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February 2009

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staff

Editorial/Production Offices

2000 Clearwater Dr., Oak Brook, IL 60523

630/288-8000 Fax 630/288-8750 e-mail: packagingdigest@reedbusiness.com



John Kalkowski, Editorial Director
630/288-8706 john.kalkowski@reedbusiness.com
Lauren R. Hartman, Senior Editor
630/288-8749 lhartman@reedbusiness.com
Jack Mans, Plant Operations Editor
630/288-8747 jmans@reedbusiness.com



Linda Casey, Associate Editor
630/288-8746 linda.casey@reedbusiness.com
Lora Lee Gelles, Art Director
630/288-8566 lgelles@reedbusiness.com
David Bellm, New Media Editor
630/288-8757 david.bellm@reedbusiness.com

Joy Tan-Pipilas, Production Editor, mtan@reedbusiness.com

Christina Kayalik, Production Manager, 630/288-8431, christina.kayalik@reedbusiness.com

Michelle Vaccaro, Web Prod. Manager, 630/288-8533, michelle.vaccaro@reedbusiness.com

Rose Logusz, Classified Production, rlogusz@reedbusiness.com

Lisa Stephens, Ad Services Coordinator, felecia.stephens@reedbusiness.com

Tad Smith, CEO

Jeff Greisch, President, Chicago Division

John Poulin, Senior Vice President, Finance



Steven Reiss, VP, Publishing Director
630/288-8807
sreiss@reedbusiness.com

Robert Heitzman, Publisher Emeritus
630/288-8735
rheitzman@reedbusiness.com



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design trends



Cocktail mixer bottles pour on the style

Mixerz is a new line of cocktail mixers developed by Williams-Sonoma marketers and packaged in a sleek, yet unusual, bottle. When searching for a distinctive bottle, Williams-Sonoma, San Francisco, came to **TricorBraun** (www.tricorbraun.com) with a design idea to emulate antique, European perfume bottles. "They wanted an antique, old Europe appearance," relates Phillip D'Andrea who led the TricorBraun design effort. The tall-necked, custom-designed, 32-oz bottle has a vintage appearance which is due in part to its clear cosmetic glass construction. Its square shape features chamfered, faceted corners. It's topped with a 30-mm lug closure enclosed in a blue and white capsule. The flavors in the all-natural line include Pomegranate, Lemoncello, Sour Apple, Mango, Mojito, Cosmopolitan, Margarita and Bloody Mary. Williams-Sonoma says Mixerz are handcrafted in small batches using only fresh fruit juices and purees, pure cane sugar and no artificial ingredients.

Spa kit brings star treatments home

Located on Sunset Boulevard in Los Angeles, Ole Henriksen's Hollywood Spa boasts a star-studded client list that includes Renee Zellweger, Jessica Alba, Hugh Jackman, Mark Wahlberg and Linda Evangelista. "One of our number-one selling treatments at the spa is the African Red Tea body cocktail," explains Ole Henriksen president and CEO Nadine Tapia explains. "What we wanted to do was encapsulate the products into a three-system, at-home treatment for the clients who love to come to the spa but can't always get there."

The result: A gift-ready kit, with a removable outer label, containing a scrub, mask and self-heating body soufflé, each in shallow, wide PET jars. Also included is an informational card that is manufactured for use in a bath-and-shower environment. **Label Impressions, Inc.** (www.labelimpressions.com), prints the card on a **Nilpeter** (www.nilpeter.com) flexo press using 3 spot colors and a double-varnish (UV and aqueous) on FiberStone paper, a tree-free, water-resistant paper made from calcium carbonate and HDPE.



Clear bowl/mug is sweet for jam

A transparent sleeve label on a transparent PS bowl debuts for Breakfast jam Extra, a top-selling jam from Germany's Zentis, which has relaunched its packaging. The 200-g bowl from **Greiner Packaging** (www.greiner-gpi.com) clearly displays the delicious-looking product inside. Robert Obermayr, product group director, underscores the uniqueness of the package: "The bowl/mug is a technical novelty. Our experience with cup sleeving really came in useful."

Launched in October 2008, the Breakfast Jam Extra is providing more fruity highlights on German breakfast tables by showing off the fruitiness of the bread spread to its full advantage. Flanking the oval logotype and ingredients information printed on the front panel of the clear sleeve label are colorful, fruit-filled illustrations that grab attention for the 14 flavors in the jam line. The dimensions of the new bowl fit the trend toward shrinking households and the demands of young families and singles. Topped with a resealable PET overlid and a brightly color-coded and printed membrane seal, the stylish bowl shape has an opening dia of 95 mm.



Dizzying beverage debut for Yoplait

Dizzy was introduced by Yoplait in France in late 2008 with teenagers in mind, as a new, carbonated dairy-drink available in two flavors: Exotic fruits; and Citrus fruits. Yoplait asked brand and design consultants **Dragon Rouge** (www.dragonrouge.com), to help create packaging for the new product. Dragon Rouge worked with the Yoplait team from the identification of the product concept to its positioning, naming and visual identity (packaging, visual language and graphic guidelines). Trends such as humor, playfulness and instant gratification helped Dragon Rouge narrow down the core insights that informed the product innovation process: Dizzy by Yop (yes, Yop) comes in provocative aluminum bottles that have an innovative look. The proprietary bottles are a bold purple color, with block lettering and colorful symbol graphics that include a playful moose character that represents the brand and engages with the target audience on a positive, dynamic and irreverent level. The bottles are litho-printed in six colors. A thin aluminum pull-ring cap is similar to a twist-off bottle top on soda and beer cans, except that the thinner material allows the pull-tab to remove the entire cap. The pull-ring gives the metal bottle another unusual feature.



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design trends healthcare

Airless pump dispenses anti-fatigue lotion

Bottega Verde's Uomo Energy Power anti-wrinkle, anti-stress lotion formulation and Kelemata's Victor anti-fatigue cold cream have both recently reached European retail shelves utilizing the Prodigio™ package from Rexam's (www.rexam.com) Personal Care Div. Described as an airless, neutral design suitable for delicate formulas, the 100-percent-recyclable lotion pump is

designed with Rexam's patented CleanPoint® technology. Sleek, sculpted styling is built into the high-performance design. The Prodigio® dispenser is precision-engineered to provide unsurpassed cleanliness and shelf appeal. The Bottega Verde product was customized with a matching electric-blue actuator and tank, while the Kelemata cream package includes a black actuator



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and a green-labeled tank. The package also helps eliminate dripping, clogging and contamination, she says. The air-proof CleanPoint® dispensing technology features a mechanically-closed actuator channel that keeps the lotion exit point neat, clear and free of buildup. The mechanism primes and pumps products flawlessly and slides back after each actuation, preventing product return after contact with air or skin.

Fitted with PP and PE components, the CleanPoint® ensures that no elastomer or metal comes in contact with the lotion and cream. The dispenser emits a precise dosage of the viscous formulations, thanks to wider internal channels.

Bottling skincare beautifully

L'Oréal Paris has developed two new face care products under the Derma Genesis label in an eye-catching new bottle from RPC Kutenholz (www.rpc-kutenholz.de). Described as a cellular nurturing skincare line, Derma Genesis includes a refreshing Cellular Tonic Water in a light pink, 200-mL oval PP bottle, decorated with gold and silver accents, while Cellular Cleansing Milk comes in a white PP bottle, decorated the same way. Positioned at the premium end of the market, Derma Genesis contains Pro-Xylane, a new-generation, "green-science" molecule and hyaluronic acid, which L'Oréal says nurtures cells in the top skin layers for dewy, plumped up, younger-looking skin. The luxurious bottles are produced in what RPC describes as random PP from custom tooling. The bottles were first filled in Karlsruhe, Germany.





Pocket-pack puts heartburn on 'ice'

Rennie® ICE, a new heartburn and indigestion product from Bayer, debuts in a creative new pocket-pack from British packaging design company **Burgopak Ltd.** (www.burgopak.com). Known in the U.K. as a trusted heartburn and indigestion remedy, Rennie's latest addition provides tasty, intense cooling relief from heartburn and indigestion. The striking new Rennie ICE packs are available at U.K. retailers nationwide.

The blister-pack's patented sliding mechanism helps provide an innovative design that's easy to use. The unique and unmistakable style sets this latest addition to the Rennie line apart from the competition. In a one-slide motion, the package opens to reveal 12 ICE tablets in two separate blisters. It's portable and has a generous amount of space for eye-catching branding. A patient information booklet, the two blisters and a branded outer carton remain connected at all times.

The new packages have been manufactured using Burgopak's automated packaging machine, which has been recently unveiled at Brecon Pharmaceuticals in Wales. Designed and built by **Bosch Sigpack Systems** (pa.bosch.com/sigpacksystems) in Switzerland, the innovative machine enables speedy, economical, high volume pharmaceutical packaging production.

Fruit-shaped, colored cap juices up the OJ at Tropicana

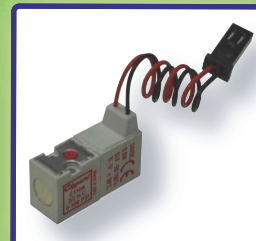
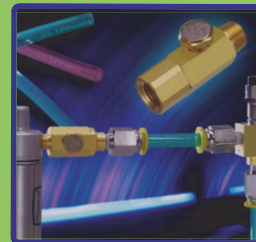
Tropicana Products, a div. of PepsiCo., Inc., New York, has redesigned the gabletop carton for its Pure Premium orange juice brand, as part of an integrated marketing/advertising campaign, with new graphics and a proprietary, orange-colored spout-cap that's shaped like a half-orange. The change was made to provide a visual sign of the brand's natural, healthful benefits, the company says.

Also intended to rejuvenate the category, the new look will also be branded 100-percent orange, which will be featured as a bold new graphic on all of the packaging, as a way of reminding consumers that Tropicana is fresh-squeezed from oranges and has no added sugar or preservatives. Retiring Tropicana's longtime straw-in-the-orange logo and graphic design, the sleek revamp still features a plain white background but now incorporates a vignette of a large glass filled with orange juice covering two side panels. Sleek and simple, the elements focus on quality of the contents with the single image communicating a contemporary and bold new scheme. Tropicana says that proprietary technology went into the halved-orange "squeeze-and-twist" cap, which replaces a more conventional threaded closure covering the pour-spouts on the top of its cartons. The graphics were created with help from design and brand creation firm, **Arnell Group** (www.arnellgroup.com).



Souped up soup packs

The International Collection of soups from Frontier Soups, Waukegan, IL, features an innovative packaging design that sets the soups apart with a vintage, timeless look. The bags of dry soup display unusual images of locations that match the soups' unique flavors. From hearty bean soups, to chili, chowders and more delicate varieties, the mixes are available in specialty food stores throughout the country and by mail order. Travel luggage labels and old photographs of outdoor cafes inspired designer Don Guss of **Baer Design Group** (www.baerdesign.com) to create the packaging. Guss was intrigued by the thought of what it would look like to go to the countries represented in the soup labels. The stunning food photography by Doug Bening beckons consumers to try the soup flavors and gives the product a contemporary, gourmet look. Baer was recognized for the design by the American Package Design Awards presented by **Graphic Design USA** (www.gdusa.com). Supplied by **Bass Flexible Packaging** (651/460-4022), the film bags, which hold 5.5 to 9 oz of soup mix, are heat-sealed while the entire package is grommited above the seal, through the bag. The clear bag film shows off the ingredients in each mix, which include Ivory Coast Chai Chocolate Soup, Far East Ginger Beef Bowl, Italian Wedding Soup and Hungarian Goulash. Inside, the smooth, opaque white paper labels are offset-printed by **Quality Color Graphics Inc.** (www.qualitycolor.net) in four colors plus a gray and a matte UV finish.



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John Kalkowski, Editorial Director

FTC's Green Guides need update sooner than later



Recent articles show that “natural” and “environmentally friendly” messages resonate with consumers, as thousands of new products introduced in 2008 rely on those attributes in both product and packaging marketing to help boost sales.

With the proliferation of this message, many marketers skate dangerously close to what might be considered misleading or even false advertising. One study done by TerraChoice Environmental Marketing finds that 99 percent of 1,018 “green” advertising claims for everyday consumer products could be misleading.

The industry needs an up-to-date set of guidelines on what are acceptable marketing practices, taking into account new packaging materials, new technology and the changing perceptions of today's consumers. The U.S. Federal Trade Commission (FTC), which is charged with protecting the American public from misleading environmental marketing messages has established its interpretation as to what are deceptive environmental marketing claims in a document known as the Guides for the Use of Environmental Marketing Claims or “Green Guides.”

The Guides originally were published in 1992 and were updated in 1998. To its credit, the FTC launched a new review in 2007 and held three workshops in 2008 to solicit public input on what should be included in a revised set of

guidelines. However, new Green Guides have not been issued. At this point, the FTC says it wants any new guidelines to be “done right,” but the agency does not have a target date for release. The commission's staff must prepare recommendations to the five commissioners who make the ultimate decision. When the new guidelines are written, they likely will be subject to a final round of public comment before a final decision is made. The new federal administration also may want to put its own stamp on the direction any changes might take.

A sustainability study done late in 2008 by *Packaging Digest* and the Sustainable Packaging Coalition, shows that 77 percent of the respondents feel minimum standards should be set before packagers can market themselves as “green.” When asked who should set the standards for sustainability claims, 42 percent said they believe the federal government should do so, followed closely by either a third-party program or trade associations.

It appears the industry wants stringent guidelines that remove ambiguities. This is important because local and state jurisdictions increasingly rely on the Green Guides for direction on enforcement, even though the FTC does not pre-empt regulation of environmental claims by individual states.

For more information, visit <http://www.ftc.gov/bcp/gnrule/guides980427.htm>.

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Conveyor guides VarioFlow Generation 2 guiding system uses one common fastener size and requires only one Allen head wrench size for assembly and adjustment. All brackets, spacers and connectors are molded of carbon and glass-loaded nylon for strength. The system components have excellent washdown characteristics, the co. notes. Options for the new framing profile include aluminum, aluminum with plastic covers and plastic. They use existing 12-mm-dia stainless-steel guides or stainless-backed plastic guides.

Bosch Rexroth Corp., 800/322-6724.
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Checkweigher A new checkweigher offers high accuracy, the co. says. Provides up to 1 million internal increments for precision in small parts counting, and up to 500,000 user selectable displayed increments for accurate measurement. The 2-sec response time can be reduced to 1-sec through filtering and decreasing scale sensitivity. Suitable for material handling, inventory control and packaging applications, the weigher allows users to select a target weight or count for filling operations and enter the over/under tolerance. The system automatically signals the operator when the load is in on target, and can also provide a display that will easily guide even an inexperienced operator through check weighing tasks.

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Cap-orienting system The 4600 high-speed container/cap-orienting system orients closures, actuators and pumps while applying them to containers at speeds up to 400 cycles/min. The continuous-motion system can be customized to suit specific needs. Orients a cap or dispensing device to the container during application in order to optimize the shelf presence of the finished package. The orienting system can be modified to align any dispensing device with any rigid container or tube.

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Hot-melt applicator head A hot-melt adhesive applicator head has an operating temperature of 200 deg C and a hydraulic pressure of 1,450 psi. It features temperature accuracy of +/- 5 deg C and a response time of 2.5 to 5 msec. Its maximum operating speed is 120 cycles/sec and its applicator head is fully insulated to offer optimal temperature control, the co. says. The heat-resistant applicator head reduces power consumption, offers precision and its optimal viscosity stays constant from melting right to the application, the co. reports, and helps retain processing and adhesion properties.

Robatech USA, 770/663-8330.
www.robatechusa.com

Capping head Model 45 high-torque magnetic capping head can apply 3 in. to 45 lb of torque when needed. The capping heads are made of stainless steel and the numeric torque level is externally engraved for easy adjustments. With a tool-less design, a twist of the capping head can adjust the torque for changeover. The capping heads can be coupled with the co.'s new quick-change capping chucks for tool-less, fast changeovers.

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



Vacuum accessories A wide variety of accessories is available, including vacuum valves, swivel joints and level compensators that can make their replacement vacuum cups more productive and energy efficient. When used with lifters, manipulators, pick-and-place systems, label applicators and other vacuum equipment, applicable vacuum-cup accessories can speed material-handling operations while saving energy. The vacuum valves open to create suction only when they contact the work-piece, saving energy over the constant-vacuum usually encountered with traditional, non-valved cups, which provides both a quieter work environment and energy savings.

Vi-Cas Mfg., 513/791-7741.
www.vi-cas.com

Top sealer Model 436 top sealer for cases is small in size at 10 ft long, but is built with a stainless-steel frame and features a welded and bolted construction to tackle demanding case sealing challenges. The machine is built with independent sealing modules for tape and hot-melt adhesive application in order to change from one sealing method to another in minutes. To change, unlatch the sealing module using the quick-turn clamps, remove the existing module and replace it with the alternate sealing module. If only one sealing method is desired, the case sealer may be furnished for tape or hot melt sealing only. No-tools case size changeover is completed in minutes using hand crank handles.

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

www.abcpackaging.com



Vertical-case transport

The Vertical Case Transport system is designed for offline case printing. Automatically feeds flat case blanks through a print station. Is suitable for mounting high-resolution ink-jet printers. The print station offers the flexibility to print virtually anywhere on either side of the case at speeds of 72 in./min and allows for open access to printheads for easy maintenance and quick adjustment. Also features an easy-to-load input hopper that can hold up to 100 flat single-wall cases and can be operated by one person.

EZ-Tek Industries, 800/877-5658.

www.eztek.com



Hot melt guns

MF Series hot-melt adhesive applicator guns feature an integrated filter for superior adhesive filtration resulting in cleaner application with less chance of nozzle clogging and char buildup, the co. says. The dispensing guns are air opened/spring closed, capable of operating at up to 2,400 cycles/min and offer 100-percent compatibility to market standards. The dispensing guns also offer the ability to quickly change for various single-bead, multi-bead, reduced cavity and zero cavity applications.

Valco Melton, 513/874-6550.

www.valcomelton.com



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Carlo Gavazzi, 847/465-6100.

www.gavazzionline.com



Linear drive Model RG linear drive features mechanical control over travel direction and linear speed, eliminating the need for an electronic control system. Reversal of travel direction is automatic, regardless of the speed or rotational direction of the shaft. Length of travel is increased or decreased using manually set end stops. Travel speed may also be regulated using a manual control on the drive unit without requiring changes to motor speed or gearing. The linear drive is well suited to applications including packaging, converting, textile, wire/cable and automotive, according to the co.

Amacoil, 800/252-2645. www.amacoil.com

Motors AC motors with modular components can be configured to comply with any nation's energy efficiency standards. The new DR family



of motors will replace all other AC motors in the co.'s product line in 2009, providing engineers around the world with optimum energy-saving solutions for any application. The compact new motors can be integrated into

gear motors, used as standalone motors or in decentralized control architectures.

SEW-Eurodrive, Inc., 864/439-8792.

www.seweurodrive.com

X-ray inspection system

The SmartChek x-ray inspection system delivers high detection sensitivities for small packaged products. Using low-energy x-ray technology, the inspection system reliably detects and rejects many potentially brand-damaging contaminants such as metal, stone, glass and bone. With its 5-in. full-color touchscreen interface, the system facilitates operation, improves startup time and reduces maintenance, training and operator costs, the co. says. The SmartChek inspection system provides detection for a variety of non-washdown applications such as powdered foods packaged in aluminum or baked goods in metalized film packaging.

Mettler-Toledo Safeline, 800/447-4439.

www.mt.com/safelineus



Linear actuators

New MXB-P belt-driven linear actuators feature a profiled rail guidance system that allows large moment loads, high-speed operation and high precision. With a carriage that employs THK® Caged Ball® bearings, the linear actuator is capable of velocities of up to 150 in./sec and accelerations of up to 1,200 in./sec². The belt-driven actuators can be used for multi-axis applications such as test stations, product handling, laser marking, material cutting, adhesive dispensing or applications that require high linear velocities and accelerations and long stroke lengths.

Tolomatic, Inc., 763/478-8000.

www.tolomatic.com





Printer/applicator The PA500w wipe-on label printer/applicator is designed for accurate, moderate to high-speed labeling of the top or side of a package. The printer/applicator is capable of printing and applying more than 100 labels/min and is delivered with a product sensor and controller to ensure accurate label placement on the product. A wipe-on brush assures proper adhesion to smooth flat surfaces as well as uneven surfaces, and labels can be applied in sizes from 3x1 to 4½x7 in. to a variety of materials, such as cartons, tray and blister-packs, bags and cans.

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



Clutches and brakes

The Deltran MCS/MBF Series metric clutches and brakes are RoHS-compliant and are available off-the-shelf in dias from 63 to 280 mm, torque ratings from 5.5 to 500 nm, seven different frame sizes and a wide selection of DIN 6885/1-compliant metric bores and standard metric keyways. Customized versions are also available. The clutches and breaks also feature a zero backlash armature design, provide static or dynamic engagement, and are rated for use at operating temperatures from -10 to 40 deg C.

Danaher Motion, 540/633-3549.
www.danahermotion.com

Module and sensor The 2-channel vibration and roller-bearing monitoring module tracks machine-vibration conditions. The 750-645 VIB-I/O's channels monitor and analyze vibration severity and shock pulse feedback using the co.'s 750-925 Tandem-Piezo® acceleration sensor. Mechanical shock-pulse process data is transmitted to superior control systems (e.g., manufacturing execution system) via fieldbus. The resulting analysis provides the basis for an anticipatory maintenance schedule. This ensures component replacement only when necessary, avoiding unforeseen downtime. In the event of excessive vibration, the 750-645 VIB-I/O can enact a shutdown, preventing further damage.

WAGO, 262/255-6333. www.wago.com



Revolutionary design eliminates 4 bulk bag unloading problems



Cinch spouts concentrically with POWER-CINCHER® flow control valve*

Unlike opposing bars that pinch the spout of partially empty bags from two sides, the POWER-CINCHER® flow control valve* cinches the spout concentrically—on a horizontal axis for easier tie-offs and greater flow control, and vertically in a tight zigzag pattern to prevent leaks. In addition, it resists jamming, breaking and leaking, and allows full-open discharge from bag spouts of all popular diameters. USDA Dairy Accepted.

Eliminate dust during disconnect and bag collapse with BAG-VAC® system



Eliminate dust during disconnect and bag collapse with BAG-VAC® system

The BAG-VAC® system vacuums displaced air and dust from the receiving vessel and returns clean air to the plant. The vacuum also causes empty bags to collapse dust-free prior to disconnect, eliminating the dust emitted during manual flattening of empty bags. With optional double-wall telescoping tube, it vacuums any particles dropped from spout creases during disconnect, while eliminating awkward access ports.



Eliminate dust during hook-up/discharge with SPOUT-LOCK® clamp ring*

The SPOUT-LOCK® clamp ring* creates a high-integrity, sealed connection between the clean side of the bag spout and the clean side of the telescoping tube. This prevents contamination of the product, while eliminating the plant contamination that occurs when falling material rapidly displaces air and dust. It also stretches the spout downward in combination with the TELE-TUBE® telescoping tube* (at right).

Models for hoist and trolley loading (shown) and forklift loading, available with flexible screw conveyor (shown), pneumatic conveying system, outlets to suit any process, and integrated scale system for loss-of-weight batching directly from bags.



Prevent dead spots and promote flow with TELE-TUBE® telescoping tube*

The TELE-TUBE® telescoping tube* pneumatically raises the SPOUT-LOCK® clamp ring* (at left) for connection to the bag spout, then allows it to lower, applying continual downward tension. As a result, the spout is kept taut at all times, preventing excess spout material from bulging outward (creating dead spots) or falling inward (creating flow restrictions). Works in unison with FLOW-FLEXER™ bag activators to promote flow.

Patented advances make other designs obsolete

Flexicon innovations boost the productivity, safety, and cleanliness of your bulk bag unloading operations far beyond the limits of other designs. And unlike Flexicon's previous unloaders, widely copied by competitors, these new generation machines are based on advances that are patented or patent pending.

Flexicon also offers a wide range of other mechanical process equipment—as well as weigh batching and blending stations—as individual units or engineered, automated systems integrated with your new or existing process—constructed and finished to industrial, food, dairy and pharmaceutical standards.

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Flexicon pneumatic conveying systems transport a broad range of bulk materials over short or long distances between single or multiple inlet and discharge points in small to high capacities. Offered in both positive pressure or vacuum configurations, from single-point "up-and-in" installations to mobile units to cross-plant systems complete with rotary airlock valves, pick-up adapters, filter receivers, cyclone separators, fill/pass valves, hand-held pick-up wands, silos, day bins and more. Available designed, constructed and finished to industrial and sanitary standards.



Convey free- and non-free-flowing materials

Convey free-flowing and non-free-flowing bulk solids ranging from large pellets to sub-micron powders—including materials that can fluidize, degrade, pack, cake, smear, seize or plug in other conveyors—with no separation of blended products. Units convey vertically, horizontally, or at any angle—through small openings in walls or ceilings—around, over, or under obstructions. The only moving part contacting material is a rugged flexible screw, increasing reliability and cutting maintenance. Enclosed conveyor tube prevents contamination of product and plant environment. Cleans quickly, easily. Individual conveyors available as well as plant-wide systems with automated controls.



Connect bulk bags quickly, easily, safely at floor level

New SWING-DOWN™ bulk bag filler* lowers and pivots the fill head, stopping it in a vertically-oriented position that places the bag inlet spout inflatable connection, inflator button, and four bag loop latches within one arm's length of an operator standing on the plant floor, allowing safe, rapid bag connections. Eliminates danger of stepping onto and over roller conveyors to access rear bag hooks and spout connection collars, standing on the conveyor with head and arms inserted beneath operational fill head components, and straining to pull bag spouts upward over inflatable collars while reaching for bag inflator buttons. Available to industrial, food, dairy and pharmaceutical standards with numerous performance enhancements.



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

new products materials

Rigid Containers



Lightweight closures Aqua-Max 30.25-mm lightweight, moisture-container closures provide both significant packaging cost savings and environmental benefits to water bottlers, the co. states. The closures can offer up to a 30-percent weight savings versus current 30.25-mm closures in the marketplace, the co. says, and they're part of a total capping solution for bottlers, which includes ease of conversion and expert technical services.

Closure Systems Intl., 317/390-5072.
www.csiclosures.com



PET bottles The Tubo line of slim, round PET bottles resists breakage and is lightweight while still maintaining clarity. The bottles come in five sizes: 5- and 10-mL, each with a 15/415 finish, 15-mL with an 18/415 finish, and 25- and 50-mL with a 20/410 finish. Several color options are available including sky blue and opaque black with minimum quantity orders. The bottles can be used for sampling, travel kits, promotional items including many healthcare, cosmeceutical, personal care and novelty products.

O.Berk Co., 908/851-9500. www.oberk.com

Roval bottle New plastic (round-to-oval) Roval bottle creates an eye-catching shelf presence and is comfortable to hold and use, the co. states. The 10-oz bottle is designed to combine with the Seaquist One-Touch™ dispensing closure to create a distinctive package for personal-care products from lotions to shampoos. The Roval is extrusion/blow-molded in HDPE and can be produced in many colors to meet customer requirements. Bottles and closures are color-matched to produce a smooth, unified appearance, accented by the contrasting color of the closure-release button. The flared closure and flat top allow for either upright or inverted display.

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



PET paint containers New clear PET containers for paint are ideal for bright colors used in home decorating and a host of applications where it is important to see the exact color. Available in qt, pt and half-pt sizes, the PET paint containers can be smoothly adapted to existing filling lines. The containers require no special capping equipment as they open, close and reseal like a traditional metal can with a plug-style lid. The containers can hold oil-based or latex paints without rust problems or the need for special protective coatings, says the co.

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



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

Spray dispensers The carry-on, 0.5-oz, patented M-PAK® nonaerosol spray dispensers offer convenience and safety. The spray dispensers feature a unique Twist-Lock actuator, easy one-hand operation and a leak-resistant design with a metered, directional spray. The spray dispensers comply with the Transportation Security Administration's (TSA) guidelines for carry-on sizes for commercial air travel in the U.S. The co. offers a variety of personal care spray products, including hand sanitizers, breath fresheners, sunscreens, deodorants, hair sprays and more. They are also available in a single-pack or three-pack blister-card.

Strategic Design Group of NY, Inc., 212/924-8151. www.strategicny.com



Decanter A new PET decanter-style container is introduced in 12- and 18-oz sizes for condiments, soups, sauces, fruits, vegetables and other hot-fill applications. Ribs and panels provide strength and stability for hot filling, and resist deformation during stacking and distribution. Both containers are molded of monolayer PET resin, and can be filled at temperatures to 185 deg F. They weigh approximately 90-percent less than similar glass containers, the co. says.

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

Tray/lid package The Simple Steps® line of heat-and-serve packaging introduces a microwavable tray/lid package for steaming. The lidded package comprises a clear, rigid plastic tray with a non-barrier easy-open sealant and a permeable anti-fog coated lidstock. Fresh produce can be steam-cooked in the microwave in a matter of minutes, making it a convenient and healthy meal solution, the co. states. The tray-packs can run on a wide range of existing equipment and are available in a variety of sizes. Both the lidstock and the rigid trays come from a single supplier, according to the co.

Cryovac, 800/845-3456. www.ezmealprep.com



Dipping cup The Dip-N-Go® cup is a great choice to carry dipable foods without mess. The to-go cup looks like a standard straight-walled container with a lid, but the lid can be filled with a variety of dips and sauces. The cup transforms into a dipping cup when opened and the lid snaps into the cup rim. This portable container is available as a 10-oz hinged, tamper-evident structure with a juice trap and a dip-cup lid, or with a juice trap and a flat lid, in case packs of 300, 40 cases/pallet.

PWP Industries, 323/513-9000.

www.pwpindustries.com



Pipette The co.'s Rainin group that says its E-Man Hybrid is a new generation pipette that offers high performance, durability and ergonomics. The pipette incorporates the operational simplicity of a manual pipette with real-time monitoring of the position of the piston and the amount of liquid dispensed. With built-in GMP/GLP functions, such as saved calibration and service alerts, the pipette is designed to guarantee optimal performance and to fulfill even the most stringent regulatory requirements. Precision is increased with this new pipette, as a visual alert indicates inadequately executed pipetting cycles.

Mettler Toledo, 800/638-8537.

www.mt.com



Diamond-cut packaging The Diamond Cut compact line is designed for the growing demand for beauty product packaging that evokes glamour, status and visual appeal. The diamond-cut line includes three sizes for makeup applications such as foundation, blush, eye shadow and lip gloss. Each compact assembly consists of two components and uses a specially-developed, proprietary moldmaking technique to achieve highly polished surfaces with sharp and clean lines.

Rexam Personal Care, 33/1 4887 1549.

www.rexam.com

PCR plastic tube

A post-consumer-recycled (PCR) plastic tube with a sleeve made from up to 60-percent-recycled material is introduced for beauty packaging. It has a multilayer structure with an outer layer of PCR material, while the inner layer is made from virgin material. The tube can be made in a choice of diameters, with several types of heads and caps, as well as various printing techniques.

Alcan Packaging, 33/1 49 68 61 35.

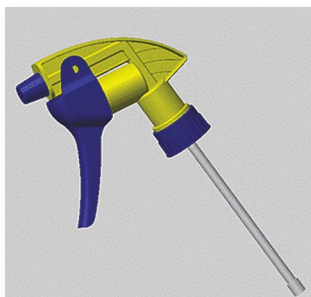
www.alcanpackagingbeauty.com



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AcuTemp Thermal Systems, 937/312-0114.

www.acutemp.com



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finger trigger. Fitted with a 28/400 closure, the trigger sprayer is suitable for industrial and professional applications. Its four parts can be custom-colored.

L & S Packaging, LLC, 561/495-0028.

www.lspackaging.com

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Sleeve label

dresses up water-filter cartridge

The world's first **ENVIRONMENTALLY FRIENDLY HOME WATER-FILTRATION SYSTEM** features an eye-catching shrink-sleeve label to focus attention on the product.

Jack Mans, Plant Operations Editor

Partnering with Water, Inc., Body Glove Intl./USA has launched what it describes as the world's first environmentally friendly home water-filtration system. The Body Glove s-system incorporates a filter design that integrates multi-stage filtration with microfilter technology. By combining four filtering processes with a patented 0.2-micron pharmaceutical-grade membrane, this unique process dramatically reduces pressure drops and increases flow rates through the unit.

And, the good news is that the Body Glove technology has been built into a recyclable filter housing.

The Body Glove water-filtration systems have been developed with the environment

in mind. Every Body Glove filter qualifies for the Water, Inc., filter recycling program. This unique program is the first of its kind and ensures that plastic filters are recycled responsibly. The Body Glove water-filtration systems feature innovative, environmental considerations including recyclable filter cartridges, eco-friendly plant-based labeling, and a micro-filter technology that reduces raw materials and resources needed to filter water. All of this translates into a green and responsible alternative to plastic water bottles that continue to overload landfills and oceans.

Three benefits of shrink-sleeve labels:

- Stunning graphics
- Lots of room for copy
- Recyclable



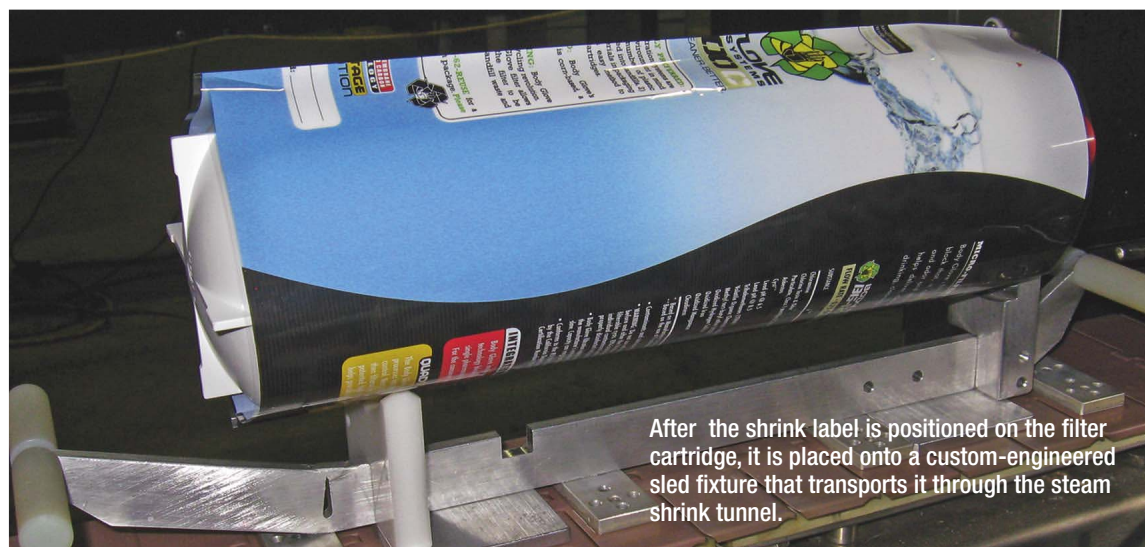
Plant-based label

To provide the most eye-catching shelf appeal for its filters, Body Glove selected spectacular shrink-sleeve labels from **Seal-It, A Div. of Printpack, Inc.** (www.printpack.com), and in keeping with Body Glove's "green" image, the labels are made from plant-based Ingeo™ brand EarthFirst® polylactic acid (PLA) resin from **NatureWorks LLC** (www.natureworksllc.com).

"Body Glove wanted a top-of-the line water filter that was environmentally sound and that actively reduced plastic bottles sent to landfills. One of their requirements was that the label be plant based and recyclable," says Mark Howlett, brand manager, water products, at Water, Inc., which markets and distributes the filter for Body Glove.

"We have 2,500 dealers throughout North America, and we've

developed point-of-sale displays for them, so we both wanted the new filters to really stand out on the store shelf," says Howlett. "The filter housing is tapered and paper or plastic adhesive labels would tend to wrinkle.



After the shrink label is positioned on the filter cartridge, it is placed onto a custom-engineered sled fixture that transports it through the steam shrink tunnel.

Four filter sizes

The new water filters are available in four sizes. BG-1000 is an entry-level filtration system with a 0.75 gal/min flow rate and 1,000-gal capacity. It utilizes tri-stage filtration in which water is treated by a copper-and-zinc alloy media for bacteriostatic and scale control in stage one, followed by a micro-

rate and a 350-gal capacity. It also uses a higher level of tri-stage filtration than the BG-1000.

BG-12000 is a premium filtration system with a 0.75 gal/min flow rate and a 1,000 gal capacity. It adds a fourth filtration stage consisting of a patented 0.2 micron pharmaceutical-grade membrane and provides the highest level of home-filter protection.

The 50-micron shrink film for the labels is made by **Plastic Suppliers, Inc.** (www.plasticsuppliers.com) and is shipped to Printpack, which prints and seams the labels. The monofilm labels are rotogravure reverse-printed in nine and 10 colors. Printpack is one of two domestic cobranding partners with Plastic Suppliers for EarthFirst PLA shrink film.

"This was a challenging project because of the amount of information we had to print on the label, the high level of shrink for the label to go over the shoulders of the containers and the short turnaround time," says Paul Pritchett, sales and marketing manager at Printpack. "Using PLA was an advantage in this application, because it has

Continued on page 26



Body Glove wanted a top-of-the line water filter that was environmentally sound. One of their requirements was that the label be plant-based and recyclable.

Also, the filter housing is white and we wanted a label that would change the color of the filter housing. It was important for us to create a stunning and green-label design, so we decided that shrink-sleeve labels were our best choice."

filter-wrap that evenly traps sediment particles in stage two and a high-efficiency carbon-block filter in stage three.

BG-3000 is a mid-level filtration system with a 0.75 gal/min flow rate and a 450-gal capacity. This uses a higher level of tri-stage filtration than the BG-1000. BG-3000R is a replacement filter to Water, Inc.'s previous lines with 0.50 gal/min flow

"We spec Eriez' vibratory feeders on all our systems"



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Mark Frazier – Frazier & Son

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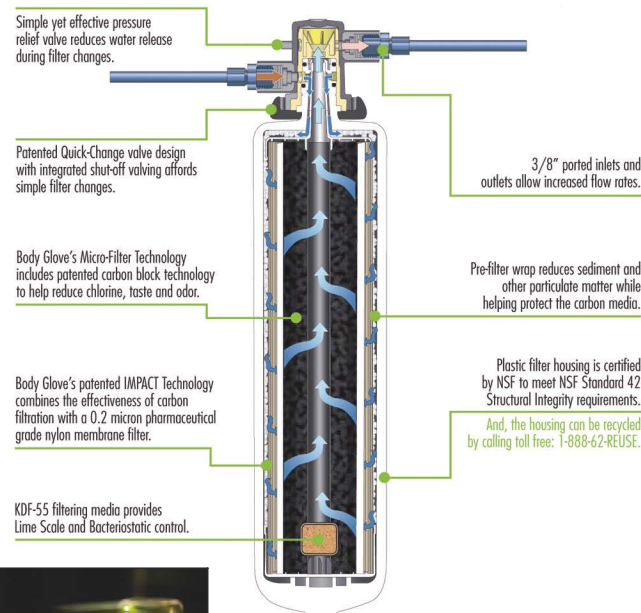


a higher shrink percentage than most other more traditional shrink films. It conformed very nicely to the shape and size of the container."

The filters are manufactured by **3M** (www.3m.com) and are shipped to **Sensible Packaging Solutions** (www.sensiblepack.com), who applies the shrink-sleeve labels. The tallest filter cartridge is nearly 15-in.-long, which is too big to run on Sensible Packaging's labeler, so workers apply the labels manually. The cartridge is also too

big to pass through the steam shrink tunnel standing up, so Sensible Packaging designed a sled fixture to hold the filters in a horizontal position as they pass through the tunnel. This simplifies handling the cartridge. The sled fixture is designed with quick change parts to accommodate the four different filter sizes.

"This has been a demanding project for everyone involved, but it has turned out extremely well," says Howlett. "The labels look great, and my dealers and customers are very excited about the redesigned water-filter line."



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Did you know?

- In 2007, total U.S. bottled water volume was 8.8 billion gal, a 6.9 percent increase over 2006, and the 2007 bottled water per capita consumption of 29.3 gal increased nearly two gal, from 27.6 gal/capita the previous year. Additionally, the wholesale dollar sales for bottled water exceeded \$11.7 billion in 2007, a 7.8-percent increase over the \$10.8 billion in 2006. Source: Beverage Marketing Corp.

- Bottled water is not safer than tap water? In fact, the federal government requires far more rigorous and frequent safety testing and monitoring of municipal drinking water.

- Bottled water is thousands of times more expensive than tap water? Compare \$0.002/gal for most tap water to a range of \$0.89 to \$8.26/gal for bottled waters.

- As much as 40 percent of bottled water is nothing more than bottled tap water.

- Odd tasting water doesn't always mean that the water is unhealthy or contaminated. Chlorination or the mineral content in the water could be the culprits of a funny taste, depending on the region of the state or country. If your water tastes funny, and that is why you prefer bottled water, you could probably save yourself a lot of money by investing in a water-filtration system instead of buying bottled water. Filtering water at home is cheaper and safer than depending on bottled water.

Source: LowCostDieting.com

More information is available:

Seal-It, A Div. of Printpack, Inc.,
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3M, 888/364-3577. www.3m.com.
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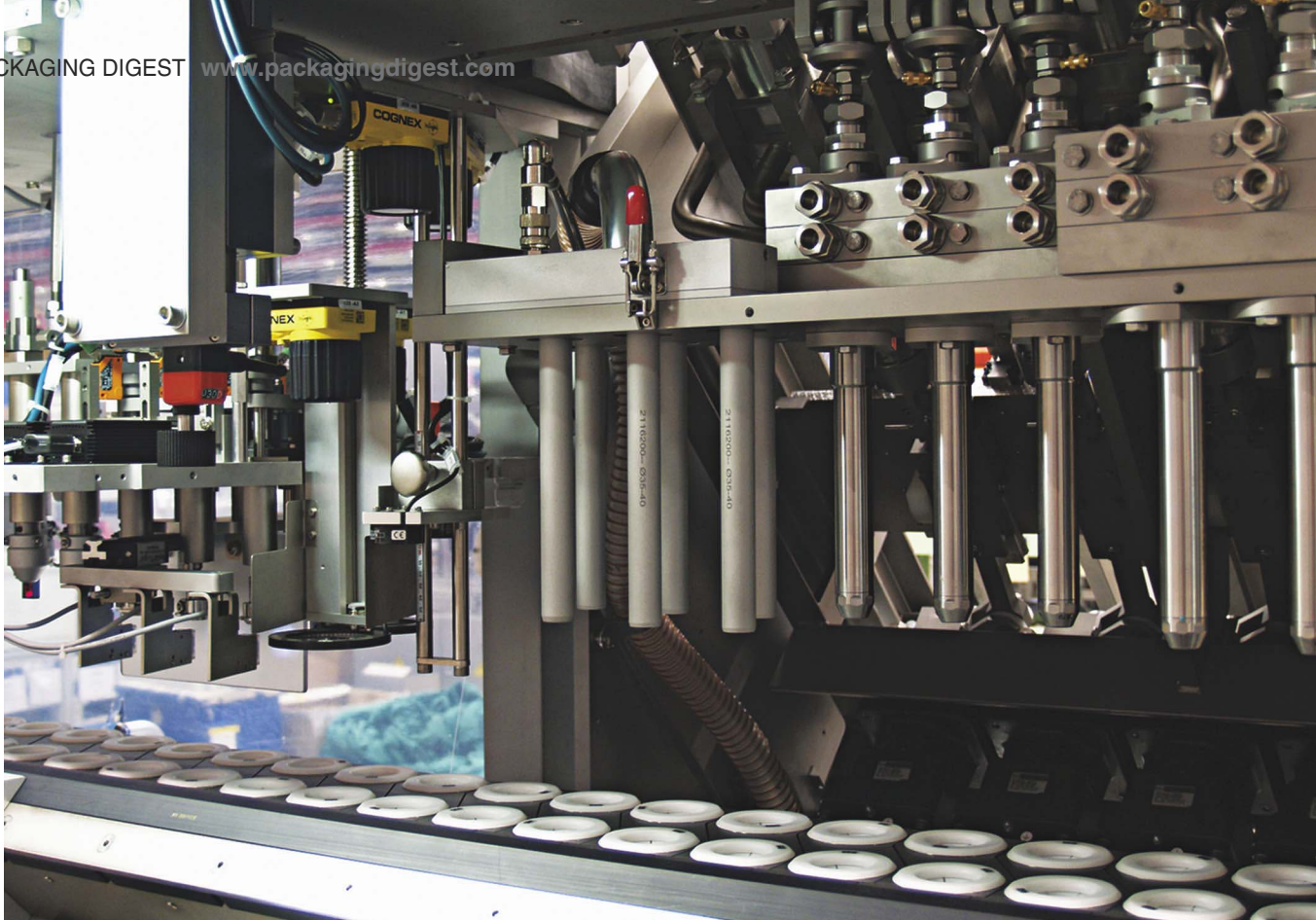
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Instead of a conventional handling arrangement the tube-packaging system above has a conveyor circuit with a diagonal layout and specially designed tube holders. Below, the system's display reveals tubes from above. A ring-shaped LED light illuminates tube interiors.

Is that toothpaste tube clean before it's filled?

Camera-based visual inspection for toothpaste tubes **SAVES TIME, LABOR AND CUTS COSTS.**

Lauren R. Hartman Senior Editor

Toothpaste is supposed to help maintain and clean healthy teeth. But is the toothpaste you're using to clean your teeth safe? It's only in recent years that vision systems have been used to check toothpaste packaging for cleanliness and safety before the toothpaste is filled into the tubes. Previously, filling systems that weren't equipped with a visual checking system couldn't actually guarantee that no particles or contaminants from the preliminary tube production stage would be present in the tube after filling and sealing.

For its latest tube-packaging machine, the TFS 80-6 from Germany's **IWK Verpackungstechnik GmbH** (www.oystar.iwk.de), part of the Oystar group of companies, relies on vision systems from **Cognex** (www.cognex.com). Designed for tubes from 19 to 40 mm wide, the system incorporates two In-Sight® cameras that check during the course of the filling process that the tubes are round, clean and firmly sealed.

Speed takes a new angle

With a capacity of 500 tubes/min, the TFS 80-6 production line inspects, fills and seals toothpaste tubes using an atypical handling arrangement. Instead of the conventional operation using a turntable, the TFS 80-6 has a conveyor circuit with a diagonal layout. The lines are positioned at a 90-deg angle to each other, and the tubes are picked horizontally on a conveyor belt that takes them to a cartoner for final packing. Though top-quality packaging materials are required, contamination can still make its way into the equipment; tubes may possibly be deformed when loaded into the outer carton or the base of the tube may have a faulty seal. To

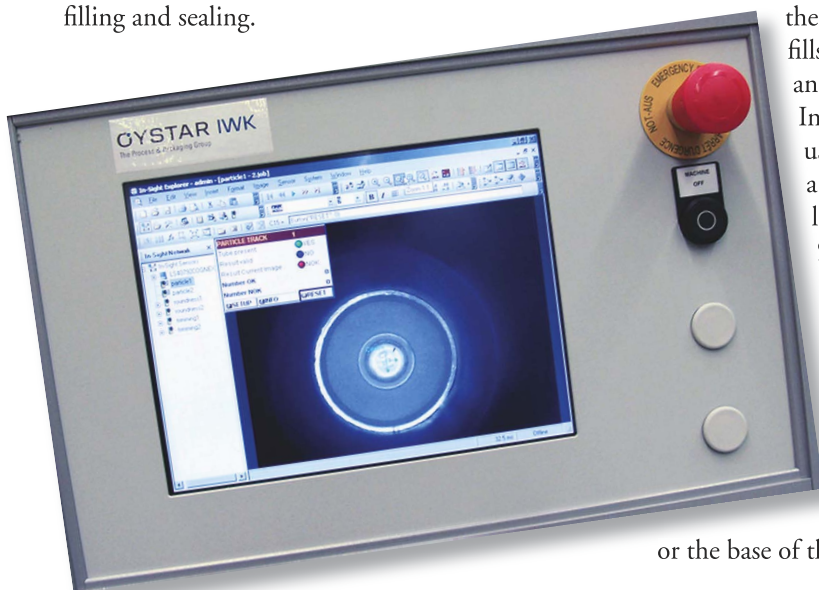
ensure the production processes are fault-free, Oystar IWK collaborated with **Octum Electronic GmbH** (www.octum.de), a member of the Cognex specialist partner/integrator network, to install two In-Sight 5100 and two 5400 cameras on each of three inspection stations. Each camera monitors a set of parallel conveyor rows with offset tube holders.

The first stage of production on the line begins with a six-axis robot and its expanding gripper arm removing 30 empty toothpaste tubes at a time from shipping cases and placing them neck-down, with screw-caps already affixed, into tube holders on a conveyor. The robot arm's tooling has special pins that precisely fit into the case partitions and grip the tubes to lift them out of the cases. The base of each tube is left open and ready to be filled.

Next, the tubes convey clockwise toward a cleaning station and are scanned to ensure that they are aligned correctly so that the printing on each tube is in the correct position when the base is sealed. The two successive Cognex inspection stations also check to ensure that the tubes are round-shaped and clean before they enter the cleaning and filling stations.

Beyond a shadow of a doubt

Two In-Sight 5100 cameras installed above the conveyor evaluate the tube coating, its shoulder area and the interior of the cap during a particle check.



The cameras can detect foreign bodies based on a contrast to their surroundings. A red, ring-shaped LED light illuminates the inside of each tube from above. Undesired particles cast a shadow detected by the cameras, making it possible to detect objects that are the same color as the tube's contents.

During the subsequent tube-shape check, the other two In-Sight 5100 cameras scan the tubes to see if they are of the required shape. If tubes don't have the specified roundness, the fill nozzles can stay at the edge during the cleaning and filling process and ram the packages into the tube holders.

The In-Sight technology prevents this by ensuring that the fill nozzles enter round tubes to within tolerances of 3 mm. This check takes place without the need for an additional operation or step. The cameras each receive a trigger for every tube that passes and record images of the tubes as they move past. If a tube is out-of-round or outside of the tolerance range, it's identified as "faulty" and is not filled. After cleaning and filling, the laminated plastic tubes are hot-air-sealed downstream. Then the TRS 80-6 ejects the sealed tube from the production line.

Sealing the deal

The ends are heated with hot air at a temperature of 380- to 450-deg C and are pressed together by cooled stamping jaws. The seal is either stamped smooth or stamped in a corrugated pattern and may feature a serial number or a code. According to Cognex, defects can occur at this stage of the process. For example, if a sealing knife becomes blunt and can no longer cut off the ends of the tubes correctly, the seal will be left with rough edges. In the trimming station, the two In-Sight 5400 cameras

Cameras installed above a toothpaste tube conveyor evaluate a number of parameters such as roundness and check the tubes for proper seals. They also scan each tube for contaminants.

make sure that all packages like this are detected and also check the seal itself. If the seal isn't completed or if the printing isn't properly aligned with specified parameters, the tube is ejected from the line.

Proper print positioning

Saving time and reducing overall costs, the In-Sight cameras are networked to a center PC panel that records all images of faulty tubes. This makes it easier for the tubemaking system to detect faults quickly without having to recheck the actual unit of packaging that has already been ejected from the line. Another advantage of the vision systems is their integrated structures, which Octum customized for IWK. While conventional tube lines may only offer tube inspection as a separate station, which could mean time delays, the Cognex technology is integrated right into the production process, thus saving time and keeping costs to a minimum.

Production lines with free-standing or separate inspection modules would require one inspection camera for each of the six tubes filled by the TFS-80-6 machine at a time in each step.

In addition, six vision-inspection camera systems would be required for each inspection station, or a total of 18 for three stations. IWK's TFS-80-6 tubemaking equipment meets the inspection requirements with six cameras mounted over three stations, which maximizes production reliability.

Today, having brushed up its toothpaste tube-production equipment with camera-based inspection, IWK is all smiles.

More information is available:

Cognex, 508/650-3000. www.cognex.com.
IWK Verpackungstechnik GmbH, an Oystar co.,
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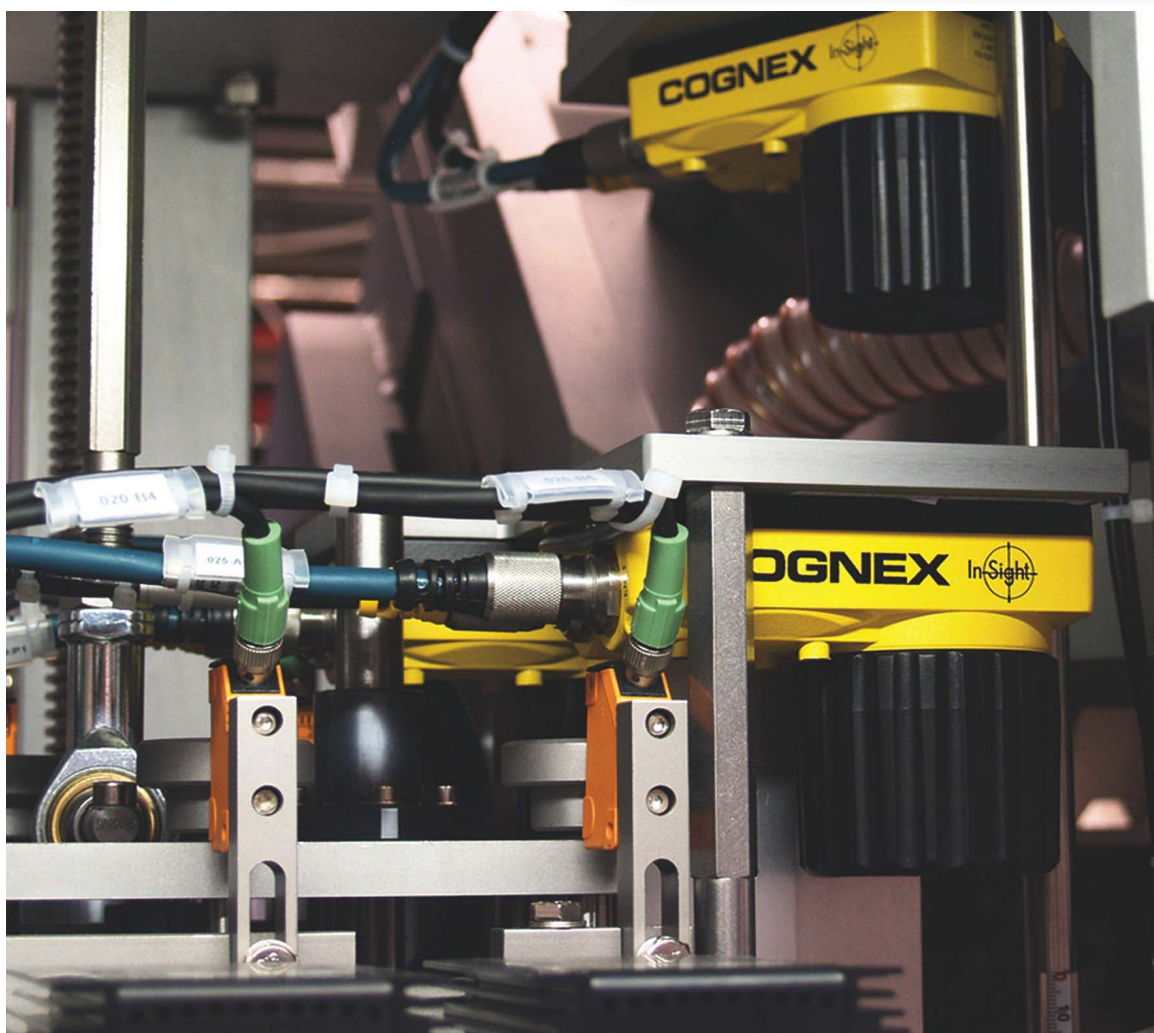
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IR coupon brushes up sales

An on-pack, instant-redemption coupon label **OPENS THE DOOR OF PROMOTIONAL OPPORTUNITY** for GlaxoSmithKline's slim blister-packs for Aquafresh toothbrushes.



Lauren R. Hartman, Senior Editor

With respect to Gene Roddenberry, space really is the final frontier—but not just in the case of the fictional Star Ship Enterprise. Space also factors into the day-to-day reality of packaging.

For consumer packaging, labeling space is everything in terms of how much room there is to showcase a product and how much space its package has to communicate the benefits of that product. Most toothbrush packages consist of tall, thin blister-packs, and have a narrow footprint that puts them at a distinct disadvantage for capturing product awareness, conveying brand positioning, product features and benefits and inducing trial.

Not only do they have the tall and narrow hurdles of their packaging dimensions, but toothbrushes are typically displayed in clear, contoured packs or clamshells. Being able to see the product is important, so product visibility further reduces the amount of available on-pack space for product copy.

Such was the case recently as Philadelphia-based GlaxoSmithKline's Consumer Healthcare business set about to label its Aquafresh® Gel-Flex and Aquafresh® Deep-Action toothbrushes with an instant-redemption coupon (IRC) label. Measuring approximately 1-in.-wide at its widest point, the tapered blister-pack provides nearly 8¾ in. of labeling room lengthwise, but just a dab widthwise. "When you look at the packaging for toothbrushes, the first thing you notice is, there's very little space to put any [extra labeling]," admits Donna Mittner, graphics manager with GlaxoSmithKline (GSK). "And you really can't cover up any [existing] copy."

While space was at such a premium for the two Aquafresh toothbrush SKUs, GSK still wanted to try to apply an additional wraparound IRC label to the hangable packages to promote the attributes of the Gel-Flex and Deep-Action brushes and offer consumers an at-store savings of \$1.00.

A new wrinkle

The limited packaging landscape, combined with the contoured shape of both clamshells, creates an even bigger challenge. The clamshell surface caused wraparound labels to wrinkle during trials, regardless of their shape or size. While the Deep-Action brush is displayed facing front, the Gel-Flex brush is placed on its side in the blister-pack to better show its flexing feature. GSK contacted **WS Packaging Group, Inc. (www.wspackaging.com)** for assistance.

"GSK requested a pressure-sensitive label with a deadened adhesive just in the center [of the label construction] as a way to accommodate the taper of

never able to do before—deliver an eye-catching, clearly communicative IRC.

The design allows the coupon to perforate away, leaving no adhesive residue.

"The construction of the label is pretty straightforward," Hartz says. "But we wanted to take it a step further by building in this new feature that really bolsters the marketing mix for GSK's oral-care category by taking full advantage of self-merchandising with an on-pack coupon. This is the first time they've been able to place a coupon directly onto a toothbrush package."

Combined with perforations on each side where the wings bend around the package, the PP overlaminates proved to be an ideal structure for the coupon. And the film adds shine and high gloss to the label, while the coupon is completely free of adhesive across the face of the clamshell, to ensure overall functionality.

A first for Aquafresh toothbrushes

"This is the first IRC for toothbrushes that we've been able to create," affirms Mittner. "Until this development, there really hasn't been a place on the package to apply one. As originally conceived, the coupon wouldn't have worked because the glue would have ripped off the bar code."

"But the way the label is configured now, with clear, perforated wings that wrap around the package, the coupon cleanly separates from the overlaminates without any damage to the bar code. My initial concern about using a wraparound label was that it might cover up the product copy printed on the back and the directions. But the clear laminate doesn't obscure anything."

WS Packaging Group produced and printed the labels at its facility in Neenah, WI, using a 650 Webtron, 10-station flexo press (no longer Continued on page 26

3 things to consider

when adding labels to small packages:

- Evaluate new structures
- Investigate various adhesives
- Keep the product as visible to consumers as possible

the clamshell and to keep the label from wrinkling," recalls Joseph Hartz, senior account executive with WS Packaging Group. "Nonetheless, we felt the design with the deadened adhesive would be difficult to apply, and would still lead to wrinkling."

WS developed the label as a 60# coated-one-side semi-gloss paper stock with a clear, self-wound PP film overlaminates text sheet applied in-line during printing. The structure also has pressure-sensitive wings that allow the label to adhere to the back of the foil laminated blister-card instead of to the face of the clear clamshell. The base ply of the coupon label uses a permanent adhesive.

The winged laminate solved the immediate problem of keeping the label wrinkle-free, but it also created an opportunity for GSK to do something on the toothbrush packages that it was

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available) that's capable of folding in-line and running multiple webs and a variety of substrates. Measuring 3.5x2.5 in., the \$1.00-off coupons were printed in eight colors front and back, and were applied by hand at a regional GSK distribution center before the brushes were shipped to retailers prior to the

drawback would have been the lack of visibility for consumers," he says.

"The objective of any good on-pack coupon program is to attract brand switchers and new users by making the offer highly visible, thus delivering a purchase incentive for impulse sales," Hartz continues. "The

When you look at the packaging for toothbrushes, there's **very little space** to put any extra labeling.

promotional campaign. With a key objective to induce trial and to attract brand switchers, the money-off promotion was exclusive to approximately 1,500 Target stores across the U.S. and ran from mid-November thru mid-December 2008.

Die-cut at the top with a hanger hole, the toothbrush packs can be displayed on pegboards or placed upright in a plastic display tray.

"Another labeling option for delivering a coupon on such a small-diameter clamshell would be to use a tiny folded leaflet, that we call a secure fold," Hartz points out. "This could have worked, but it would have been difficult to see, maybe even obscured by the toothbrush rack display. But the biggest

Aquafresh wrap coupon provides a strong billboard, with bright colors to grab the consumers' attention, which gives this promotion a one-two punch of high visibility and a strong purchase incentive."

Printed predominantly in lively blue and yellow as well as the white, black, red and green color scheme of the Aquafresh logo, the IRC reads, "Save \$1.00 Now! on this Aquafresh Premium Toothbrush" in bold yellow lettering.

Adds Mittner, "The important thing is, you can see the coupons when the toothbrush packages were hung or put it in a tray." Had they been of the folded variety, they wouldn't have had as high a level of promotional quality due to a much smaller footprint, she adds.

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A first for the converter, too

The IRC label took roughly four weeks to develop, from concept to press, says Hartz. “We overcame the wrinkling issue, but then had to make sure that the coupon would get noticed. In this case, the relatively large footprint really jumps out. That’s helped move product and drive impulse purchases. Being able to leverage a plain label into a strong promotional opportunity creates a host of possibilities, like using the on-pack coupon to cross-merchandise within the product category. We try to find new ways to deliver on-pack coupons, but this is the first opportunity in which we

This is the first IRC for toothbrushes that we’ve been able to create.

were asked for input on this type of small sized clamshell.”

While GSK says it’s too early to have any definitive sales specifics, it’s “all smiles” about the results of the labeling program, says Mittner. “When brands compliment one another, as they do in GlaxoSmithKline’s oral-care portfolio, this type of program is a particularly effective marketing strategy,” she concludes.

More information is available:
WS Packaging, 800/818-5481.
www.wspackaging.com.

Did you know?

That slow growth is currently characterizing the oral care category, yet within this mature market, some segments have experienced rapid gains while others have faded, according to a report from *ResearchandMarkets.com*. The report indicates that the oral care sector actually is dynamic and holds many opportunities. Americans still continue to seek whiter teeth—a trend that has exploded in the last several years. More than eight in 10 consumers use a manual toothbrush and women seem to be more concerned about oral health

and appearance. Sixty percent of adults report that they groom while on-the-go and 47 percent of consumers report that they use personal care in the workplace, making this a key occasion for marketers to target. In 2004, there were 227 billion on-the-go personal and oral care occasions in Europe and the U.S. In value terms, the on-the-go market was expected to surge to more than \$7 billion by 2009. This is driven by consumers’ need to save time and the pressure to look good. For more details, visit www.researchandmarkets.com/research.

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About face

Armed with an **AIRLESS, METERED PEN**, Amenity LLC seeks to win men over with a simple-to-use eye cream.



Linda Casey, Associate Editor

Increasing awareness about personal appearance and healthy lifestyles among modern males is changing attitudes toward the use of skincare products by men. Yet, today's health and beauty marketplace is very much the product of an industry dominated by products marketed to women. Men who want to chuck the traditional bar soap and aftershave routine often are left with few choices or stuck secretly raiding the medicine cabinet for skincare products made for the women in their lives.

Lisa Lehan, Kimberly Pecoraro and Dwight Schultheis, all veterans of the personal care industry, co-founded Amenity to scientifically develop products that specifically address men's needs and preferences. These product formulations are made to address problems specific to men's skin, which Lehan says is generally more oily and tougher than women's skin, and/or offer no-fuss application with immediate results.

iCream for everybody

Because the eye area is much smaller than the entire face, iCream, one of the company's newest products, targets the dark circle, fine line and wrinkle issues that both men and women have, Lehan explains. While the eye cream's formulation is actually unisex, its packaging is decidedly masculine—a shiny black, 4.5-in.-long airless, metered dose (AMD) pen from packaging

development company **Lucas Packaging Group** [LPG(www.lucaspackaging.com)].

According to Lehan, the oval-shaped pen fit right into the company's no-nonsense approach to skincare. Instead of forcing a man who might not be familiar with eye cream to learn how much cream to use and how to avoid contaminating the product, the pen offers a perfectly metered dose with contamination-free dispensing and storage.

Virtually exclusive

The 15-ml oval pen is the newest addition to LPG's family of AMD pens. Lehan says she consistently goes to LPG president Frank Francavilla first when researching new packaging because she wants "to be the first one out there with a cool, new package."

Because Lehan leads the packaging discovery process and is one of the primary decision-makers in the company, she is able to get a jump on the competition and the packaging arena. "Frank would come out with these new packages, and he might have interest from the big guys like a [Estée] Lauder, but we could move the fastest," says Lehan. "For us, it [the situation] was great, because it almost seemed as if we had exclusive, new packaging, because we could move quicker than

anybody else."

Based on Amenity's experience with the airless pen used for its Anti-Breakout Gel, the skincare company suggested that the new pen not have a lock. The anti-breakout gel is in a pen that is locked for shipment. Upon purchasing, a consumer turns a knob until the dispenser "clicks" into the open position. He then removes the pen's end-cap and pushes the knob once to dispense the gel. After the consumer applies the gel to his face, he replaces the cap and turns the knob back to the locked position. While this ensures the portability of the product, it also was a somewhat complicated process that sometimes would confuse customers. "On the [iCream] cap, there are two pieces of plastic on the cap that go into two holes on the side that kind of keep it in place," Lehan explains. "So when you are pressing the button to push it up, the bezel up, the

After being manually unpacked from the cartons, the pens are conveyed button-side-up to a filling station, left. Right, an operator manually supplies eye cream to the liquid filler while a second operator lifts each pen individually from the conveyor and dispenses the cream into the pen.



Pucks are attached to the button side of the pens to ensure stability during filling. An operator removes the puck from a filled pen, near right. A filled pen receives a final inspection, far right, before being placed in a carton.

air's not pushing it out and the cap stays on."

Another change that Amenity requested was to give the slightly tapered pen strong, straight lines. "Anything to me that's tapered has a feminine feel," she remarks.

Hot stuff

The black, molded plastic tubes are decorated using a hot transfer label process, which enables high-resolution photographic quality decorating on the package without the seam of a shrink-sleeve label.

Typically, the process first involves a high-resolution image being etched onto a printing plate, which then is mounted on a rotogravure press. The web press prints the images at resolutions that can be as high as those used for high-end commercial print applications, such as magazines.

The printed web becomes part of a multilayer film that includes an indexing roll in addition to a print layer and an adhesion layer. Heat is used to remove the ink from the print and adhesion layers. This process adds a protective layer over the packaging decoration thus protecting the decoration from scratch and chemical damage.

"If someone dispenses a product with alcohol or other aggressive ingredients, these ingredients could actually eat other types of decoration," says Francavilla. "This process provides a protective coating for scratch- or chemical-resistance, yet it's a very high-end process that's somewhat cost-effective."

He argues that an operator using pad printing to decorate a package with a multicolor image would need to apply the ink to the container several times to get the desired effect. The customer, then, would incur setup charges for multiple runs. The heat-transfer label process requires only one pass to affix the label onto the packaging. The cost savings from the reduction in setup charges can help offset the higher costs associated with heat-transfer's high-end prepress processes. "It kind of balances itself out as far as the cost point of view, so we use it as our standard," says Francavilla.

Continued on page 30



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"For example, a label like Amenity's, I believe it's a 14-cent process. If she had to do the same label in a traditional screen print, they would charge her at least eight to nine cents per pass, so she would be looking at a minimum of 16 or 20 cents just for decoration."

Concurrent collaboration

While Amenity was working with LPG on the container itself, the company also was working with **Suite-K Value-Added Services** (www.suite-k.com) on the cream's formulation. "We started speaking with Suite-K about developing the iCream for us," Lehan recalls. To ensure that the product would have the correct viscosity for proper dosing, she gave Suite-K a sample pen as soon as a prototype was made.

After working with Suite-K on iCream's formulation, Amenity eventually decided to have Suite-K also do the product manufacturing and filling. After winning the manufacturing and filling business, Suite-K immediately began research and tweaking its packaging process for use with the pen. "We have mechanics onsite who have years of experience and by having a sample of the packaging beforehand, they were able to figure out the filling strategy," recalls Millie Donado, director of business development for Suite-K.

After working with the pens, the contract manufacturer/packager decided the risk of



damaging the pen caps was too great to use a highly automated filling process. Line workers manually unpack pens onto a **Hytrol conveyor** (www.hytrol.com). The pen travels to a filling station, where an operator uses a Servo/Fill semi-automatic filler from **Oden Corp.** (www.odencorp.com) to dispense the cream into the pen.

Because the pens are molded in a shiny black plastic, the standard black ink used by Suite-K when coding with its Excel Series 100 CIJ printer from **Videojet Technologies** (www.videojet.com) simply didn't show up. According to Donado, it took several tries to find just the right shade of matte black to be visible on the tube.

While Suite-K was perfecting the packaging line, its lab was working with Amenity on the formula. This prevented delays to the product development schedule.

In fact, it was only when developing this story did Amenity learn about the steps Suite-K took to ensure flawless filling. "While we were working on the actual formula, they must have been working on this, which is lovely because I didn't have any headaches," Lehan remarks.

While keeping costs low is important for a skincare company, she says the most important resource is time. "You can sit there and plan and plan and plan," Lehan explains. "When it comes time to actually putting the product out there, you are always under the gun. Anything you can do to cut time in the end is always helpful."

More information is available:

Lucas Packaging Group, 973/903-3561.
www.lucaspackaging.com.

Hytrol Conveyor Co., Inc., 870/935-3700.
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sustainability



While much attention is paid to technological innovations and consumer shifts, legislative policy is a driver with tremendous implications for the future of packaging.

Laws and regulations focused on packaging design are most familiar, such as recycled-content requirements and the elimination of heavy metals, but new policy trends address packaging at its end-of-life, through climate-change legislation or extended producer responsibility schemes.

Legislation in packaging: A push for extended producer responsibility

As the sense of urgency around climate change intensifies, efforts to reduce greenhouse gas emissions have captured the attention of private citizens, industry and all levels of government. Recycling can reduce greenhouse gas emissions in several ways. Reprocessing recycled materials into new packaging typically requires less energy (and therefore lower carbon dioxide emissions) than creating virgin material. And diverting some forms of packaging from landfills can reduce future methane emissions.

The link between recycling and climate change

was recently examined in Congress, when two bills relevant to packaging were introduced. The first would have created a national container deposit law to encourage beverage-container recycling. The second was an amendment to the Lieberman-Warner Climate Security Act, which would have provided funds for research on recycling as a way to reduce greenhouse gas emissions. Although neither of the bills passed, expect to see more federal legislation that links recycling and greenhouse-gas reductions.

Extended-producer responsibility (EPR), where a manufacturer remains responsible for its product over the product's entire life cycle, is also gaining support. The European Union, Japan, Korea and Canada all have comprehensive forms of EPR, which have resulted in a dramatic increase in the amount of packaging that is recycled and recovered. Some states, such as California, have also started discussions about comprehensive EPR laws. Container-deposit laws and electronic waste takebacks are forms of EPR focused on one type of package. In the absence of

federal action on recycling, the real center of activity continues to be at the state and municipal level. Eleven states currently have container-deposit laws and though unsuccessful, 10 new state campaigns active in 2007 to 2008 demonstrate a high level of interest in this area.

Another burst of legislative activity targets the safe disposal of electronic waste. E-waste recycling laws are in force in 18 states and in New York City, and at least 10 more states are expected to take up the issue this year. While not directly related to packaging, the laws show a growing desire by consumers and legislators for manufacturers to take responsibility for their products.

EPR laws covering different packaging types are being implemented across the country. Thus, the interest in responsible disposal teamed with tight budgets and the need to reduce greenhouse gas emissions could create up to 50 different packaging-compliance schemes unless there's more coordination at the national level.

Liz Shoch is a project manager at GreenBlue (www.greenblue.org) where she works with the Sustainable Packaging Coalition. For more information, email spcinfo@greenblue.org.

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Sunland Inc.'s pneumatically operated, horizontal filling/sealing machine runs 100 2-oz, **SINGLE-SERVE CUPS** of peanut butter/min using locally grown and marketed peanuts.

Jack Mans, Plant Operations Editor

Sunland, Inc., Portales, NM, was formed in 1988 by a group of dedicated peanut farmers in eastern New Mexico to grow and market the naturally sweet and dense Valencia peanut that is unique to the area. Valencias, which are smaller, sweeter and have more intense flavor than other varieties of peanuts, are grown almost exclusively in eastern New Mexico. In fact, 90 percent of the Valencia peanuts produced in the U.S. are grown within 120 miles of Portales, which claims the honor of being the "Valencia Peanut Basin of the Nation."

Sunland is a vertically-integrated peanut processor/manufacturer that specializes in Valencia peanuts and organic peanuts of all varieties.

It processes 80 percent of all Valencia peanuts and 92 percent of all U.S.-grown organic peanuts. Last March, Sunland introduced 2-oz cups of peanut butter packed in 6-unit paperboard sleeves and 24-pack cartons.

"We found that there is high demand for this type of healthy food in a convenient, shelf-stable form," says vp Katalin Coburn. "The 2-oz individual package size provides an ample amount of nutrition for all types of caloric-intake needs."

Pneumatically operated machine

Sunland worked with **ZestNet** (www.zest.net) to design the packaging. The cup, which is supplied by the Rampart Div. of **Printpack, Inc.** (www.printpack.com), is made from a three-layer lamination of PP, ethylene vinyl alcohol (EVOH) and PP. To run the cups, Sunland installed an Israeli-made Model PXG-4 horizontal filling/sealing machine that is marketed in the U.S. by **Pack Line West.** (www.packlinewest.com). This is an intermittent-motion, four-up machine that runs about 100 cups/min.

"We considered a number of machines, but the Pack Line seemed best suited to our needs," says Weston Pierce, peanut butter plant manager. "Unlike

other machines on the market, the Pack Line is powered pneumatically rather than electrically, and it's very rugged. In addition, the individual plates carrying the cups can easily be removed from the machine, so it only takes a few minutes to change from one size cup to another."

Pneumatic cylinders push the 2-oz cups through the intermittent-motion form/fill machine rather than transporting them on a conveyor.

For more information about horizontal filling/sealing machines, visit **PACKAGING DIGEST'S FILLING, F/F/S PACKAGING CHANNEL** www.packagingdigest.com/formfill/



As mentioned by Pierce, each row of cups is carried by an individual carrier plate that rides through the machine on two steel rails. At each machine cycle, a horizontal air cylinder pushes a carrier plate into the machine, and at each subsequent cycle, the plate is pushed further through the machine by the plates behind it. A sensor detects that a plate is present and that it is aligned properly. If there is a problem, the sensor shuts down the machine.

To start the operation, an

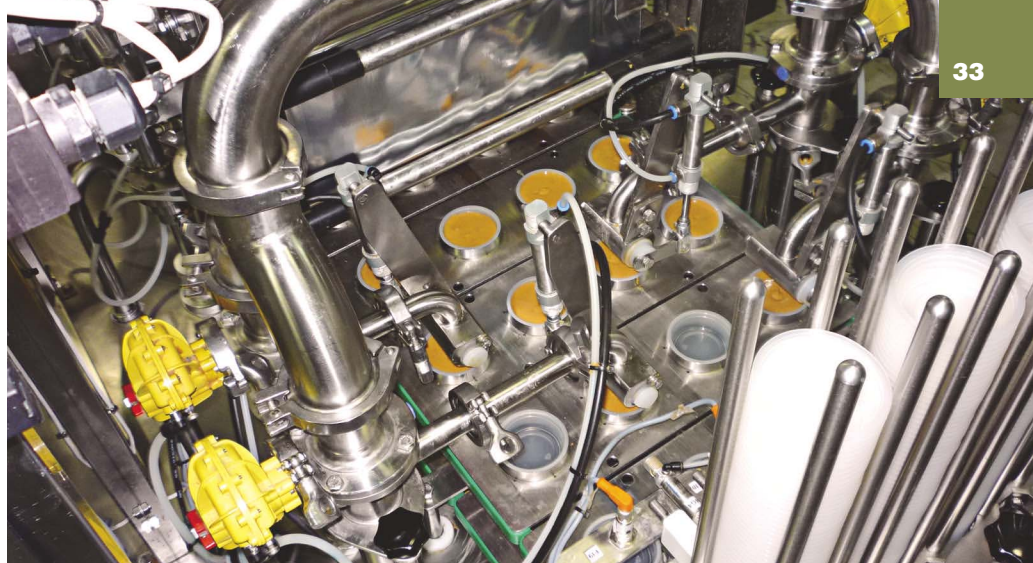
Unlike other machines on the market, the Pack Line is powered pneumatically rather than electrically, and it's very rugged.

operator loads the plastic cups into four vertical dispensers consisting of vertical metal rods. Four cups are dropped into cavities in the carrier plate at each machine cycle. Sensors detect if a cavity is empty, and tell the machine not to fill or attempt to attach a lid at that position. The cups are conveyed to the two-stage filling section, where two cups in a

Peanut butter is pumped from an overhead hopper into the four filling heads, where air-operated pistons dispense the product through nozzles into the cups.

row are filled in the first stage and the remaining two cups are filled in the second stage.

Peanut butter is pumped from an overhead hopper into the four filling heads, where air-operated
Continued on page 34



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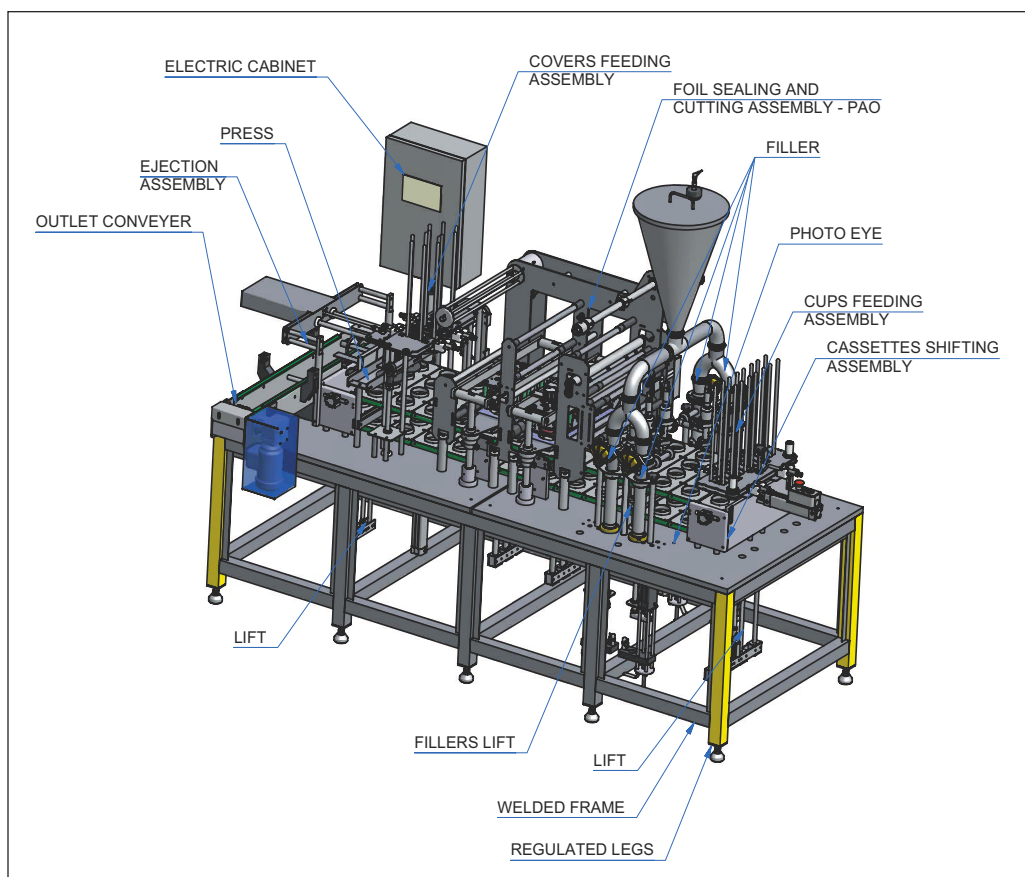
pistons dispense the product through nozzles into the cups. Air-operated valves open and close in concert with the pistons to control product flow. The stroke length of each piston is adjusted individually by a hand wheel to set the discharge quantity. Pack Line is introducing a new product pump that has no valves or moving parts, but it has not disclosed any details.

Seal and cut simultaneously

The cups next are conveyed to the sealing section of the machine, where lidding film is heat sealed to the top of the cups. The PE, easy-peel lid film, which is supplied by **Legend Packaging Group** (www.legendintl.com), is rotogravure reverse-printed in six colors and includes a peelable polyolefin sealant. A roll of the film is mounted above the machine and the film is pulled down across the sealing section where an air-operated press descends and heat seals the film to the tops of the cups, while circular knives attached to the seal heads simultaneously cut the four individual lids from the web of film.

The waste film is rolled onto a shaft on top of the machine. A sensor detects an eye mark on the film between each row of tops to ensure that they are aligned properly.

The machine is equipped with a lid dispenser consisting of four sets of vertical metal rods from which plastic lids drop onto the cups and are pressed down tightly in the next station. Sunland is not using this feature. The filled and sealed cups are transported to the discharge section, where pistons lift them from the cavities and a horizontal rake pushes them onto a discharge conveyor.



The compact fill/seal machine is extremely rugged and is easy to change from one size cup to another.

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An air-operated press descends and heat seals the film to the tops of the cups, while circular knives attached to the seal heads simultaneously cut the individual lids from the web of film.

Carriers repeat cycle

The empty carrier plate drops onto a double set of rails at a lower level in the machine and is pushed to the front of the machine. At this point, a piston lifts the plate to the main level of the machine, where it is pushed into the machine and repeats the cycle.

The machine is controlled by an Allen-Bradley PLC and HMI from **Rockwell Automation** (www.rockwellautomation.com). **Kanthea Consulting**, (www.kanthea.com) assisted on this project.

As the cups leave the filler/sealer, a Linx 4900 ink-jet printer from **Diagraph**, an ITW company (www.diagraph.com) applies a best-by date and fill time to the sides of the cups. The cups are hand-loaded into 24-pack cartons and six-pack paperboard sleeves for distribution. The 4-color, litho-printed paperboard sleeves are supplied by **Graphic Packaging, Intl.** (www.graphicpkg.com).

"The Pack Line machine has worked out very well for us, and they have given us excellent service," says Pierce.

As the cups leave the filler/sealer, an ink-jet printer applies the time the product was filled and a best-by date to the sides of the cups.



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Diagraph, an ITW company, 800/722-1125. www.diagraph.com.
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The brewery reconfigured its two bottling lines in 2001, and the new lines are capable of filling 400 bottles/min each.

Roaring redesign

Regional brewer puts the customer and the environment first in **REDESIGN** project.

Linda Casey, Associate Editor

Although the Lion Brewery is one of the oldest remaining breweries in PA, its Lionshead brand is relatively young beer—the beer was developed in the early 80s—with an equally youthful following. The brand has some serious Myspace cred; as of presstime, Lionshead boasted more than 1,700 “myspace friends.” Not bad for a regional brew.

Lion Brewery is located in Wilkes-Barre, PA, which also is home to one of the University of Pennsylvania's campuses, and the Lionshead brandname itself is a nod to Penn State's mascot, the Nittany Lion.

The pilsner's popularity extends past the Penn State crowd to the many colleges and universities located in the northeastern corner of the country. Approximately 700,000 cases/year are distributed

through an area that extends from Delaware to New England and across New York and Pennsylvania.

Part of the brand's appeal to the young adult crowd is its price point. “Lionshead is a very good beer for a good price,” Lion Brewery CEO Ron Hammond explains. “So it appeals to younger adults who like to get value for their money.” While Lion Brewery doesn't print a suggested retail price, it does work with its distributors to control pricing. Recently, the brewer gave young adults another reason to get friendly with Lionshead—a packaging makeover designed specifically with them in mind.

Two goals

Understanding the environment is of special concern to many of the college students who loyally follow the brand. Hammond says the brewery came to the redesign project with two main objectives:

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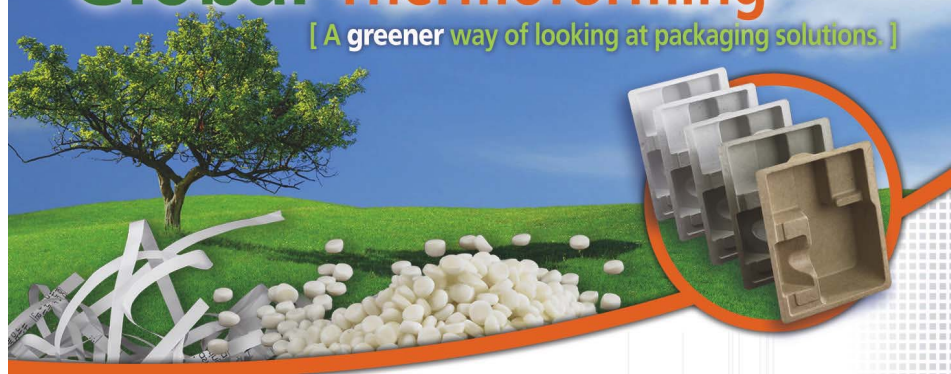


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The first objective was to create packaging that would be more eco-friendly than its existing packaging, and the second was to keep it fun.

"Our beer is about parties and fun and being social," says Hammond. "We have no pretense of Lionshead being some stuffy craft beer. This is your out-with-your buddies and you are having a good time [brew]."

Finding keepers

To help it bring a youthful appearance to the brand, Lions Brewery called upon John Nunziato and his design agency, **Little Big Brands** (www.littlebigbrands.com). Nunziato has approximately 20 years of experience in the design and branding arena. His resume boasts stints at industry giants, including Interbrand Corp. and Landor Associates. In addition to the experience Nunziato brought to the project, Hammond also brought a depth of experience in the bottling and packaging industry from his experience at Coca-Cola Bottling Co. Consolidated and Pepsi-Cola Intl.

Together, the companies thoroughly evaluated Lionshead's existing packaging to see what was working and what needed improvement. "We [Little Big Brands] took absolutely every millimeter of the packaging into consideration," Nunziato recalled.

One particular design element stood out as a clear winner with Lionshead's youthful following—the rebus puzzles located on the underside of the bottle caps. Rebus puzzles use pictures to depict phrases. "It's one of those things you'll be sitting around [in a group], and people all sort of argue about what's the answer to this puzzle or that one," Hammond remarks. "There's a little entertainment value under each crown of Lionshead."

The puzzles have proved very popular since their introduction about three years ago. They are the subject of numerous blog postings and even a satirical news story on *The Philadelphia Turkey* ("Lionshead

Branding isn't always about what a product manufacturer wants; instead, it should be about what **speaks to the product's consumers.**

Rebus Baffles Local Drunk," posted on Jan. 13, 2009).

Another packaging item that needed to stay was the stock bottle

from **Anchor Glass Container Corp.** (www.anchorglass.com).

Keeping the stock bottle would help keep costs down, and the brewery

bottling lines already were optimized for the bottles.

The brewery had completely reconfigured its two bottling lines in 2001, and the new configuration is capable of filling 400 bottles/min. According to Lion Brewery operations manager and master brewer Leo Orlandini, both lines are designed to run both products and Continued on page 38

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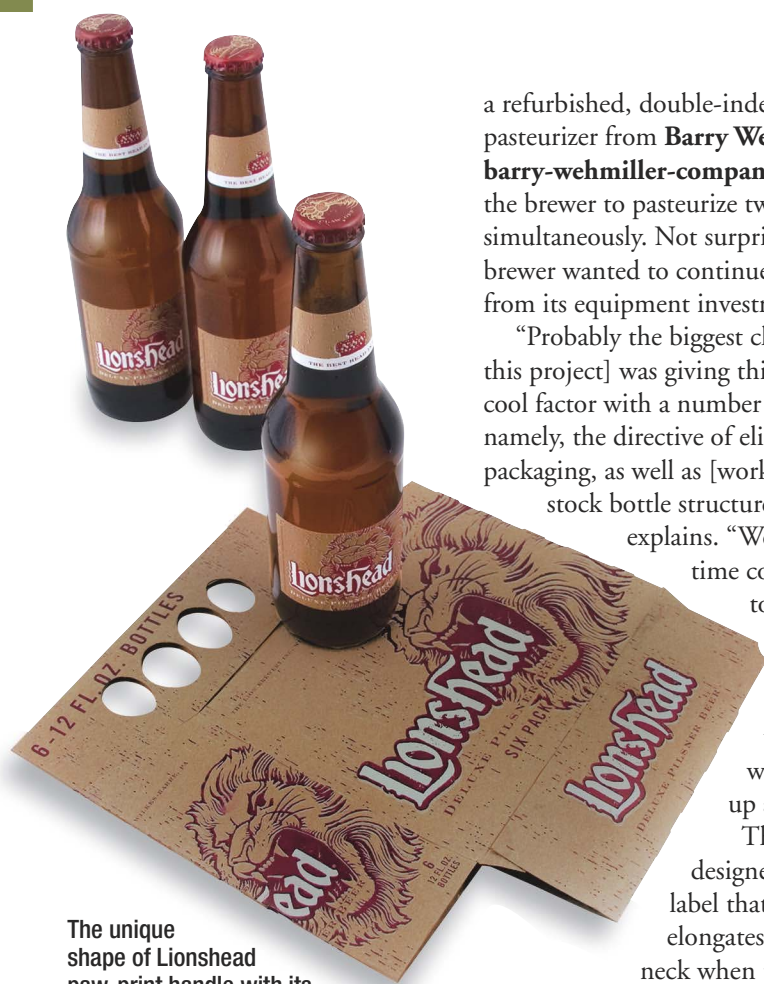
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The unique shape of Lionshead paw-print handle with its four die-cut holes required a custom gluing process using specialized machinery and programs.

a refurbished, double-independent deck pasteurizer from **Barry Wehmiller** (www.barry-wehmiller-company.com) enables the brewer to pasteurize two products simultaneously. Not surprisingly, the brewer wanted to continue to benefit from its equipment investment.

"Probably the biggest challenge [for this project] was giving this brand the cool factor with a number of limitations: namely, the directive of eliminating packaging, as well as [working with] the stock bottle structure," Nunziato explains. "We spent a lot of

time considering how to best enhance a stock bottle that was somewhat uninteresting, while covering up a lot less of it."

The agency designed a smaller label that visually elongates the bottle's neck when placed low on the bottle. They were lithographically printed by **Oak Printing Co.** (www.oakprintingco.com) on white EcoPoint

label stock. (This wet-strength label paper has been recently rebranded from its previous moniker—EcoSet—by its new U.S. distributor **New Page Corp.**, [www.newpagecorp.com], according to terms placed by the paper's original manufacturer **Stora Enso** [www.storaenso.com].)

A 40-in., 8-color sheetfed press with a tower coater from **Mitsubishi Lithographic Presses** (www.mlpusa.com) was used to lay down three spot colors and a matte aqueous coating. Inks include a Pantone red for Lionshead regular; and a Pantone green for Lionshead Light; and a tan that Oak Printing Co. custom mixed to match the unbleached paperboard used in the six-pack carrier.

Extended entertainment value

Little Big Brands added fun elements to the top of the bottles as well as the carriers. The new bottle caps feature an image of a lion's paw and instructions to "claw off," not twist off the cap.

The design agency also created a new six-pack carrier made from Kraftpak fibers from **MeadWestvaco** (www.meadwestvaco.com). The paperboard material was chosen not only for its contemporary

look, but also for its eco-credentials. "Kraftpak is a high-yield, low-density paperboard, which offers a significant source reduction advantage compared to regular-density paperboard grades," says Nunziato. "Kraftpak fibers are obtained in compliance with forest practices consistent with standards set forth by the **Sustainable Forest Initiative** (www.sfiprogram.org), which strictly governs the growing and harvesting of trees, maintaining sustainable harvest levels of trees, and protection of wildlife, plants, soil and water. Kraftpak is manufactured with a high-yield pulping strategy and byproduct conversation practices that utilize 58 percent biomass in fuel composition."

NEPA Carton & Carrier Co., Inc. (www.nepacartons.com) used an eight-color Planeta press manufactured by **Koenig & Bauer AG** (www.kba-usa.com) to lay down an opaque white ink in addition to the Pantone colors used for the Lionshead Light and Lionshead regular brands. NEPA then employed a platen die-



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cutter manufactured by the **Bobst Group** (www.bobstgroup.com) to make the carrier handle, which is comprised of four holes designed to resemble a paw print.

"Because of the unique shape of the paw-print handle, we needed to make sure that the handle would stay together," a NEPA company representative explains. "We have a team of glue specialists who use a proprietary process involving specialized machinery and computer programs to ensure the handle's stability."

To the right of and slightly below the paw-print handle is copy that reminds consumers to "roar responsibly." Above and to the left of the lion's head printed on both sides of the carrier is a playful warning against imitators and states "there's only one king around here, and you're lookin' at 'em."

Not without controversy

Most of the copy used for Lionshead packaging is witty, fun and noncontroversial, with the exception of one element. While the neck-label copy for Lionshead Light—light beers ahead—is a witty, but tasteful riff off of the phrase "light-years ahead," the copywriting for the regular version is a bit more ribald. The phrase—"the best head in town"—could be considered a double entendre, and its continued presence on the packaging is an acknowledgement that branding isn't always about

what a product manufacturer wants, instead it should be about what speaks to the consumers.

Hammond and his business partner Cliff Risell inherited the slogan when they purchased Lion Brewery on Nov. 1, 2007. Recognizing that the Lionshead regular's slogan could be viewed as a bit unsavory, the partners began to search for replacement copy in earnest.

"We came out really cute ones—really good ones, like the King of Bars and stuff like that," says Hammond. "Then, we brought 30 young adults in and asked them to go to all the different phrases that could be put on the neck label, and unfortunately the original slogan won with 80 percent of the vote, while the others just got 20 percent combined."

Therefore, Hammond and Risell conceded to the preferences of Lionshead consumers and kept the slogan.

Always on the hunt

Hammond, who worked with Coca-Cola when the beverage company launched the now-famous Double Fridge Pack, is always on the hunt for better ways to package beverages, and he is keeping an eye on the use of aluminum and PET bottles in the marketplace. As of presstime, Hammond states that the challenges associated with both options—costs for aluminum and customer perception with PET—negate the

benefits for an operation of his size. One thing can be assured, Lionshead packaging will continue to be fun and fresh with Hammond and Risell at the helm. "We're trying to have fun in the business," says Hammond. "If you are going to own a brewery, you ought to have a good time doing it."

More information is available:

Little Big Brands, 845/480-5911.
www.littlebigbrands.com.
Anchor Glass Container Corp.,
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IPACK-IMA offers stellar show

Italian packaging show is part of a **'COSMIC HAPPENING'** that includes three other major industry tradeshows in Milan.



As sales of packaging equipment slow in mature markets, suppliers increasingly are looking to developing countries eager to expand their domestic and export packaging markets. The upcoming **IPACK-IMA 2009** (www.ipack-ima.com) packaging tradeshow, to be held March 24 to 28 in Milan, Italy, offers U.S. suppliers the chance to reach packagers from developing countries in Africa, the Middle East and South Asia, as well as European markets.

In fact, show organizer and CEO Guido Corbella, says IPACK-IMA (processing, packaging and material handling) is part of a "cosmic happening," since it will be colocated with Grafitalia and Converflex, acknowledged to be among the most important European events for graphic arts and converting. These events will be held on the same dates and use the same entrance ticket. With only one trip to Milan, he says, visitors can attend three shows, saving time and money. Moreover, PLAST 2009, the International Exhibition for Plastics and Rubber Industries, will also be held at the same time at the

same Fiera Milano exhibition complex.

"The convergence of these four, large exhibitions covering the graphic, converting, packaging, and plastic industries is unique," Corbella explains. "It has been referred to as a 'cosmic happening,' as four complementary exhibitions take place simultaneously, using the same venue," he says.

Show draws international crowd

IPACK-IMA is being held in one of the richest markets in the world: Europe and the Mediterranean Basin. This geo-economical area includes 900 million consumers and represents a market estimated to be worth more than \$6 billion annually to packaging machinery manufacturers.

IPACK-IMA is very much an international event, with about 25 percent of the expected 50,000 visitors coming from outside of Italy. The most recent IPACK-IMA show attracted visitors from 124 different countries such as Turkey, with 573 visitors; Israel, with 288; Egypt, with 205; Tunisia, with 189;

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and Saudi Arabia, with 121.

"By exhibiting at IPACK-IMA, processing and packaging manufacturers can reach buyers from countries that they cannot easily reach by attending any other events," Corbella says.

Currently, one of the bright spots in the U.S. economy is export sales. According to the Dept. of Commerce, U.S. companies selling domestically produced packaging machinery, have been doing extremely well in Europe. For example, U.S. packaging machinery exported to the European Union's 27 countries was up 26.2 percent year-to-date as of November 2008 and exports to Italy were up 78 percent in the same time period. Several U.S. companies will exhibit at the show and others will be represented by European distributors and agents.

Considering all that is going on in the economic world, these are remarkable numbers, says Maria Grazia Facchinetti, marketing and communications manager for the show. And they have gotten stronger as the 2008 year has progressed. U.S. sales are aided by the weak dollar versus the Euro. American packaging equipment manufacturers that are actively marketing in Europe are finding their products competitive and gaining popularity.

While buyers visiting IPACK-IMA are interested in seeing the latest equipment and understanding the associated costs, many have

"expanded interests," such as sustainability, safety and prevention of food waste. All of these are to be covered at the show and in its related conference. For more details, visit the events program and conference agenda online at www.ipack-ima.com.

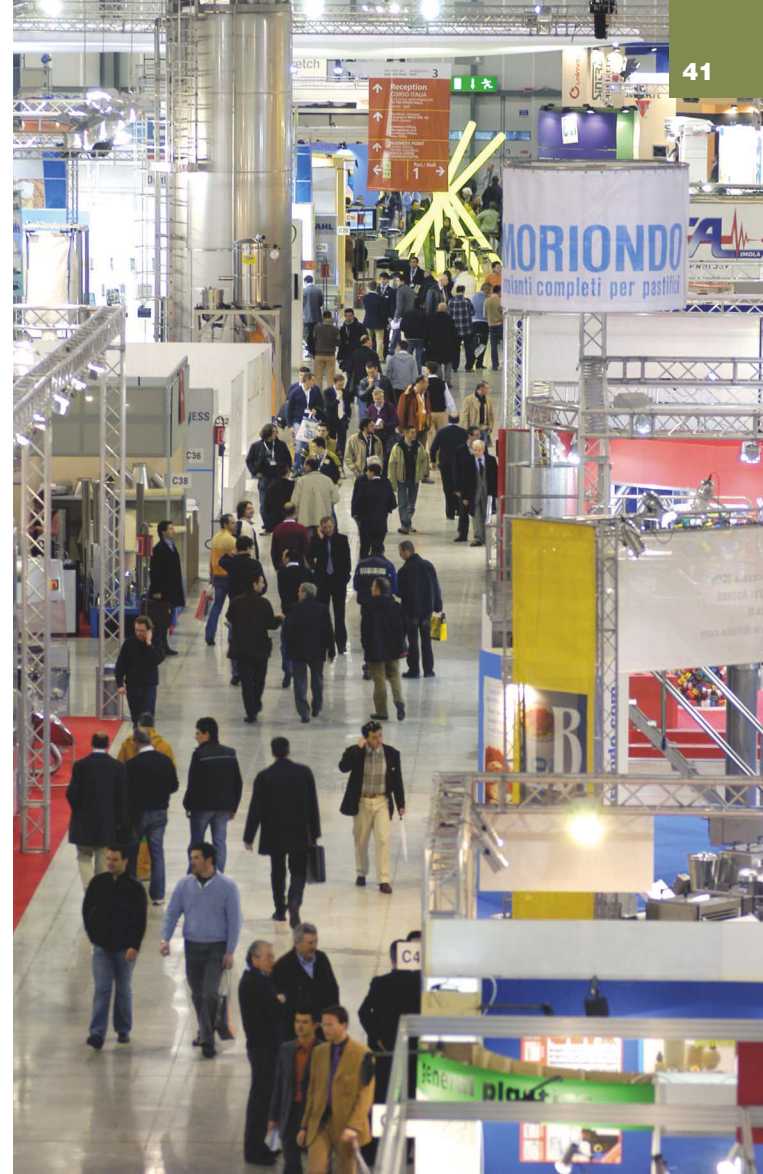
In addition, on March 25, IPACK- IMA 2009 and the Italian government will host an international conference that will focus on the advances in technology that can help fight world hunger. It will be held in cooperation with the United Nations and the World Food Program.

Show registrants will be able to utilize a visit planner that contains thematic routes through the show, including: Food; grain-based foods; feed and petfoods; beverages; fresh produce and convenience foods; nonfoods; labels; hygiene and beauty; pharmaceuticals; bioplastics, copacking and services; and material handling and logistics.

Milan is well served by airlines from North America, and a hospitality service is available online at http://www.ipack-ima.it/eng/inf_3.html for visitors wishing to book a hotel through the show reservation system.

More information is available:

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system integration

Packaging Digest and its sister publication, *Control Engineering*, have recently published a joint study of automation in the packaging industry, which is available on *PD's* website at www.packagingdigest.com/automationresearch. It addresses a variety of technological and business issues affecting packagers, packaging equipment builders and system integrators.

Volume 1, published in April 2008, presents the packagers' point of view—who they are,

The next several installments of this column will summarize the studies' specific findings, starting with an interesting observation about the demographics of the packaging system integrators who participated. They professed many of the same technical skills as system integrators serving other industries. (See Chart 1)

In fact, most respondents indicated that they do not focus solely on the packaging industry—71 percent reported that packaging accounts for less than a quarter of their total sales. Nonetheless, the average respondent claimed to have performed more than seven packaging projects over the last five years, and more than a third claimed to be conversant

in one or more of the following automated operations common to packaging applications. (See Chart 2)

Still, the two technical skills on this Top 10 list that apply equally well outside of the packaging industry—robotics and product inspection—were cited by the respondents as two of the three technical skills most likely to lead growth in packaging equipment used by system integrators over the next five years (77 percent said robotics, 70 percent said marking/coding and 65 percent said product inspection).

The observation: Although there are hundreds of automation system integrators that serve the packaging industry, few are strictly packaging system integrators.

Packaging Digest's Integrator Guide at www.packagingdigest.com.

packagingdigest.com bears this out. Of the 560 automation system integrators listed there, not one of them claims to focus exclusively on packaging.



Study spells out skills claimed by integrators

how they automate, what obstacles they face when automating their operations and how they expect to benefit from automation. Volume 2, published in August, focuses on packaging equipment builders, the types of automation they typically provide on their products, the influence customers have on the features they offer, and the impact they expect the packaging industry to have on their businesses now and in the future.

The final volume, published in December, focuses on packaging system integrators and the role they play coordinating and executing their clients' packaging automation projects.

It addresses such issues as where integrators can best apply their expertise, which criteria most affect a packager's decision to hire an integrator, how much influence and leeway integrators have in the design of their clients' packaging lines and what changes integrators foresee in all of these issues over the next five years. Volume 3 concludes with a comparison of the data gathered from all three of the surveys.

CHART 1

HMI's and industrial PCs	80%
Motors drives and motion control	78%
Application and programming software	71%
Instrumentation and control components	65%
Networks and communications hardware and software	55%
Process and advanced control	53%
Machine and embedded controllers	43%

CHART 2

Package handling	69%
Palletizing/unitizing	69%
Conveying	65%
Cartoning	63%
Labeling	59%
Marking/coding	55%
Product inspection	53%
Fill form/fill/seal	51%
Casing	47%
Robotics	45%
Overwrapping	33%

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

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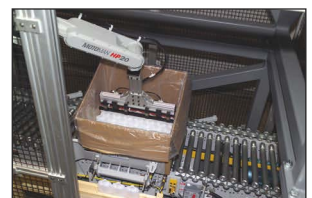
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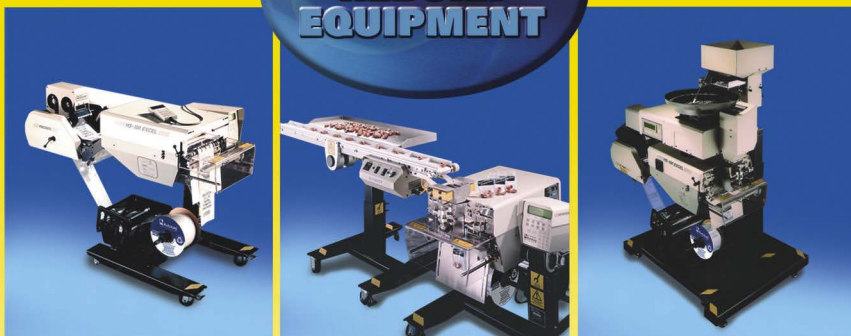
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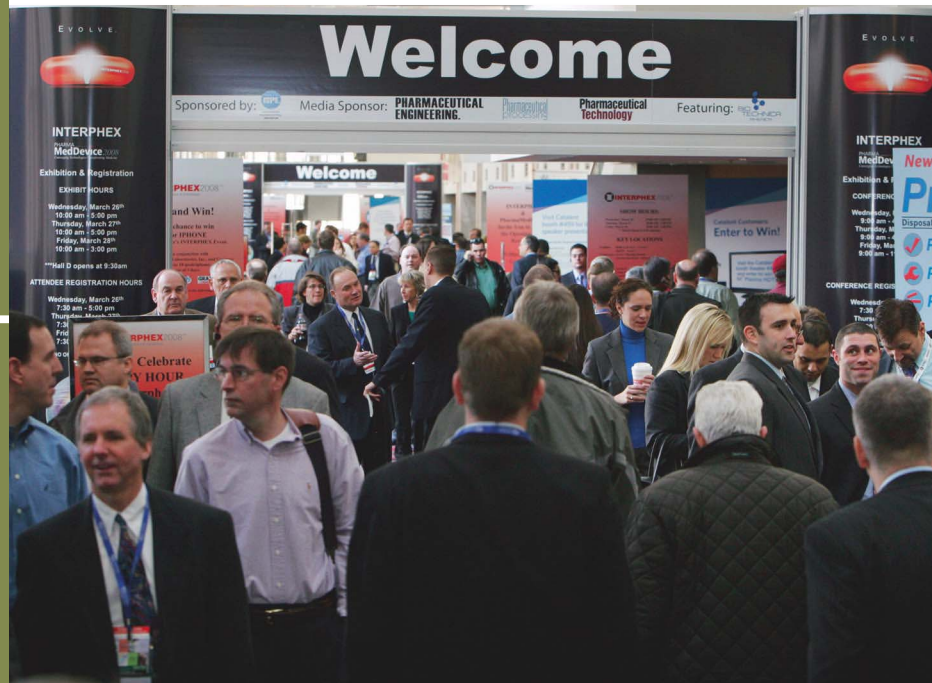
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David Bellm, New-Media Editor

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Packaging-related exhibits at INTERPHEX include machinery, inspection systems, finished containers and materials, quality-assurance and quality-control testing, computer systems and services, automation software, distribution/warehousing and contract packaging, along with other packaging-oriented vendors.



INTERPHEX2009™
Conference & Exhibition

In addition, the INTERPHEX Conference will feature three days of comprehensive educational opportunities that reflect the trends and challenges facing pharmaceutical and biopharmaceutical professionals today.

Of particular interest is the presentation, "Packaging and e-Pedigree: How to manage Global Requirements Without Global Standards," by Kim Riley, program manager of global packaging and labeling, Shire HGT. Also part of the conference is the presentation, "Securely Implementing RFID in the Pharmaceutical Supply Chain," in which members of the RFID Security Alliance (RFIDSA) will discuss key RFID issues, along with strategies to minimize or mitigate risks associated with implementing RFID solutions.

INTERPHEX will be held at the Jacob Javits Center in New York City, March 17 to 19, 2009. The show's basic exhibits-only registration is free before Feb. 16, 2009, or \$75 after that date. There are also special prices on various combinations of keynotes, symposium sessions and show-floor access.

Attendees can register online at www.interphex.com or by calling 888/334-8704.

newsmakers

MOVERS & SHAKERS



Michael L. Gonzalez
HK Systems, Inc.

HK Systems, Inc. appoints Michael L. Gonzalez CEO. He is currently president and chief operating officer. **Century Foods** hires Joe Leinfelder

as the new sales manager for its branded and private-label group.



Jeffrey W. Cheak
Outlook Group Corp.

Corbi Plastics LLC hires Richard R. Smith as director of sales. **Outlook Group Corp.** promotes Jeffrey W. Cheak to chief operating

officer.

Rebam appoints Steve Wirrig managing director of its primary packaging and prescription business within its plastic packaging sector.



Steven J. Klinger
Smurfit-Stone Container Corp.

Smurfit-Stone Container Corp. elects Steven J. Klinger to its board of directors. **Honeywell** appoints Norman "Norm" Gilsdorf president of

Honeywell Process Solutions.

Husky Injection Molding Systems appoints George Halatsis to the position of vp, finance and chief financial officer.



Sumit Chatterjea
Staco Energy Products Co.

Staco Energy Products Co. hires Sumit Chatterjea as eastern regional sales manager. **PMMI** elects Jim Anderson, CEO of Marlen, its chairman in 2009, and

Richard S. Schneider, president of Schneider Packaging Equipment Co., Inc., to the Board.

Graham Packaging Co., L.P. promotes Mark S. Burgess to CEO Warren D. Knowlton, who is resigning



Mark S. Burgess
Graham Packaging Co., L.P.

as CEO, continues in the role of executive chairman.

The International Hologram Manufacturers Assoc. elects Rob Levy (Holo-Source)

a board member and Laurence Holden (JDSU) as North American representative.

Weyerhaeuser names Charles Williamson board chairman.

Standard-Knapp promotes Mike Weaver to president and co-CEO; Robert Reynolds to chief operating officer and co-CEO; and Kevin Catherman has been hired as the National Accounts Manager.

Evertis America appoints Ellis Emery segment business manager of food and consumer packaging for its rigid and semi-rigid PET business.

GROWING

Kammann USA forms from a merger of Kammann Machines, Inc. and Kammann Machines Service, Inc. **INX International Ink Co.** opens a new 80,000-sq-ft manufacturing facility in Homewood, IL.

BUYING & ALLYING

Dow Chemical receives clearance from the EU regarding its proposed acquisition of Rohm and Haas. **Illinois Tool Works, Inc.** acquires the GSE Scale Systems product line from SPX Corp. GSE Scale Systems becomes a business unit of ITW and part of the company's Test and Measurement Group, where it will join with Avery Weigh-Tronix.

Kodak acquires certain assets of NuPro Technologies, Inc. **Massman Automation Designs, LLC** acquires Sabel Engineering Corp. **The Visual Pak Companies** acquire Norka, Inc.

Mason Wells Buyout Fund II announces the acquisition of TOLAS Healthcare Packaging by its portfolio company, Oliver Medical, LLC.

CALL FOR ENTRIES

DuPont Packaging calls for entries to the 21st DuPont Awards for Packaging Innovation. Deadline is Feb. 13, 2009. Entry forms are available at www.packaging.dupont.com.

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sales staff

Sales and Marketing Offices

Steven Reiss, VP, Publishing Director
630/288-8807 Fax 630/288-8818
sreiss@reedbusiness.com

Robert W. Heitzman, Publisher Emeritus
630/288-8735 Fax 630/288-8750
rheitzman@reedbusiness.com

SOUTHEAST/MIDWEST

John Kimler
630/288-8736 Fax 630/288-8750
jkimler@reedbusiness.com

EAST/MID-ATLANTIC

Lisa Evans
646/746-6418 Fax 646/746-6404
levans@reedbusiness.com

EAST/CENTRAL/ONTARIO/QUEBEC

Tom Corcoran
610/696-1820 Fax 610/696-2159
thomas.corcoran@reedbusiness.com

WEST/SOUTHWEST/MIDWEST

Steve Slakis
630/288-8751 Fax: 630/288-8750
steve.slakis@reedbusiness.com

Classified/Info Showcase

Barbara Levin
630/288-8474 Fax 630/288-8750
blevin@reedbusiness.com

INTERNATIONAL REPRESENTATIVES:

Europe **Anthony Rochman**
anthonyrochman@btinternet.com
China/**Sylvia Xiao** sylvia@edoomedia.com
Israel/**Asa Talbar** talbar@talbar.co.il
Japan/**Masayuki Harihara** mail@yukarimedia.com
Taiwan/**Robert Yu** sales@wwstaiwan.com

Mary Williams, Marketing Services Manager
630/288-8745
mwilliams@reedbusiness.com

Jennifer Afarin, Group Sales Coord.
630/288-8740
jennifer.afarin@reedbusiness.com

...on packagingdigest.com

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newsbytes

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



Smurfit-Stone bankruptcy fears grow

Smurfit-Stone Container Corp.'s already-battered shares plunged further as investor fears deepened that a cash crunch may prompt the Chicago-based packaging company to seek bankruptcy protection. The company has hired legal counsel with bankruptcy expertise and is seeking to arrange post-bankruptcy "debtor-in-possession" financing in preparation for a Chapter 11 filing...

Coke sued for vitamin water claims

A class-action lawsuit alleges that Coca-Cola deceived consumers by marketing VitaminWater as a healthy alternative to soft drinks formulated to provide a host of health benefits. Contrary to the package's claims of health benefits, the complaint alleges that the 33 grams of sugar in each bottle of VitaminWater may contribute to serious health problems, such as obesity and diabetes...

USDA issues final rule on Country of Origin labeling

The U.S. Dept. of Agriculture announced details of the final regulation for the mandatory country of origin labeling (COOL) program required by the 2002 and 2008 Farm Bills. The rule becomes effective on March 16, 2009, 60 days after the date of publication...

Schawk completes acquisition of brand and design firm DJPA

Schawk, Inc., a leading provider of brand-point management services, has announced that it has completed its acquisition of DJPA, an international brand and packaging design firm...



Folgers and Maxwell House brands end battle

Kraft Foods Global, Inc. and The Procter & Gamble Co. have announced a settlement agreement regarding patents for plastic packaging for roast and ground coffee...

industry happenings

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

WestPack 2009

Feb. 10-12, Anaheim, CA

Sustainability in Packaging

March 2-4, Orlando, FL

South Pack 2009

March 11-12, Charlotte, NC

INTERPHEX 2009

March 17-19, New York City

PMMI Operations Conference

March 17-18, Tampa, FL

Ipack-IMA 2009

March 24-28, Milan Italy

Industry Leaders

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Sustainability in Packaging 2009

"Best conference that I've been to in a long time. Educational, timely, and great networking."

Sara Porter, ECLIPSE FILM TECHNOLOGIES

"This was an excellent program. I made many contacts that will be resources for our company."

Tanya Pyu, AICC

"The conference overall was inspiring."

Susan Tremblay, KOHLER COMPANY

Plus! Don't miss the pre-conference seminars on Monday, March 2, 2008:

Avoid Greenwashing by Choosing the Right Message for Marketing Sustainability:
Communicating sustainability goals to suppliers, customers and consumers and
Sustainable Packaging Metrics

More than 350 industry leaders and innovators attended in 2008!
Forty expert presentations and two intensive pre-conference seminars

reasons to attend

- Hear directly from the **Sustainable Packaging Coalition (SPC)** on their new COMPASS tool
- Receive the latest on innovative packaging developments by **Brown-Forman, Sara Lee, Mars Inc,** and **The Dial Corporation**
- Get up to date with the latest green guidelines from the **US Federal Trade Commission** and talk about B2B green packaging
- Learn about the challenges of sustainable development and life cycle approaches to packaging from **Unilever** and **Alcan Packaging**
- Find out more about the first ever caps recycling program in the U.S. from **Aveda**
- Discuss with **Dow Chemical, Plantic Technologies,** and **PSM North America** characteristics, standards and applications potential for bio-based plastics
- Identify the strategies for supply chain optimization as **Adalis Corporation SC Johnson, Havi Global Solutions** and **CROWN Holdings** review steps for achieving greater profitability and sustainability with supply partners and customers
- Get a strategic view on the state of green packaging by examining the results of the latest survey conducted by **Packaging Digest** and **SPC**

It Just Keeps Getting Bigger...

More than 350 industry leaders and innovators gathered in Orlando for Sustainability in Packaging 2008. Riding the momentum of the sustainability movement, **Sustainability in Packaging 2009** will attract key leaders and innovators to the Rosen Plaza Hotel in Orlando, Florida, March 2-4, for three days of prescient talks, lively discussion, and valuable networking. With sustainability becoming a more salient component of the consumer conscience and business strategy, now, more than ever, it is imperative for you to learn the latest developments for sustainable packaging. Whether you wish to learn how to reduce your company's environmental footprint, get updated on the latest material and design advances, or to better understand how to market sustainable products, you will want to **join more than 400 of your colleagues** for **Sustainability in Packaging 2009**.

The 2009 Conference Program

Featuring over **40 talks**, a **multi-tracked program** placing special emphasis on discussion and delegate interaction, **two intensive pre-conference seminars**, and **six interactive panel discussions** **Sustainability in Packaging 2009** will offer a comprehensive assessment of the entire industry. This year's compelling program features an impressive lineup of key industry players representing all segments of the supply chain. Key contributors include **Johnson & Johnson, Estee Lauder Corporate Packaging, Dupont, Dial Corporation, Unilever, The Dow Chemical Company, BASF, and SC Johnson** and many more.

Be in the Know

Visit **www.sustainability-in-packaging.com** to view the complete conference program. Email Joshua Vermette today at joshua.vermette@pira-international.com to receive the latest conference updates by email.

SFI, McCullagh Coffee, Zip Pack, Jaws, Gilbreth Packaging, and Hartness Inks will all be in the spotlight at **Sustainability in Packaging 2009**



Don't want your company left in the dark? Increase your visibility with a sponsorship or exhibit package tailored to meet your business objectives. Contact Brian Santos at +1 207 781 9618 or brian.santos@pira-international.com today to find out more about a range of sustainability packages that will maximize your return while minimizing your carbon footprint.

Mention the promotional code SusPD2 when you register to receive an additional 5% on your registration fee!

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IntertechPira will be making every effort to minimize the negative environmental impact of the **Sustainability in Packaging 2009** conference. Be on the lookout for electronic updates detailing these efforts as well as the latest conference and industry updates!

Do you package a brand
or brand a package?



Well-designed packaging expresses a brand's essence through shape, texture, graphics and usability—building a bond with the consumer at first touch.

That's why we facilitate global partnerships that enable brand managers and supply chain experts to work side by side with our industry-leading designers and marketing researchers. We create next-generation packaging solutions that don't just reflect brands. They become them.

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