This was extremely challenging because of the limited space available. It required a study of the conveyor levels, and the clearance of the cases in and out of the case packer required creative solutions from JMP.

JMP created a project timeline to limit production impact of the system integration and developed a detailed mechanical and electrical specification and updated layout for the project. Based on Omstead's approved, JMP developed detailed bid packages and chose contractors that had competitive prices and experience at Omstead's facility. When the case packers were ready for shipment from the vendor, JMP and Omstead representatives worked at the plant for factory acceptance testing. JMP also coordinated and supervised the building, installation, integration and commissioning phases of the project.

The three packaging lines now are fully automated and no operators are required after the upstream sorting and inspection station. The project allowed the reduction of 12 operators.

Agile packaging solutions

Another example of JMP's technical expertise is its Agile Packaging Solutions, which are branded sets of packaging systems that combine standard off-the-shelf components with robotics, vision technology and advanced controls engineering to automate manual operations that have never been automated before due to cost or technology limitations.

Each solution is tailored to the individual needs of the manufacturer and delivered using JMP's standardized project management methodology and toolsets to

ensure ontime delivery. Solution pricing begins at \$275,000, including the robot and components.

The Autoflex Loader®, which was demonstrated at the recent PACK EXPO International show, is a production-ready, flexible, bin-picking or depalletizing solution that provides an economical solution to common labor issues. With lower initial capital costs and a faster return on investment over other solutions, its benefits can be experienced immediately.

The Autoflex Loader eliminates non-value-added labor tasks of bin unloading, reduces expenses associated with performing ergonomically undesirable tasks and increases system throughput as operators with heavy parts and/or lift assists are often the process bottleneck.

It also has lower initial capital costs by minimizing part-specific tooling and fixturing and allows easy redeployment from one application to the next through simple reteaching of the robot and vision system.

Other areas of JMP Eng.'s expertise include industrial safety compliance, radio frequency identification (RFID) projects, overall equipment effectiveness and energy management.

More information is available:
JMP Eng., 905/851-8700. www.jmpeng.com.

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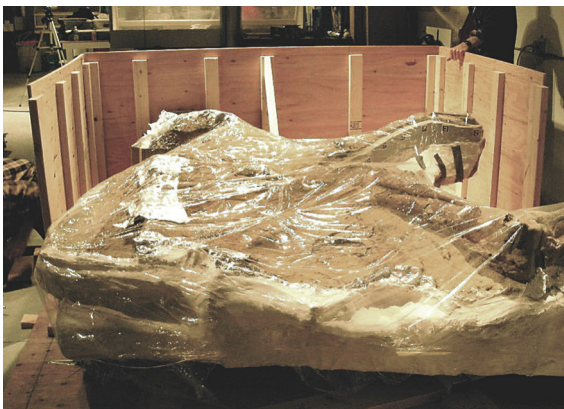
After spending 77 million years underground, a 'mummified' dinosaur is unearthed. An irreplaceable artifact, it's transported in **PROTECTIVE PACKAGING** from its 'burial site' to the Johnson Space Center in Houston.

Lauren R. Hartman, Senior Editor

How would *you* safely package and transport a 77-million-year-old, mummified dinosaur? **Sealed Air Corp.** (www.sealedair.com) knows how to do it, and it answers with a resounding, "very carefully."

In fact, the job was such an amazing and unusual one, that Sealed Air and its dinosaur story are the subject of a *Discovery Channel* television network episode called, "Secrets of the Dinosaur Mummy," which aired on cable television in September.

Leonardo, a duckbilled (*Brachylophosaurus Canadensis*) dinosaur that roamed the earth all those millions of years ago, was found in 2000 in



Encased in rock, the dinosaur fossil was shrink-wrapped in film and shipped in a foam-cushioned crate, above.

Montana, almost completely intact. Ninety percent of his body is covered in skin, which meant that a remarkable preservation existed. The fossil hunters know what he ate for his last meal, which consisted largely of leaves, including ferns, magnolias and conifers. A four-legged, three- or four-year-old (when he died), he is also one of the most

unexpected and important dinosaur discoveries of this age, they claim.

He was found by a team of amateur geologists and paleontologists who were exploring the town of Malta, MT, and named him Leonardo after seeing some graffiti on a boulder near where he was discovered that read, "Leonard Webb and Geneva Jordan, 1917."

The crew of more than 25 volunteers, which founded what is now the Judith River Dinosaur Institute (JRDI), actually discovered what it believes is the first dinosaur mummy with intact digestive tract contents—a once-in-a-lifetime discovery.

Scientists have more than just its skin and bones to fully reconstruct how Leo looked and lived. With

An opportunity like this is rare. Transporting a 77-million-year-old, irreplaceable item was beyond my wildest dreams.

fossilized samples of the digested food still inside the viscera, plus its joints, the team of scientists also was able to create a reconstruction of the giant dinosaur, accurately, both inside and out, which they claim is a first.

Suspecting there would be fossilized organs within the dinosaur's torso, the team members agreed that the remains needed to be scanned at the National Aeronautics & Space Administration (NASA) in Houston. So Leo, who was incredibly

preserved through the eons in rock and weighs two tons, would have to be moved 2,000 miles to NASA's Johnson Space Center where he could be studied further using state-of-the-art equipment.

A member of the science team solicited help from Sealed Air packaging experts to create a protective package that could safely transport Leo. The entire journey was recorded for the *Discovery Channel* documentary.

You want to ship what?

But flying the specimen's remains to NASA in Houston was out of the question, the team realized. The nearest airport of any size was in Billings, MT, more than 200 miles away.

Such a trip would require multiple handlings on and off vehicles and aircraft, which would have been outside of the team's control. Leo would have to be shipped by truck.

Funded primarily by various donations, sponsorships from industry and other private and public sources, donations of time and materials for the packaging portion of the project and the rights provided to the television production group to create the eventual *Discovery Channel* program, the packaging portion of the project began taking real shape when Art Anderson, a member of the science team, started to look for a way to package the mummified dinosaur gently enough to withstand truck transportation.

The packaging request was definitely the most unique that Bill Armstrong, technical development manager at Sealed Air, says he has ever received. "It was a true chance in a lifetime," he says. "We had use of a specific vehicle and we oversaw all loading and unloading operations. It was felt that shipping the specimen by air would have been too complex and risky for our purposes."

Armstrong led the packaging end of the project, which included designing, testing and implementing a package to transport the irreplaceable artifact across the country. He assembled a team of packaging experts from Sealed





With a final packaging design strategy, the packaging team hand covered the fossil with a shroud of protective film over its exposed surfaces so that if anything dislodged, it could be repaired later.



A shock-isolation system was designed to sustain the 4,000-lb specimen using foam padding on which the entire crate rode.

Air, the **International Safe Transit Association [ISTA (www.ista.org)]**, **Lansmont Corp. (www.lansmont.com)** and the U.S. Navy to create a custom containment design. The team worked throughout 2007 to create a custom solution with the support of Sealed Air's Packaging Dynamics Lab in Danbury, CT. Armstrong led the team in planning and made several trips to Malta. The packaging team then traveled there in February 2008 to execute a design it finalized in the Packaging Dynamics Lab.

Rocky but fragile surface

Before the fossil could be shipped, however, the science team spent several days preparing and stabilizing the actual rock surface of the dinosaur. After the time spent exposing the surfaces to the point where further study could be possible, many parts of the actual surface of the specimen were quite exposed and fragile. "The specimen

wasn't a solid hunk of granite—it was a soft, sandstone-like composite," Armstrong remembers. "I recommended that we shrink-wrap by hand a shroud of CorrTuff film over the exposed surfaces so that if any piece or component of the top plane of the specimen were to become dislodged, it

4x4- and 6x6-in. lumber to provide a stable lateral support structure for what it now believes was a 4,000-lb fossil load, the wooden crate measured about 12.5-ft-long, approximately 4-ft-high and just a bit less than the width of the trailer used to transport Leo. The team also completed a shock-

The [packaging] team didn't yet know what the scientists found inside the fossil...but **nothing was displaced** during transit.

could be kept in place for recovery and repair upon arrival, should it so be needed. Luckily, when we arrived [in Houston], we noticed that the CorrTuff served essentially as an insurance policy only."

During their three days on-site, the packaging team assembled a base and a reinforced plywood crate on which the fossil would travel. Made of

isolation mounting system on which the wooden crate would ride.

"The shock-isolation system we designed consisted of an external pad using resilient foam on which the entire crate would ride in the trailer," explains Armstrong. "Consulting with several

Continued on page 40



The outer surface of the dinosaur specimen wasn't dry bone. Ninety percent of his body was covered in skin, a remarkable preservation.

shock-mount system design engineers at the U.S. Navy Weapons Center at Colts Neck, NJ, we all agreed that for this particular set of challenges, such a system would be preferred for both development and assembly

perspectives. Our objective in the shock-mount development, was to provide a design that would have minimum damage potential for the equipment, during the journey, had the product-response characteristics, etcetera.”

Foam, film, foam

Leonardo was lifted off of its supports in the JRDI field station and mounted onto the base for transport. Next, it was shrink-wrapped in Sealed Air's CorTuff® high-abuse shrink film to stabilize its fragile surface. The shrink film is strong enough to withstand high abuse and is often

4 Four considerations when shipping irreplaceable items:

- Product weight
- Product dimensions
- Packaging materials
- Package damage in-transit

used with such items as rugs and other textiles and building materials, Sealed Air reports. The film works with a wide range of product shapes, weights and sizes, from large consumer goods

to odd-shaped item, so was most suitable for the odd-size artifact pieces in this case. The wrapped fossil was blocked and braced using Instapak® PU foam cushioning and placed in the crate. The Instapak foam-in-place material expands up to 200 times its liquid volume in seconds to form protective cushions.

The packaging team carefully moved the assembled crate to the trailer and mounted it atop a shock-isolation system, layered with 3 in. of Sealed Air's Stratocell® H PE foam. Featuring up to 6 in. of thickness in half-inch increments, Stratocell H foam provides cushioning protection



After 'Leo' was shrink-wrapped, 'he' was blocked and braced in protective PU foam packaging, which expands up to 200 times its liquid volume in seconds.

against repeated shock and cushions light or heavy objects.

“The basis for the shock-mount performance was in the use of the Stratocell H foam,” Armstrong explains. “We asked Lansmont if they would support our development through the use of some of their transportation environmental measuring systems in a test-ship program, using the actual tractor/trailer equipment that would be used in the eventual shipment.”

Lansmont agreed, Armstrong tells PD, and the test shipment—750 miles each way from Malta to Ogden, UT, and back—was executed in August, 2007. The information gained from that test was then used to support the design of the ultimate shock-mount assembly.

Development work at the Sealed Air Packaging Dynamics lab included a review of Lansmont's vibration data from the test shipment.

Sealed Air provided the materials, the design, the development and testing for the crate, shock-mount assembly and interior packaging, blocking and bracing as part of its overall sponsorship of the project.

The team then created what Armstrong defines as a transmissibility protocol using what the team felt would be a representative vibration level and composition for the shipment. “We tested several different foam alternatives as far as density and thickness goes, and found that Stratocell H provided the best combination of resilience and vibration performance for these conditions at the required thickness and loading parameters,” he says.

No sand out of place

After the 2,000-mile trip by truck, “not a grain of sand was out of place,” according to one of the scientists. Upon arrival in Houston, the science team began scanning the fossil to determine if any fossilized organs were present. The crate was gently removed from the truck into a NASA hangar where it was finally opened.

The scanning took place under strict security, and the findings were revealed when the documentary—being filmed throughout the process—aired worldwide on Sept. 14.

“An opportunity like this is rare,” Armstrong sums up. “Working with

Packaging team leader and Sealed Air's technical development manager Bill Armstrong stands in front of a replica of Leonardo and behind the actual dinosaur fossil itself.



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Lifted by forklift off of its supports at the Judith River Dinosaur Institute field station, near right, Leo was then mounted onto the transport system. Stabilized and braced for the long trip, the shipment, far right, then headed to NASA without a hitch.



a team of experts to transport a 77-million-year-old, irreplaceable item was beyond my wildest dreams." At that time, the team didn't yet know what the scientists found inside the fossil, Armstrong points out, "but we know nothing was displaced during transit. We had to watch the documentary to find out what was revealed. I would, at best, paraphrase my understanding of what the scanning team and overall science said in the program, but the team seems to have found at least a couple of organs, in addition to a lot of information on the digestive tract of this creature, etcetera. From what I understand, the team feels that they have found the liver and what is very likely to be the heart of the dinosaur, judging by their scans."

On exhibit

An extraordinary archeological find, the mummified Leonardo, with more than 90 percent of its body covered with fossilized soft tissue, is one of only four existing *Brachylophosaurus* specimens unearthed to date.

Starting on Sept. 19, 2008, Leonardo went on display at the Houston Museum of Natural Science in a specially created exhibit.

According to Armstrong, the JDRI was founded to provide the location and resources necessary to continue to develop the science part of the project. The actual discovery site had once been a tire store at one of the main intersections in the middle of Malta.

The facilities also provided tours and visits throughout the summer so that individuals could stop in to see the fossil as working scientists continued to reveal and study what they had unearthed.

More information is available:

Sealed Air Corp., 201/791-7600.
www.sealedair.com.
International Safe Transit Assn.,
517/333-3437. www.ista.org.
Lansmont Corp., 831/655-6600.
www.lansmont.com.

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Jack Mans, Plant Operations Editor

Quick Energy®, a new energy drink from Viva Beverages LLC, Southfield, MI, is designed to provide instant energy for on-the-go people. The drink contains B vitamins, amino acids and antioxidants, but no sugar, no herbal stimulants and only as much caffeine as a cup of coffee. The healthy ingredients in Quick Energy can be obtained in everyday foods or are nutrients your body makes naturally.

This past September, Viva introduced the product, which is packaged in a two-oz shrink-wrap-labeled bottle that sells for \$2.99. The new energy drink is produced for Viva by Surefil LLC, a Grand Rapids, MI-based contract manufacturer, dedicated to running personal care and over-the-counter liquids, lotions, creams and gels.

Packaging Digest visited the Surefil plant two years ago, when it first opened, to do a story about its first packaging line. Since then, the company has expanded dramatically and now has the capacity to produce more than 120 million units annually in bottle and jar sizes ranging from 2 to 48 oz. It also has alcohol registration with the state of Michigan. Surefil runs more than 75 different SKUs in 17

High-energy effort

Grand Rapids, MI-based **CONTRACT PACKER** Surefil LLC runs a new energy drink for Viva Beverages LLC in an eye-catching 2-oz bottle.

different packages, and that number is growing continually.

“We looked at a number of contract packagers to produce Quick Energy, and Surefil’s plant was the cleanest and most sanitary,” says Matthew Shiffman, Viva Beverage’s director of operations. “Quick Energy is a certified kosher product, so the equipment had to be cleaned and sanitized before and after every run. We were blown away by the great condition of the plant. Surefil also had almost all of the equipment they needed to run our product, and they could get the necessary change parts with no problems. Other contract packagers we looked at would have had to buy or lease equipment to run our product,

the highest-quality water of any competing product on the market,” says Shiffman.

For initial test-market production, Surefil ran the Quick Energy bottles on a short-run packaging line that features a six-head, in-line filler from **E-Pak Machinery** (www.epakmachinery.com). The unit, which runs 26 bottles/min, incorporates air-operated ball valves on the fill nozzles that are controlled by an Allen-Bradley PLC from

Quick Energy is a certified kosher product, so the equipment has to be cleaned and sanitized before and after every run. We were blown away by the great condition of the plant.

and we would have had to make some financial commitments for that.”

Another reason that Viva chose Surefil is the superb quality of the water it puts into products. The company installed a reverse-osmosis (RO) treatment system for the water used in products that removes up to 98 percent of dissolved inorganics, more than 95 percent of total dissolved organics and all colloidal and suspended matter larger than 0.05 micron. “This gives Quick Energy



Perforated shrink-sleeve labels provide a vivid shelf presence for the small Quick Energy® bottles.

Rockwell Automation (www.rockwell.com).

The operator enters the time that each valve should be open in increments of 0.01 min to discharge the proper amount of product.

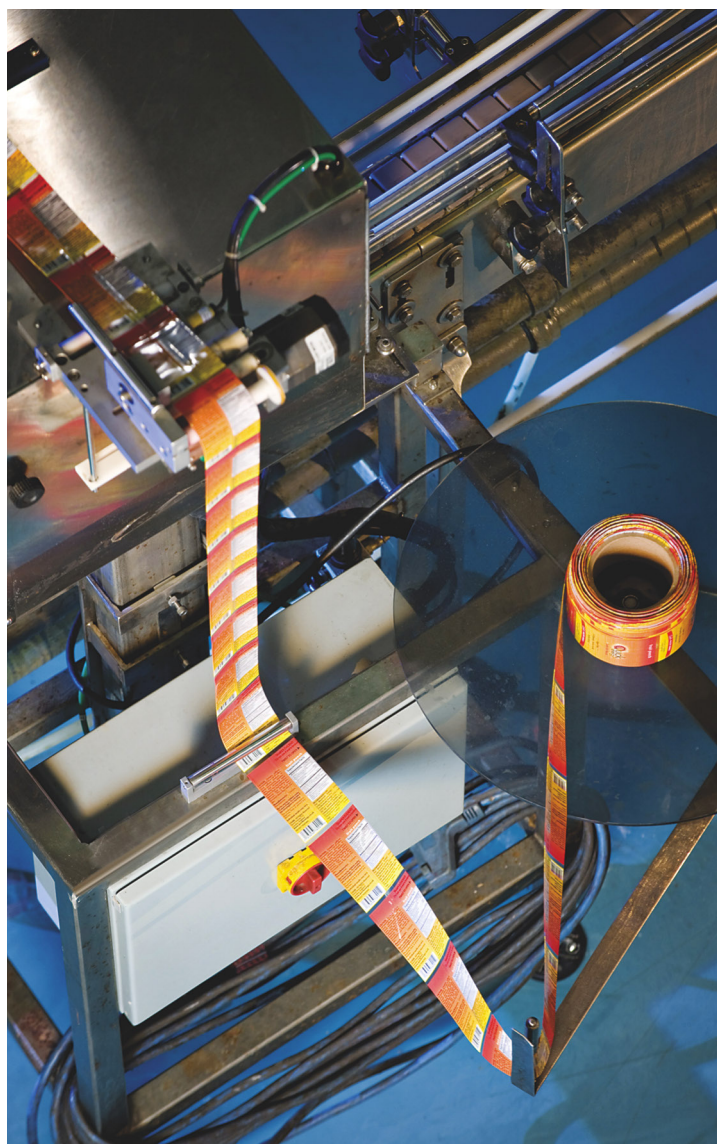
After capping, the bottles travel through a new Model 500 Autocapsealer from **Marburg Industries, Inc. (www.marburgind.com)** that applies the PETG shrink-sleeve labels to the small Quick Energy bottles. The labels, which are ultra-violet, flexo-reverse-printed in five colors, are supplied by **Anchor Printing, Inc. (www.anchorprinting.com).**

The 2-oz PET bottles and the 20/410 fine-ribbed, continuous-thread closures are supplied by **Berlin Packaging (www.berlinpack.com).**

Bottles enter the continuous labeler through a wheel that spaces them properly, and a photoeye after the wheel senses the presence of a bottle and triggers the label application. The film label material is supplied on a roll, and a servo drive moves it through the cutting operation. The flat tube of material is opened and cross-creased, and it is then cut through a clear four-mm space between consecutive labels by a guillotine cutter. The opened, cut label is held by vacuum in a slightly cocked orientation above the conveyor, so the leading edge of the moving bottle catches its front edge, and the label is then pushed fully onto the bottle by a plate attached to a descending air cylinder. This design provides continuous bottle movement without requiring the machine to be stopped for label application. The machine is controlled by a PLC that is programmed with the length of the label and controls the servo drive. After the label is applied, the bottles travel through a heat tunnel that shrinks the labels.

Line runs range of products

Surefil is now running the Quick Energy bottle on a line that was described in detail in the December 2006 issue of *Packaging Digest*. Following is a synopsis of the line. Systems integrator **Integrated Packaging Machinery (www.callipm.com)** designed the line, developed the line layout, helped select equipment and assisted with the equipment installation. It standardized on controls from Rockwell Automation. To start the packaging operation, the bottles are unscrambled by a machine from **New England Machinery, Inc. (www.neminc.com).** They then are filled and capped by a monobloc unit from **Ronchi America, LLC (www.ronchiamerica.com).** After the capper, the bottles enter a unit from Marburg



The shrink labels are supplied as a flat tube that is opened and cross creased, and then cut through a clear four-mm space between consecutive labels.

that applies tamper-evident bands. This is followed by a pressure-sensitive labeler from **Shorewood Engineering, Inc. (www.shorewoodengineering.com).** An ink-jet printer from **Domino Amjet, Inc. (www.dominoamjet.com)** then applies a date and lot code to the bottom of the bottle.

Cases are erected by a machine from **Pearson Packaging Systems (www.pearsonpkg.com),** and workers manually pack the bottles into the cases, which are then conveyed to a Pearson case sealer. Sealed cases travel past another Domino ink-jet printer for cases and are manually palletized, after which they are stretch wrapped by a machine from **Robopac (www.aetnagroupusa.com).** **Change Parts, Inc. (www.changeparts.com)** supplied change parts for a number of the pieces of equipment.

Surefil has made a number of upgrades to the line since PD visited in 2006. Some of the bottles

running on this line have oval snap-caps with hinged lids, and the companies want the hinge facing backwards, so Surefil installed a capper from **E-Pak Machinery** after the Ronchi unit to apply these caps. Caps are loaded into the rotating hopper of a cap feeder from **Custom Feeder Co. (www.customfeeder.com)** that delivers them open-side down into a chute that carries them to the capper.

Caps properly aligned

Because the caps are oval, they are already in the proper axial orientation, but to ensure that the hinge is facing backwards when the caps are applied, they travel through a starwheel, where fingers turn the caps with the hinge facing frontwards 180 deg so the hinge faces backwards. Gripping belts guide the container securely through the completion unit where a press-down belt snaps the caps into place.

Surefil installed a pressure sensitive labeler from **Universal Labeling Systems (www.universal1.com)** after the Shorewood labeler to apply specialty labels. Sometimes referred to as violators, these specialty labels are generally small and are used to draw extra attention to products on the shelf. Typical violators may carry messages like "33 percent more product," "wow," "new product" or "try me."

The Model 500 Autocapsealer from Marburg was moved from the short-run line to this line to apply the shrink-sleeve labels to the Quick Energy bottles.

"Any new business venture is a challenge," says Shiffman, "but Surefil has done a terrific job for us. They've understood our needs and have been great about working everything out. They've met all of our expectations as a partner in the copacking industry."



■ More information is available:

Anchor Printing, Inc., 248/335-7440.
www.anchorprinting.com.
Berlin Packaging, 800/723-7456.
www.berlinpack.com.
Change Parts, Inc., 231/845-5107.
www.changeparts.com.
Custom Feeder Co., 815/654-2444.
www.customfeeder.com.
Domino Amjet, Inc., 800/323-4754.

www.dominoamjet.com.
E-Pak Machinery, 219/393-5541.
www.epakmachinery.com.
Integrated Packaging Machinery,
 616/531-7758. **www.callipm.com.**
Marburg Industries, Inc.,
 760/727-3762. **www.marburgind.com.**
New England Machinery, Inc.,
 941/755-5550. **www.neminc.com.**
Pearson Packaging Systems,
 509/838-6226. **www.pearsonpkg.com.**

Robopac, 678/473-7896.
www.aetnagroupusa.com.
Rockwell Automation, 414/382-2000.
www.rockwell.com.
Ronchi America, LLC, 201/802-1901.
www.ronchiamerica.com.
Shorewood Eng., Inc.,
 952/935-3819.
www.shorewoodengineering.com.
Universal Labeling Systems,
 727/327-2123. **www.universal1.com.**

sustainability

If I were to select the single most misused and misunderstood word used today in the packaging arena, I would have to say “biodegradable.” There is no better example of the latest hype than a stroll through the aisles of PACK EXPO International 2008. After polling vendors about biodegradability claims and what data substantiates these claims, it seems that the term, “biodegradable” should raise a greenwash warning flag, especially when applied to fossil fuel-based plastics.

Like the term “renewable,” there is a sense that

The trouble with biodegradability

use of the term, “biodegradable” communicates something inherently environmentally virtuous. Why so? Nature biodegrades some things pretty well: leaves, people and other bio-based materials—all current carbohydrates that microorganisms have evolved to recognize and eat as food, leaving behind nutrients, minerals and evolving heat and carbon dioxide. The situation is very different when we talk about synthetic, fossil fuel-based polymers that microbes don’t necessarily recognize as food. Despite this, “biodegradable” is perceived as a positive word to consumers and there is widespread belief that “biodegradable” means that something disappears, according to an American Chemistry Council survey.

Even if we successfully engineer fossil fuel-based polymers to be truly biodegradable within a timeframe that is meaningful to consumers and composters, I still question the environmental benefit of taking a 100 million-year-old fossil fuel-based polymer that is non-renewable and adding it to a landfill to biodegrade. We live on a planet that is so oversaturated with respect to carbon that the last thing we need is to add more fossil carbon to the system. What we need to do is recognize plastics as a valuable material resource, and then collect and recover plastics much like they do in Europe.

We do an abysmal job of collecting and recovering plastic packaging in the U.S. According to the U.S. EPA, we currently landfill 90 percent of all fossil-fuel-based plastic packaging. Perhaps biodegradation is perceived as a benefit because there is a general misperception that it solves over-dependence on landfills. But this misperception comes from a widespread misunderstanding of landfills, compounded by the lack of a coherent, national strategy for post-consumer materials management. One of the most significant misperceptions is that

landfills are big compost piles. They aren’t.

Today, landfills are built and lined with heavy-gauge plastic to prevent any leaching of contaminants into the ground water. Once it’s filled, a landfill is capped to prevent any moisture from entering.

Landfills are designed to entomb things, not to encourage biodegradation. Even if something is inherently biodegradable, such as paper, the moisture, oxygen and microbial conditions for biodegradation don’t readily exist in a landfill. We find newspapers in them from decades ago that are still intact.

The exception to this general rule is wet organic materials, like food and yard trimmings, which comprise about 25 percent of all U.S. municipal solid waste. These materials do have a tendency to biodegrade in landfills, but in the oxygen-deprived conditions of a landfill, they emit methane, a gas with 23 times more greenhouse gas potency than carbon dioxide.

If we are going to encourage biodegradability in materials, we need composting facilities as a recovery system designed to manage the problem.

We would get significant environmental benefits if we removed readily biodegradable materials out of landfills. And we need to collect and recover valuable fossil-fuel-based materials, because they’re nonrenewable, and our children might need them some day. This speaks to the need for a broad national strategy for materials recovery encompassing all materials, be it polymer recycling or an infrastructure for composting. As it stands, we’re capitalizing on a lack of understanding by touting claims that don’t hold up, given the reality of our infrastructure.



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

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This Forest Stewardship Council-certified forest is managed to produce forest products while maintaining the forest's ecological functions and biological diversity.

Certifiable protection

By **PROVIDING EVIDENCE OF COMPLIANCE TO REPORTING STANDARDS**, sustainable forestry organizations can help packagers authenticate their 'green' packaging claims.



To ensure chain of custody, wood harvested from a FSC-certified forest is clearly marked before shipment.

Linda Casey, Associate Editor

Materials for paperboard packaging and labels can be made from a varied array of sources, including virgin fiber, recycled fiber, sustainably forested fiber or a combination of any or all of these sources.

Recycled fiber generally is considered the first choice for eco-conscious paper products, and many, if not most, modern consumers and packaging operations are familiar with the two most common types of recycled paper fiber: post-consumer and post-industrial.

Post-consumer materials are made from finished products, including packaging, that consumers have deemed as at the end of the useful lives. These spent products are separated from the wastestream by consumers or municipalities and then sold to manufacturers to be broken down into raw materials for reuse. Post-industrial material is scrap virgin material collected during a manufacturing process instead of being discarded. Post-industrial materials differ from post-consumer materials in that these fibers have not been manufactured and sold as an end product before being recycled.

Biodegradable materials, limited recyclability

The problem with recycled fibers is that forest products are easily biodegradable and products made from these sources can only go through a finite number of recycling

cycles before they are no longer usable.

A study by **Metafore** (www.metafore.org), a nonprofit organization that specializes in helping businesses to evaluate, select and manufacture eco-friendly wood and paper products, found that the estimated longevity of container board materials, when no fresh fiber is introduced, currently is about seven months. Metafore projects the maximum lifetime for recycled container board fiber is 13 months.

While the study did not specifically examine label-grade papers, it did evaluate the number of usable recycling cycles for the often-comparable printing and writing papers, and the news for paper fiber longevity is even more dismal. According to Metafore's evaluations, the current longevity for printing and writing paper fibers is one month and the maximum projected lifetime wasn't much better than two months. Metafore researchers concluded that the total fiber stream requires continuous inputs of virgin fiber — even if all fiber is recycled.

Public perception of wood harvesting

The use of virgin fibers, while necessary to maintain the fiber stream, is not without controversy. The increasing interest in the environment can be seen in everything from corporate mandates to pop culture, with high-earning movies such as *An Inconvenient*

FSC principles

The following 10 principles apply to Forest Stewardship Council-certified forests throughout the world.

- Forest management shall maintain the ecological functions and the integrity of the forest by conserving biological diversity, water resources, soils, and rare and fragile ecosystems and landscapes.

- Monitoring shall be conducted—appropriate to the scale and intensity of forest management—to assess the condition of the forest, yields of forest products, chain of custody, management activities and their social and environmental impacts.

- Management activities in high-conservation value forests shall maintain or enhance the attributes that define such forests. A precautionary approach should always be employed when making decisions regarding high-conservation value forests.

- Plantations can be used to help contribute to, but not replace, the role of natural forests to satisfy the world's needs for forest products. While plantations do provide an array of social and economic benefits, they should complement the management of, reduce pressures on, and promote the restoration and conservation of natural forests.

- The legal and customary rights of indigenous peoples to own, use and manage their lands, territories, and resources shall be recognized and respected.

- Practices should maintain or enhance the long-term social and economic well being of forest workers and local communities.

- Forest management operations shall encourage the efficient use of forest's products and services of the forest's multiple products to ensure economic viability in addition to a wide range of environmental and social benefits.

- A management plan—appropriate to the scale and intensity of the operations—shall be written, implemented and kept up-to-date. The long-term objectives and the means of achieving them, shall be clearly stated.

- Long-term tenure and use rights to the land and forest resources shall be clearly defined, documented and legally established.

- In addition to compliance with FSC principles and criteria, forest management shall respect all applicable laws, and international treaties and agreements.

Truth, narrated by Al Gore, and *The Lord of the Rings* trilogy based on the novels by J.R.R. Tolkien.

Tolkien's words, in particular, are often invoked by environmentalists in protest of both deforestation and devastation of native cultures. Tolkien's works as an analogy for the ills of industrialized society might not be of direct concern for packaging operations managers; yet the ability

of Tolkien's words to reach a new audience within a new medium is a noteworthy indicator of how the issues of deforestation and preservation of native cultures still resonate in society more than 50 years after the first book was published.

Reporting standards, compliance certification

Packaging managers who want

to avoid the potentially negative perception associated with packaging made with virgin fibers might want to consider the use of certified, sustainably forested fibers.

These fibers are certified to have been sourced from forests that are managed according to forest management standards set by nonprofit organizations, e.g., the Continued on page 48

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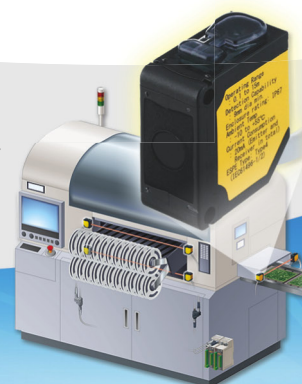
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Forest Stewardship Council [(FSC) www.fscus.org] and the Sustainable Forestry Initiative [(SFI) www.sfiprogram.org]. Standards differ among organizations, but a common theme with these standards is the recognition of social, economic and environmental needs of present and future generations.

SFI standard principles specifically address nine areas of concern: sustainable forestry; responsible

impacts and other issues surrounding forest management.

To help guarantee the authenticity of forest owners and forest product suppliers, both the FSC and the SFI accredit third-party certification organizations. One of the most important criteria looked at by these third-party certification bodies is a forest product's chain-of-custody (CoC), which details the movement of product from its origins in the forest to final product.

The FSC CoC requires certified materials to be tracked through virtually all production

processes from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution. In general, only FSC CoC-certified operations are allowed to label products with the FSC trademarks.

SFI CoC certification can be used to identify the percent of certified and/or recycled content in a product. Under the SFI CoC guidelines,

practices; reforestation and productive capacity; forest health and productivity; long-term forest and soil productivity; protection of water resources; protection of special sites and biological diversity; legal compliance; and continual improvement. The FSC has a set of 10 principles and more than 50 criteria that address legal issues, indigenous rights, labor rights, environmental

In a Packaging Digest podcast, **SUSTAINABLE FORESTRY INITIATIVE** CEO and president Kathy Abusow offers a overview specific to the SFI program. www.packagingdigest.com/podcasts



there are two methods by which a company can disclose certified and recycled content. Under the average percent method, a company must disclose what percentage of the fiber in a specific product (calculated as an average) comes from certified forests, from recycled content and from non-certified forests. Only the average percent method may be used to qualify for the "percent-content" label. Under the volume credit method, a company may use an SFI label to quantify the average percentage of fiber of its output that comes from certified lands.

Some protection against claims of 'greenwashing'

By using FSC- or SFI-certified products or becoming a certified supplier, a packaging operation can ensure a measure of protection against claims of greenwashing.

Packaging Digest recently published a comprehensive study on sustainability issues. (See *PD*, Nov. 8, p. 28) Respondents came from *PD* and *Converting* magazines print and e-newsletter readers in addition to current **Sustainable Packaging Coalition [(SPC) www.sustainablepackaging.org]** members. More than three quarters of the study respondents—77 percent of *PD* and *Converting* readers and 88 percent of SPC members surveyed—stated there should be minimum standards set before packagers can market themselves as green. Also, 52 percent

of surveyed SPC members stated that a lack of reporting standards was one of the biggest challenges to making the packaging processes more sustainable.

The use of a FSC- or SFI-certified label can serve as evidence that a minimum standard has been met.

Playing matchmaker

Before certified sustainably forested packaging or labels can be made available to packaging operations, these items must be made from fiber that is harvested from certified sustainable forests.

Because certification of these forests is a rather new phenomenon—the FSC was formed in 1993, and the SFI created its original principles and implementation guidelines in 1998—locating this fiber hasn't always been easy.

As FSC-U.S. president Corey Brinkema explains it, the market for certified sustainably forested fiber has been and currently is an "inefficient market" and organizations such as his are working to change that. His definition of an inefficient market is one without the necessary structure and business relationships in place to build demand for its products.

"We're trying to develop market pull to reward forest landowners for responsible behavior," says Brinkema. "The FSC brings together three primary stakeholder groups of forest management." These groups belong to the economic or business community; the environmental

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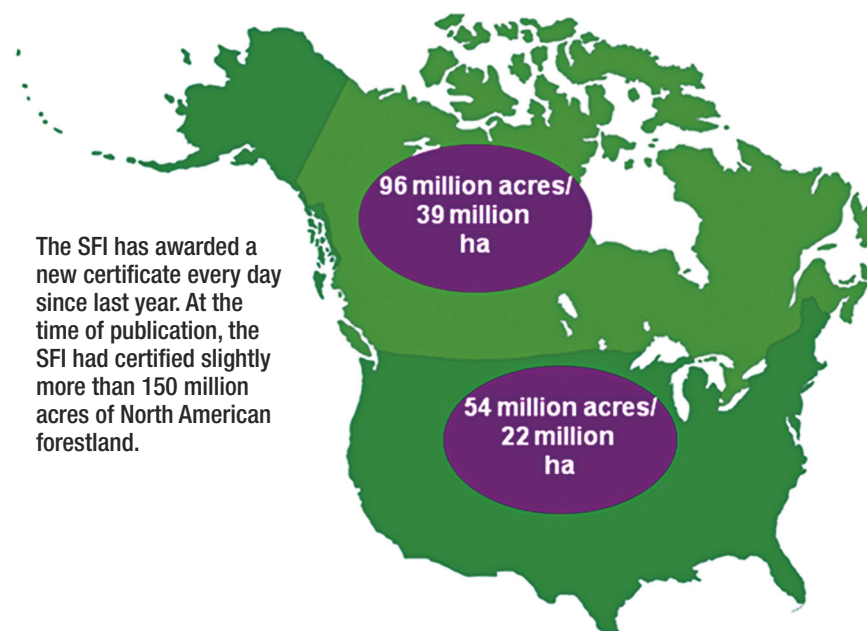


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community, which is largely environmental non-governmental organizations; and the social community, which includes a range of groups from indigenous rights groups to community, economic development organizations.

One of these business partners is **Georgia-Pacific Corp.** (www.gp.com), which worked with FSC on a field test partnership project to explore topics related to good forest management and FSC-certification opportunities for family forest landowners in the U.S.

Using information gained from the study, FSC is launching a concentrated effort to encourage certification by small landowners located in the southeastern U.S.

"Unfortunately, when you get down to the Southeast, except for a few remaining industrial landowners

on the world for us, choosing a partner with the certified chain of custody program provides added confidence that the packages that carry their brand comes from well-managed, legal sources. Our U.S. paperboard mill chain of custody certifications also cover more than 15 of MWV's integrated converting plants that meet

specific requirements."

Efforts by these nonprofit organizations are showing returns. "SFI is growing," remarks SFI president and CEO Kathy Abusow. "Pretty much every single day since last year, we have had a new certificate application come in, whether it is for a forest, a fiber-sourcing or a chain-of-custody certificate."

More information is available:

Forest Stewardship Council, 612/353-4511.

www.fscus.org.

Sustainable Forestry Initiative, 703/875-9500.

www.sfiprogram.org.

Metafore, 888/737-3877 www.metafore.org.

Sustainable Packaging Coalition, 434/817-1424.

www.sustainablepackaging.org.

Georgia-Pacific, 404/652-4000. www.gp.com.

MeadWestvaco Corp., 804/327-5200.

www.meadwestvaco.com.

Three common areas of concern

for sustainable forest owners/managers and manufacturers of forest products:

- Environmental
- Social
- Economic

there are few timber investment organizations. You're really talking about small landowners," says Brinkema. "Frankly, almost none of them are certified under any system and so that's where we were really having a major new initiative to introduce and encourage FSC certification by small landowners. We specifically focus on the southeast in part because the focus on demand for paper packaging in this area."

Another partner is **MWV** (www.mwv.com). MWV has participated in the SFI program since it began in 1994; MWV forestland and fiber supply practices have been independently third-party certified to SFI standards since 2000; and the packaging and consumer goods company became SFI CoC-certified in March 2008. "Essentially, every packaging solution that uses MWV paperboard from one of our U.S. mills uses SFI-certified material," says Cliff Schneider, vp of stewardship and sustainability for MWV. "For customers concerned with the impact of paperboard packaging

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Phase-change material E-Packs, above, an outer HDPE shipper and insulation panels combine as the GreenBox thermal-management packaging system, which acts as an enviro-friendly way to ship temperature-sensitive medications and keep them ‘in spec.’



Keeping its cool (or warmth, depending on the product), the GreenBox maintains a temperature for days. It's also reusable and recyclable.

Lauren R. Hartman, Senior Editor

As powerful as Walmart is, it can't change the weather. That's why James Soucey, director of clinical services for Walmart's Specialty Pharmacy in Lake Mary, FL, had a problem shipping to the state of Hawaii. The state's logistics and warm temperatures were wreaking havoc on the company's mail-order shipments of high-value, temperature-sensitive prescription drugs to patients in Hawaii with special health conditions or complex,

packages to warrant a delivery to outlying islands. This delay was causing shipments to exceed the cold-chain capacity of the packaging.

The second issue was the availability of patients to receive the shipments. Even though the Specialty Pharmacy staff was diligent in contacting the intended recipients to ensure they would be home when the drugs were set to arrive, sometimes things came up, people weren't home

Pharma packs sustain temperatures and the environment

Walmart Specialty Pharmacy's thermal-management shippers maintain temperatures, regardless of the weather, are sustainable and **CUT SHIPPING COSTS BY 50 PERCENT.**

chronic conditions. Walmart Specialty Pharmacy provides prescription services and follow-up care directly to individuals throughout the country with conditions including arthritis, growth disorders, hepatitis, HIV, multiple sclerosis, oncology, psoriasis and much more. Transporting the medications to a patient's home, office, family member or physician's office in all 50 states via common carrier was posing some challenges, but especially in the 50th state.

Patients were receiving shipments that were too warm, which denatured some of the protein-based biological products, and sometimes rendered the medications ineffective.

Twofold challenge

This meant that the packages had to be reshipped if products were “spoiled,” and Walmart Specialty Pharmacy had to absorb the cost—as much as \$1,500 for a single package.

Actually, the problem was twofold. First, common carriers that transport the medications were occasionally holding the Hawaiian shipments at a main hub until there were enough

when they said they would be, and consequently, the package containing the medication would, perhaps, sit on a doorstep for hours at a time, often in the hot sun. This would also exceed the packaging's temperature-insulating capabilities.

“We saw an increasing number of ‘reships,’ sometimes at a cost of as much as \$1,500 for new medications,” recalls James Soucey, director of clinical services for Walmart Specialty Pharmacy. “We needed a solution.”

The logistics/temperature conundrum wasn't just isolated to Hawaii. Soucey says it was having a similar experience in Alaska, with somewhat different logistic depot procedures and much different temperature extremes.

Freezing proteins can be as damaging as overheating them. And temperature becomes an issue anywhere in the U.S. where it gets hot in the summer and cold in the winter.

Soucey reassessed Walmart Specialty Pharmacy's packaging method for temperature-sensitive pharmaceuticals. This included

not only cold-chain products that require maintenance of 2 to 8 deg C, but also products in controlled-room temperatures that require maintenance of 20 to 25 deg C.

One example of the latter group is GLEEVEC®, an oncology drug that can cost roughly \$8,000 for one therapy cycle. If GLEEVEC is subjected to extreme heat, the medication capsules can melt together like gummy candy.

More than 110,000 packs/yr

Shipping more than 110,000 temperature-sensitive packages each year, Walmart Specialty Pharmacy had used a typical package comprising a corrugated outer shell with foam cushioning and water-based gel packs. The price of the packaging was right, but the company admits, the structural combination wasn't always effective.

Walmart Specialty Pharmacy also tried more expensive coolers and prequalified polyurethane shippers, but found that these options performed less satisfactorily than the original packaging, it states.

While searching for an alternative, Soucey says that Walmart Specialty Pharmacy also wanted to improve its package's sustainability and environmental aspects while reducing waste, both on his end and on the customer's end.

He remembered reading about a reusable package called Greenbox™, made by Entropy Solutions (www.entropy-solutions.com). Greenbox packaging maintains a cold-chain prescription's temperature for four days and an ambient-temperature prescription for more than five days. Soucey tried it, and the results saved Walmart Specialty Pharmacy 50 percent in shipping costs.

First line of defense

Greenbox packaging comprises a tinted-green, reusable, outer HDPE shipping container that resembles a mailing container. Resistant to moisture, crushing and scuffing, the outer plastic-corrugated container is practically impervious to repeated exposure to packing tape. It houses a set of reusable/recyclable Thermal-Lok™ insulation panels, made using recycled carbon silica and what Entropy refers to as a nanotechnology-based manufacturing process in a patented, proprietary packing protocol that provides them with an



We have an increased level of confidence when we ship using the phase-change packs.

R value of 40.
Entropy Solutions' president Eric Lindquist claims that the panels have a thermodynamic

insulating capacity that's 10 times greater than EPS or PU foam.

While the Thermal-Lok panels are the first line of defense against

the heat or cold the package is trying to impede, key to the technology is the panels' use in combination with a specially designed phase-change material that moderates temperatures by either absorbing or releasing energy.

Secret sauce

Replacing conventional silica gel Continued on page 52



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packs, the phase-change material, which Entropy affectionately refers to as the “secret sauce,” comprises what it refers to as a vegetable oil-based phase-change material (PCM) that protects the medication from either heat or cold, regardless of the outside weather. Contained in a flat rigid E-Pack, or in the case of the new Inflator Pack (see below), clear pillow pouches made of a proprietary film, the PCM can consist of a combination of patented materials. In a typical Greenbox, two sets of two different phase-change materials simultaneously absorb and release heat; while one E-Pack liquifies, the other solidifies, providing a “thermostat effect.” This happens continuously until the package reaches its destination.

Explains Lindquist, “Entropy nonpetroleum-based, phase-change material is completely safe for humans and the environment. Initially, PCMs behave like sensible heat storage (SHS) materials; their temperature rises as they absorb heat.

Unlike conventional sensible heat-storage materials, however, when these PCMs reach the temperature

at which they change phase (either melting or solidifying temperature), they absorb/release large amounts of energy (hot or cold), at an almost constant temperature.

The PCMs will continue to absorb energy without a significant rise in temperature until all of the material is transformed to the liquid or solid phase (it depends if the PCM is protecting from heat or cold, Lindquist says). When the ambient temperature around a liquid material falls, the PCMs solidify, releasing their stored latent heat. If the temperature rises, they liquify.

Entropy offers 210 different types of phase-change materials that accommodate temperatures from -40 deg C to 180 deg C.

Besides medical products, the packaging can also be used to ship blood and biologics, for clinical trials, food and many other temperature-sensitive products (like pizza from New York to Los Angeles).

“Our focus is in the life-science industry,” Lindquist points out. “The closest thing to this material that most people would recognize is



Capable of absorbing or releasing heat simultaneously, the container can be used for both summer and winter product applications, which can cut packaging costs.

vegetable oil.”

The thermal-management container is capable of absorbing or releasing heat simultaneously. This means there’s no more choosing and preparing for “summer” and “winter” packaging profiles, which can also cut costs.

Reusable and returnable

The proprietary materials are renewable, biodegradable, nontoxic and reusable. A single Greenbox can be used as many as 20 times through reclamation at one of Entropy’s three facilities in North America and

Pharmacy via common carrier. Walmart Specialty Pharmacy staffers hand-pack the medications in a highly temperature controlled environment for shipment. Once a customer receives their medication, they can use an enclosed return-address label and ship the package to one of Entropy’s reclamation centers where it’s inspected and cleaned according to FDA standards. The program with Walmart uses the U.S. Postal Service.

Because Greenbox keeps products at their proper temperatures, it can be shipped via ground transport

Our customers were happy to receive their medication at the right temperature in a Greenbox.

two in Europe that inspect and clean the boxes before shipping them back to customers like Walmart for re-use. “We typically have a reuse rate of 20 times,” affirms Lindquist. “That’s conservative, as tracking reveals an average of 55 uses in a Fed-Ex/UPS circulation. Some customers have used their fleet of Greenbox containers more than 100 times.”

If the modular package is damaged in-shipment, the damaged component can be replaced with a new one, so a single Greenbox isn’t disposed of all at one time. Also, a damaged Greenbox component can be recycled into a new Greenbox component.

The packages can be returned by the patient to Walmart Specialty

versus overnight express, which can cut shipping costs significantly, by as much as 65 percent, according to Entropy. Soucey decided that the Greenbox packaging warranted further investigation, so in early 2008, he initiated a validation procedure that involved transporting temperature-monitored test shipments to customers in Hawaii and Alaska. After months of field tests, Walmart Specialty Pharmacy began using the Greenbox 12 for shipments to Alaska and Hawaii. The pharmacy staff utilized TempTales temperature monitors from **Sensitech** (www.sensitech.com) in each package to measure both ambient and medication temperatures throughout each product’s shipment. Currently,

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Walmart Specialty Pharmacy is using Greenbox packaging for shipments to outlying areas, primarily Alaska and Hawaii. Inflater Packs are being used for specific drugs for all of the U.S.

"Our customers were happy to receive their medication at the right temperature in a Greenbox," says Soucey. "When they have finished with the box, they can put it out on their doorstep for the postal carrier to pick up. There's no muss, no fuss."

Walmart saves on shipping costs because the packaging helps the medication maintain the proper temperature for more than three days, so the pharmacies can ship via two-day or three-day air versus next-day air—a more expensive method. "It costs us about fifty-percent less to ship the Greenbox to states such as Hawaii and Alaska than it does typical paperboard packages," Soucey explains. Walmart pharmacies are also able to ship larger amounts of payload in smaller overall containers, further reducing its distribution-related expenses.

The phase-changing material keeps medication at controlled-room temperature for the duration of its shipment. The box is insulated using recycled carbon silica Thermo-Lok panels that can be reused to keep items at controlled-room temperature. If a panel gets too hot, it can be reconditioned in the refrigerator for a few hours before wrapping it around the object. If it gets

too cold, it can be left out at room temperature to warm before wrapping it around the product.

Inflatable pack for single doses

Satisfied with the Greenbox results for cold-chain delivery, Soucey says that Walmart Specialty Pharmacy decided to approach Entropy about finding a package for shipping smaller amounts of product, or single doses of temperature-

Some customers have used their fleet of Greenbox containers more than 100 times.

sensitive products. The Entropy team delivered the Greenbox Inflater Pack.

Now, when Walmart Specialty Pharmacy ships single doses of the oncology drug called Xeloda, it does so in a cushioned envelope that self-inflates to double its size when two spots are punctured on each side of the package. The pill bottle is wrapped in a "pillow-like" panel of E23 which is described as chemically altered, organic feedstock that forms either a solid or liquid phase to absorb or release heat.

This smaller, inflatable package maintains mandated temperature-sensitive (20 to 25 deg C), controlled room temperature (2 to 8 deg C) and refrigerated temperature ranges also for 24 to 48 hr. Shipping small quantities of temperature-sensitive products like pharmaceuticals or

clinical-trial medications can be tricky. The inflatable pouch is equipped with the same type of phase-change material as the Greenbox, and meets all regulatory requirements, the company says. Its temperature-regulating ability for narrow temperature ranges comes courtesy of the company's patented E23 phase-change materials, which it says are 100-percent safe for humans and the environment.

"Testing data shows the required Inflater Pack, with Entropy's phase-change technology, provides thermal protection required for controlled room-temperature medications and biologics," says Rafik Bishara, Ph.D., chairman of the Pharmaceutical Cold Chain Intererst Group (PCCIG) and the Parenteral Drug Association (PDA).

"I consider this revolutionary because, simply, it works. No longer is the [product] integrity and quality or efficacy compromised in the distribution channels, as medications remain in the controlled room temperature range for the duration of their shipment."

Entropy says that the Inflater Pack is also reusable and recyclable. Comprising an outer film
Continued on page 54

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pouch structure, the cushioning E23 panels and the organic phase-change packs, the pouch inflates when it is punctured with a sharp object, twice on the front and back.

Like the rigid Greenbox container, the Inflater Pack pouch can also save Walmart Specialty Pharmacy

of our medications must be kept at room temperature—if they get warmer or cooler, they lose their efficacy,” Soucey explains. “Keeping a medication at controlled-room temperature during shipment has been mandated by federal and state regulatory commissions for years,

Fifteen to twenty percent of our medications must be kept at room temperature; if warm or cool, they lose their efficacy.

about 50 percent versus its previous packaging. Available in three versions, the Inflater Pack comes in 9x11- and 12x14-in. sizes that stay inflated for 24 or 48 hr.

Soucey says that before Walmart Specialty Pharmacy found the Inflater Pack, there just wasn't a viable solution for maintaining room temperature, though it was mandated by the Parenteral Drug Association's (PDA) Technical Report 39, as well as the U.S. Pharmacopeia (USP) Chapter <1079>.

“Approximately 15 to 20 percent

but it just wasn't possible, given the options on the market. Walmart did the very best it could, but now we have an increased level of confidence when we ship using the phase-change packs and the Inflater Pack.”

Guardian angel program

Soucey says that ensuring a package arrives at the right temperature and be refrigerated or remain at room temperature, is a responsibility not to be taken lightly. Consumers do check the temperature of their medications when they arrive,



and if a prescription should fall “out of spec” in-transit, it could lead to health complications. For example, he says, if Tetracycline, a drug commonly used to treat skin conditions, falls out of spec and is still consumed, some patients could experience cardiac and dermatological complications.

“It's an ethical issue,” Soucey notes. “Walmart believes it needs to take every precaution to ensure our prescriptions arrive when we say they're going to arrive, and at the right temperature.”

The precautions include partnering with a logistics company to implement a “guardian angel” program to “rescue” any misdirected packages that would otherwise not arrive on time and within specification at a patient's home or business.

Walmart's Specialty Pharmacy team also prides itself on being a “high-touch” pharmacy, dedicated to getting the proper medication to the patient in the proper condition at the proper time with the proper support to produce the best healthcare outcomes. To meet those goals, the company has certain practices in place, including, but not limited to, having a clinical staff available 24 hours a day to answer therapy-related questions, placing a refill-reminder call to patients to ensure persistence with therapy, and working closely with the patient's doctor to ensure the patient's therapy is optimized.

A ‘green’ future

Soucey says he no longer worries about shipments to Hawaii these days, or to Alaska, Florida, Oklahoma or Maine. Wherever the medication is headed, Greenbox and the Inflater Pack will maintain the temperatures required for the medications being shipped, from the time they leave Walmart Specialty Pharmacy in Lake Mary to the time the patient opens the package. The fact that Walmart's Specialty Pharmacy group can reuse the package many times means that it's adhering to its parent company's strict, corporate social responsibility initiatives and goals to reduce packaging waste.

“It's our job to make sure we protect our customers' prescription medicines every step of the way,” says Soucey. “Including the all-important last mile, which means all the way from the pharmacy home.”

Currently, Lindquist says Entropy is working on introducing more of the technology. One version aims to maintain thermal insulation for as many as 30 days. “We have technology that has gone 30 days in a controlled environment, but haven't released it to the market yet,” he says.

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Packaging can speak volumes

Design features can have **A SECONDARY MEANING** by delivering a visual-recognition message to consumers for the product and its source.

Product packaging has the potential to do much more than its primary function—it can actually speak to consumers. Along with traditional beneficial features, such as mechanical strength and user friendliness, packaging design features can deliver a visual message leading to consumer recognition, or “secondary meaning,” for the product and its source. This silent voice of package design, essentially a promotion of the “tradedress”

Unlike utility patents that cover functional attributes, design patents cover the look of the package design.

of the package, may become a significant asset for market entrenchment and product valuation.

As consumers walk the aisles of grocery stores, flip through advertisements or even sit in a movie theater, each is inundated with visual cues from packaging that are meant to communicate. Along with traditional messages of trademarks and taglines that deliver recognizable stimulus, packaging design features add to the seemingly constant stream of noisy, yet silent chatter for the subconscious. Different shapes and colors of containers are recognized. Our minds make numerous associations as to what is known about a product or the company that offers the product.

Consistent, purposeful use

Just as any language is learned by association, tradedress rights are based on learned association derived from consistency of design features in the market (“use in commerce”). As with any trademark right, use of the tradedress in the market is necessary for rights to develop. Unlike other forms of intellectual property rights where exclusivity rights may flow from the moment of creation, or

the moment of filing of a document with the Patent or Copyright Offices, trademark rights require at least some level of secondary meaning in the market. Further, tradedress rights are more often realized with consistent, long-standing use.

Although some trademark rights are based upon something that is said to be “inherently distinctive,” it is widely understood that the shape or design of a product or its packaging will not enjoy the status of being inherently distinctive, and instead must derive distinctiveness by consistent and distinguishable use in the market. Examples of such tradedress rights for a product package may include Gatorade® bottles, Tic Tac® dispensers and the

shape of a Toblerone® candy bar’s package.

Plan for developing rights

As with traditional trademarks, it is possible to obtain a federal trademark registration for a particular configuration of a design that is responsible for consumer recognition. This is especially true for packaging design features that have been in use in the market for an extended period of time, such that the features are distinct and recognized in the market. For example, Solo Cup Co. has obtained a product-configuration trademark registration for the shape of its popular coffee cup lid used at Starbucks® and other places.

To get to the point of
Continued on page 56



obtaining a threshold level of consumer “secondary meaning,” a few key tactics may be employed.

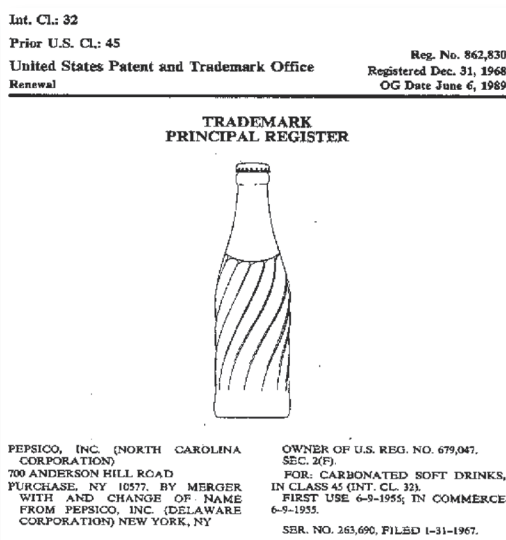
One such strategy involves the use of design patents when the packaging design is first introduced. Design patents, used to protect the aesthetic appearance of the package features, afford the owner 14 years of exclusivity of the patented design. Unlike utility patents that cover functional attributes, design patents cover the look of the package design. Such nonfunctional, aesthetic aspects are exactly the same sort of features that may be recognized as the traddress.

Another tool for pushing potential traddress is by advertisement. For example, advertising campaigns were very important to Owens Corning when it was obtaining traddress status of the color pink for its fiberglass insulation. Similarly, an advertising campaign such as, “look for our [fill in the blank] shape with a [color] cap,” may be as effective at promoting the look of the packaging as a traddress.

Yet another tool for pushing traddress is commonality of the design features across an entire product line, or expanded use of the design for related product lines. A sports drink, for example, having the same bottle-design features in a single serving as those used in a bulk size, may be effective for traddress rights to be recognized.

Avoid pitfalls

Beyond utilization of tools to secure traddress rights, some potential pitfalls remain that could jeopardize such rights, depending upon the



While filing a trademark document, such as the paper filed with the U.S. Patent and Trademark office by PepsiCo above, is important, trademark rights also require the creation of a secondary meaning in the product's market.

precise market arena and the type of product at hand. Generally, three common factual scenarios result in such a risk.

1. Lack of consistency. Consistency of use is achieved by incorporating the design features across a product line, including the features in different size packaging, and displaying the design features in advertisements and promotions.
2. “Functional” claims in advertisement or promotions. Traddress, being a trademark right, only relates to features that are not primarily functional and instead give an appearance or commercial impression that one may associate with the source or quality of the product. Thus, statements made about the packaging, such as laudatory promotion of the functional features or some purported functional superiority, can lead to questions of whether traddress rights exist, and may raise a challenge of traddress rights by competitors.
3. Utility patent protection. Although open for argument in a particular situation,

obtaining a utility patent for functional aspects of the package design features may also jeopardize potential traddress rights. Thus, the scope of utility patent applications should not tread on that which is intended to be preserved as a traddress product feature.

In sum, much of that which jeopardizes traddress rights may be controlled or managed. Perhaps the greatest risk to successful development of traddress rights is the possibility that the design features are considered primarily functional and, thus, not capable of being a trademark. Proper planning can minimize such concerns and potentially expedite development of consumer secondary meaning.

Packaging design as a traddress is a subtle form of marketplace communication that delivers a powerful marketing tool for promoting sales and brand loyalty. It also may lead to the right to exclude competitors from similar designs.

A purposeful approach and a strategic plan may be helpful to devise packaging design features with an eye toward establishing traddress rights to valuable goodwill for a product line and its company. Care should be taken to harness such traddress rights and not jeopardize such rights with counterproductive statements in the market.

Bradley Rademaker is a partner at Banner & Witcoff, Ltd., www.bannerwitcoff.com, specializing in domestic and foreign patents, trademarks, copyrights, trade secrets, traddress, false advertisement and related unfair competition issues. Rademaker can be reached at brademake@bannerwitcoff.com.



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HiTech Control Systems, the winner in the under \$10-million annual revenue category,

combination of technology and technical skills. The judges were impressed with HiTech's policies and procedures, their diverse applications and number of degrees held by the company's personnel.

In the \$10- to \$25-million annual revenue category, winner JMP Eng. provides automation, control and information systems that leverage current technology to meet a client's objectives.

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to highly regulated industries. Employees focus on improving the performance of clients' manufacturing systems and processes. Clients benefit from tested solutions and enjoy increased productivity and reduced operating costs. Solutions provided by Brock are built on a strategic methodology, industry specialization and engineering integrity. One judge notes that Brock's strengths are a function of the employees' skill and experience. All three System Integrators of the Year are involved with the packaging industry to some degree, but JMP Eng. specializes in packaging automation. In fact, *Packaging Digest* has named JMP the very first Packaging Integrator of the Year. **See p. 36 for more details.**



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.

Three firms named integrators of the year

engineers and delivers complete automation systems, including custom machines, controls, machine vision, system integration, commissioning and training. According to its application for the competition, HiTech specializes in process automation, facilities and structural engineering, and construction management; it can supply custom-designed new equipment, remanufactured vintage machines and custom control panels.

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supported by the Control System Integrators Association (CSIA) certification, JMP is able to meet the needs of regional and international customers efficiently and affordably. One judge noted that JMP exhibits the long-term stability and dedication to growth, exemplifying the best system integrators. The company has an impressive list of successful projects, satisfied customers and a sense of humor and family friendliness in its operations.

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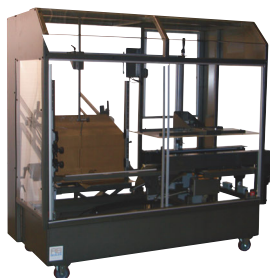
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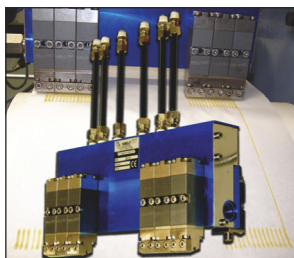
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Ronchi offers a compact 8 head advanced technology flowmeter filler Model EXACTA-R for users with moderate outputs for speeds up to 80 BPM. Developed from the unique and mature pedigree of 400 machines installed world wide, it has all the outstanding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



Sift-Proof Application for Carton Sealing

Valco Melton's sift-proof carton sealing application system eliminates product leakage and protects contents from moisture, insects or other contamination. The system is ideal for sealing packages that contain powder or small, dry particles. No need for costly bags or liners. Multi-bead modules create a perfect seal on any type of carton. Using state-of-the-art "snuff back" system modules in the applicator heads, the sift-proof application system can reach high production rates while maintaining precise glue patterns. Systems can be customized to meet specific needs. **Valco Melton**, 513-874-6551, www.valcomelton.com



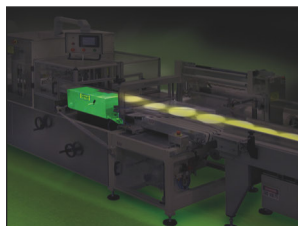
Adhesive system pattern controls

The MCP-4 series is a low-cost, full-featured adhesive system pattern control. It offers 4-channel outputs, each capable of multiple glue patterns. Features include 4 product sensor inputs, job storage memory, and a large, easy-to read LCD display with inch or metric calibration. The controls are compact and offer "plug-and-run" connectors for fast and easy installation. They are available as horizontal mount (MCP-4C) or vertical mount (MCP-4P) according to what best suits a specific environment. **Valco Melton** 513-874-5581, www.valcomelton.com



Retrofit Side-Sealer

Shrink Packaging Systems Corp. (SPS) builds a high performance side-sealer called the "Green Machine". Over 450 units have been installed on more than 30 brands and models of shrink wrappers. "SPS is a hot-rod. Our company culture drives innovation." Says their V.P., Andy James. "I want our customers' wrappers to run as well as my '69 Olds 442! Packers need strong, simple technology that delivers great seals all the time, without adjustment or maintenance." **Shrink Packaging Systems Corp.** 800-486-5866, www.SPSGM.com



Horix Offers Various Filling Methods

Horix offers various filling methods: Gravity Fillers, Net weight Fillers, Filler-Capper Monoblocks, Gravity-Vacuum Fillers, Level Sensing Fillers, Ultra-Fill Net weight filler, Volumetric-Piston Fillers. This machine includes simple and quick tank height adjustment system; no-tool change parts; and, automatic product inflow controls to minimize changeover time. Automatic lubrication system and use of "no lube needed" components. **Horix Manufacturing** 412-771-1111, Info@HorixFillers.com, www.horixfillers.com



The Latest in Palletizer Technology

Increase productivity with Columbia Machine's New SP4000 palletizer with bi-parting stripper apron; a small footprint, high-level, high capacity palletizer capable of forming complex patterns with gaps in both directions. The features of the SP4000 combined with Columbia's state-of-the-art Product Manager controls package offers users an easy-to-operate palletizer that will meet current and future pattern needs! View a video at www.palletizing.com. **Columbia Machine, Inc.**, Ph: 800-628-4065 pallsales@colmac.com, www.palletizing.com



Sanitary Bulk Bag Filler Brings Fill Head to Operator

New "Swing-Down" bulk bag filler for food, dairy, pharmaceutical and sensitive-chemical applications features all-stainless sanitary construction, and a fill head that lowers, pivots and stops in a vertically oriented position. Operator can connect bags and resume filling operations quickly, since bag inlet spout, inflatable connection, inflator button, and four bag loop latches are within easy reach at floor level. **Flexicon Corporation** 888-353-9426, sales@flexicon.com, www.flexicon.com



Vertical Cartoner/Bottle Loader

The Bivans Model 74A707 fully-automatic vertical cartoner automatically loads bottles and vials at speeds of 80 to 120 cartons per minute. The product is positioned vertically to eliminate leakage and ensure product integrity. The machine erects, loads, and closes the cartons, for an operator-free production line. The cartoner includes an infeed conveyor, which can be mated with a rotary table or other accumulating device to feed in the bottles. A wide range of sizes and styles of cartons, including glue, tuck, and fifth panel display, can be accommodated. **Bivans Corporation** (323) 225-4248, Fax: (323) 225-7316, www.bivans.com



Packstar 200 Line Screen Flexo Printing

Packstar recently printed a new primary shrink sleeve label for LAND O LAKES™ Seasoning. The brilliant new seasoning label design was printed 200 line screen on a Packstar Flexographic press with Kodak NX plates. Packstar implemented the new Kodak plate making technology this year in their Amherst, NY manufacturing facility. Packstar now offers gravure quality printed shrink labels at lower Flexo plate costs with turnkey in house Kodak NX plate making capabilities. **Packstar Group** 800-808-1688, www.packstargroup.com



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Tharo H-Series Printers

Tharo Systems, Inc.'s new THARO H-Series Printers have multiple interfaces for every application. Blazing fast USB 2.0 is standard on the THARO H-400 and H-600 Series printers for high-speed data transfer from your Windows PC, Apple Mac, Linux or Unix system to an H-Series Printer. With a high data transfer rate, you can transfer your data faster to the THARO H-400 and H-600 printers. More information is available at: <http://www.tharo.com/h400.php>
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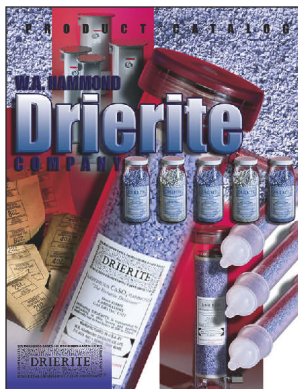
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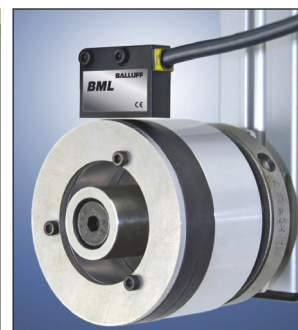
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MOVERS & SHAKERS

Accraply promotes Rob Leonard to executive vp.



Mark E. Baker
Lenze-AC Tech

Lenze-AC Tech promotes Mark E. Baker to vp of information technology. **Beckhoff Automation** hires Kenneth Harbin as a sales engineer in Dallas/Fort

Worth, TX; Jeff Johnson as an application engineer in WI; Rich Lester as an application engineer in TX; Niels Ouwersloot as a sales engineer in CA and Erik Soeder as an application



John P. Donlon
Motoman, Inc.

engineer in Cleveland, OH. **Motoman, Inc.** hires John P. Donlon as vp of U.S. Sales. **Bemis Co.** names Scott Ullem vp of Finance. **Hapa-Laetus,**

Inc. appoints Christopher W.

Anderson area sales director for the Northeastern U.S.

Pregis Corp. names Thor Petersen as director of its distributor program.



Felipe Mellado
Sun Chemical

Sun Chemical names Felipe Mellado chief marketing officer and Bradley Schrader vp of strategy and business development. The **Reusable Packaging**



Bradley Schrader
Sun Chemical

Association appoints Jerry Welcome president. **Rockwell Automation** names Ralph Carter president for Rockwell Software.

Sonoco names Sean Cairns general manager of its European Consumer Packaging business.

Applied Robotics promotes Bill



Misha Riveros Jacobson
Rexam

Nizolek to business development manager.

Rexam appoints Misha Riveros Jacobson managing director, Personal Care Div., Plastic Packaging.

GROWING & GOING

Schneider Electric North integrates Citect into its complete automation and control solutions offering.

Caraustar Industries, Inc., consolidates its two operations in Saginaw, MI, into one new facility in Saginaw.

HP opens a new HP Indigo distribution center in Hayward, CA.

TriEnda LLC locates a manufacturing operation in Marion, IN.

BUYING & ALLYING

DYMAX Corp. acquires Tridak.

Mocon, Inc. partners with Clemson University and Sealed Air Corp. to support the new Cryovac® Fla-vour Mark® retort laboratory.

MWV forms a joint venture with India-based corrugated box manufacturer Wadco Packaging Pvt. Ltd.

Berry Plastics Corp. acquires Erie County Plastics Corp.

PAC Machinery Group acquires Clamco Corp.

Euroimpianti SpA acquires C&D Robotics, Inc.

BASF acquires Ciba shares from Bestinver Group.

Rockwell Automation, Inc. acquires Xi'An Hengsheng Science & Technology Co., Ltd. in Xian, China.

Display Pack forms a joint venture with Global Packaging Solutions and opens a West Coast facility in Riverside, CA.

CELEBRATING

Amtor, Ltd. is named to the Dow Jones Sustainability World Index. The Dow Jones Sustainability World Index tracks the performance of sustainability-driven companies worldwide, providing reliable, objective benchmarks for asset managers with sustainability portfolios.

Diamond Packaging is named a "Supplier of the Year" by the Procter and Gamble Co., Cincinnati.

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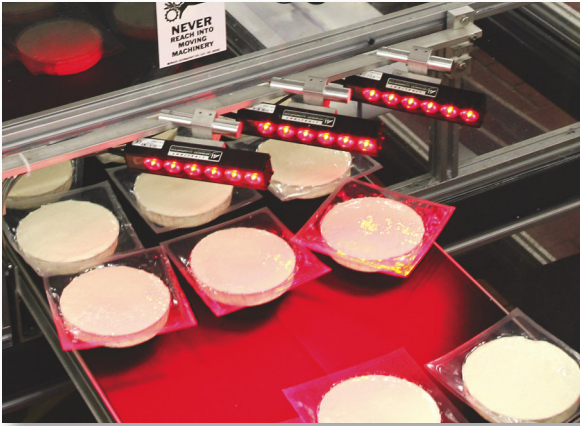
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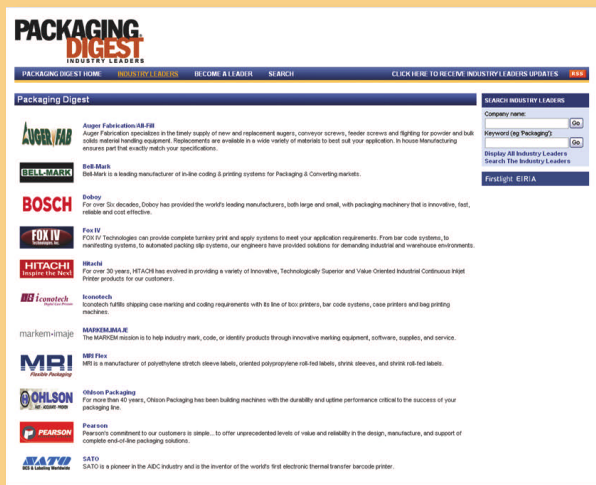
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Packaging automation trends revealed in third phase of new research

How will new developments in packaging automation affect your company? With recent economic developments, this important question has become crucial for any industry. This year, *Packaging Digest* has teamed with *Control Engineering* for a groundbreaking, three-part research project that looks at every important aspect of packaging automation. Part 1, published in April 2008, looked at packagers and brand owners. Volume 2, published in August 2008, focused on packaging equipment builders. This month we're proud to introduce the third and final installment of the research, focusing on system integrators. You can get all three volumes FREE online, or sign up for the Packaging Automation Webcast to be held in December. Read it today! www.packagingdigest.com/automationresearch



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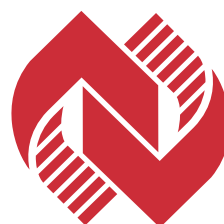
Rebecca Oesterle joined IoPP in 2005, completed Fundamentals of Packaging Technology and was awarded the designation of Certified Packaging Professional (CPP). She currently holds the title of Secretary/Membership for IoPP's Sustainable Packaging Technical Committee and is active in the Missouri Gateway Chapter.

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Rebecca Oesterle CPP
Manager, Global Packaging Development
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