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 **Reed Business  
Information®**

April 2009

# PACKAGING DIGEST®

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## Wine openers

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expands wine's message **18**

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short runs profitable **32**



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Add garlic and herbes de Provence to the skillet and cook for 30 seconds, scraping the pan. Add the Zinfandel and cook until the ketchup is completely evaporated; stir in the mustard and water. Bring to a boil and cook for 2 seconds. Mix in the mustard and just before the not let the mustard boil as this will break down the Arrange steaks on each plate, cover with sauce and immediately. Accompany with garlic bread and a glass of Cline Ancient Vines Zinfandel.

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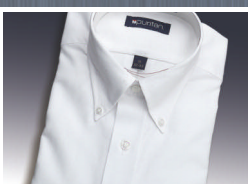
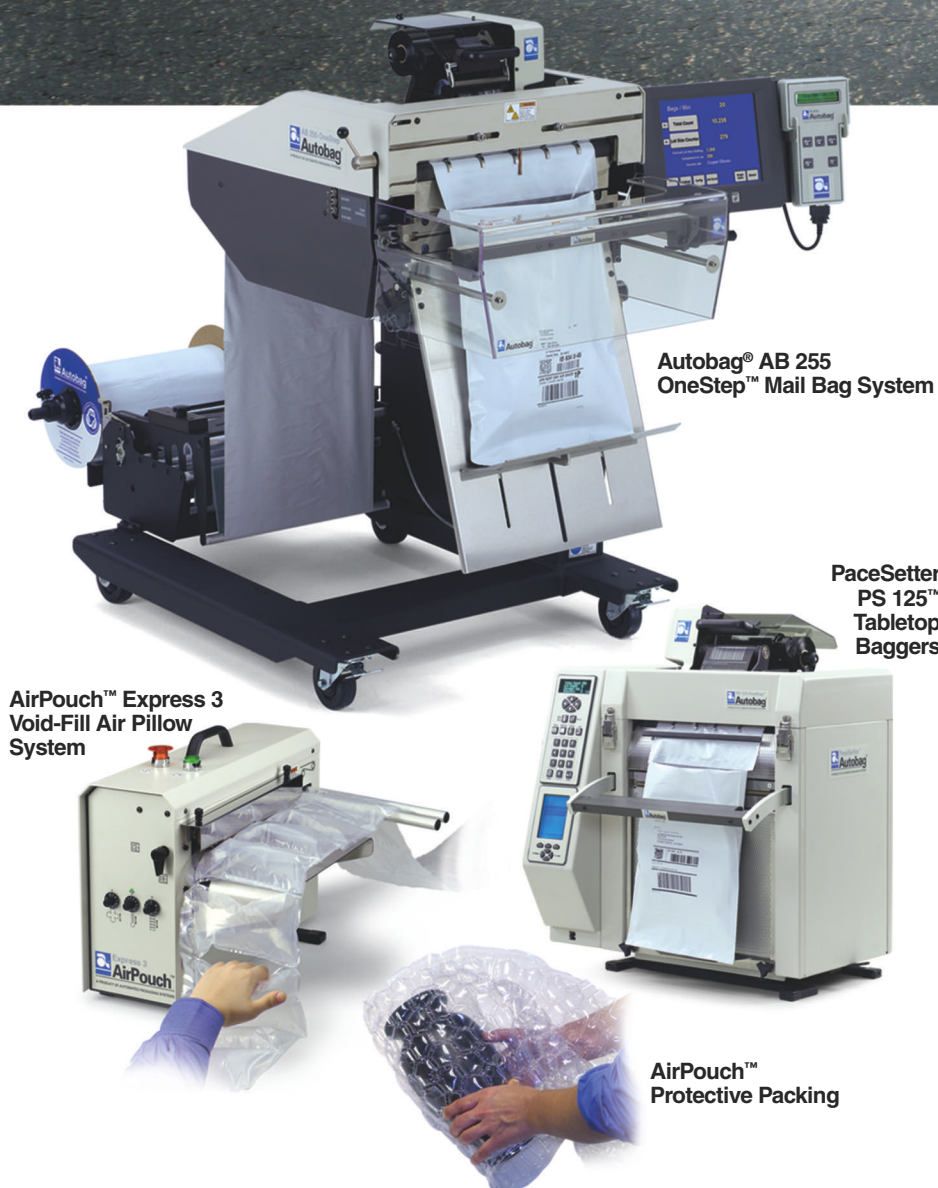
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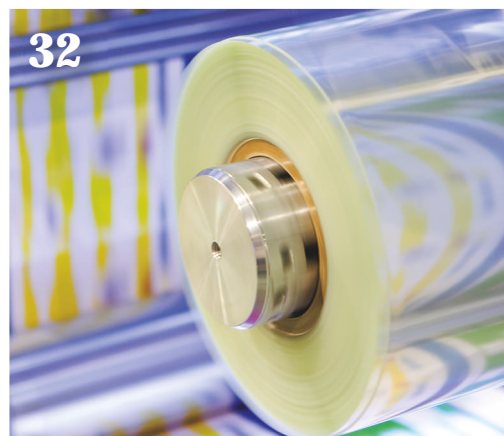
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**Correction:** The March flexible packaging awards article describing the Hot N Handy pouch should state that the material analysis is based on 163 million sandwiches annually for supermarket sales.



## staff

### Editorial/Production Offices

2000 Clearwater Dr., Oak Brook, IL 60523

630/288-8000 Fax 630/288-8750 e-mail: [packagingdigest@reedbusiness.com](mailto:packagingdigest@reedbusiness.com)



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



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

Joy Tan-Pipilas, Production Editor, [mtan@reedbusiness.com](mailto:mtan@reedbusiness.com)

Christina Kayalik, Production Manager, 630/288-8431, [christina.kayalik@reedbusiness.com](mailto:christina.kayalik@reedbusiness.com)

Shirley Surles, Ad Production Coordinator, [ssurles@reedbusiness.com](mailto:ssurles@reedbusiness.com)

Lisa Stephens, Ad Services Coordinator, [felecia.stephens@reedbusiness.com](mailto:felecia.stephens@reedbusiness.com)

Gabriel Weckesser, Web Producer, [gabriel.weckesser@reedbusiness.com](mailto:gabriel.weckesser@reedbusiness.com)

Tad Smith, CEO

Jeff DeBalko, President of Business Media

John Poulin, Senior Vice President, Finance



**John Bold**, Group Publisher  
630/288-8835  
[JBold@reedbusiness.com](mailto:JBold@reedbusiness.com)

**Robert Heitzman**, Publisher Emeritus  
630/288-8735  
[rheitzman@reedbusiness.com](mailto:rheitzman@reedbusiness.com)



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# design trends

## Luxurious jar-in-jar gives Nivea a facelift

The launch of a thick-walled jar for the latest skincare entry from Beiersdorf's Nivea, Visage Expert Lift cream, points to the high-end direction of the market, where some drugstore brands of skin creams compete head-on with pricey department store versions. With a combination of powerful ingredients Bioxilift and Hyaluronic Acid, the new cream line includes a day cream, a night cream, a beauty tonic and an eye cream that offer a complete facial skincare solution especially developed for the demanding skin care needs of women aged 50-plus, the company says. The jars, from RPC Bramlage ([www.rpc-bramlage.de](http://www.rpc-bramlage.de)), have an



an eye-catching format that symbolizes the line's sophisticated qualities. Beiersdorf developed the cream jar used for the day and night creams in close cooperation with RPC Bramlage. The jar features an innovative dual-layer construction, with a violet-colored inner jar made of PP, that's visible inside a transparent outer jar

injection-molded of PS. The overall look resembles a "glass effect," but the jar is, in fact, made of plastics that are said to offer significant lightweight and shatter-resistant advantages that makes the jar safe and practical.

The inner jar is shaded according to the product: Lighter colors differentiate the day cream from the darker night cream jar. Labels applied to the outer jar by Beiersdorf enhance the premium effect. A two-part cap uses the same combination of PS inner and outer components, but is also metallized for extra on-shelf impact. Expert Lift was launched in four European countries in October 2008 with great success so far, the company reports. The line rolled out worldwide in January 2009.

## Switchable bottle gives Softsoap a stylish, 'green' flair

Colgate-Palmolive's Softsoap liquid soap dispensers have always thrived on using decorator touches. They might have started the whole decorator package trend in soaps years ago. The latest product in the line goes a step further to encourage environmentally friendly behavior. New Softsoap Ensembles, a premium-priced pump and refill cartridge system, has a reusable pump closure, designed to last up to three years, and a decorative 8.3-oz HDPE bottle that can be recycled and replaced with another. Colgate says that because consumers view liquid soap as not just a product for washing hands but also as a decorative item on the counter, Ensembles was designed with three label styles to appeal to different tastes: Classic contemporary; a bold design; and a minimalist design. Each opaque white bottle wears a full-body sleeve label printed with one of the three graphic styles. The label has a matte finish to make the package resemble a boutique, ceramic soap dispenser. The proprietary, plastic silver-toned pump, which closely resembles a P2000 from MWV's ([www.meadwestvaco.com](http://www.meadwestvaco.com)) Calmar group, is fitted with a pearled silver collar that unscrews so that it can be placed on a refill bottle. The refills are topped with a plastic silver-toned, conical threaded cap.

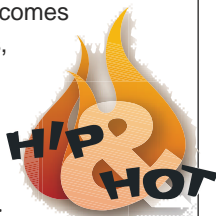
"Consumers view handsoap as a decorator piece," says a Colgate spokesperson. "There was an opportunity to offer consumers smart, stylish and convenient soaps that not only look beautiful, but eliminate the refilling process." Ensembles is priced at a premium (\$6.59) over the regular Softsoap line but costs less than the liquid hand soaps available in specialty shops while offering the same decorator look. The value is in the refill (priced at \$3.49). Both the reusable pump/disposable base and the refill bottle are collared with a plastic overwrap, and is equipped with a tiny scratch-and-sniff spot label on the front. The overwrap for the pump bottle has a 75-cents-off coupon inside. The undersides of both bottles are labeled with a dual-panel label with a removable top layer printed with the Ensembles name, the Softsoap logo, a contents statement and a production code.



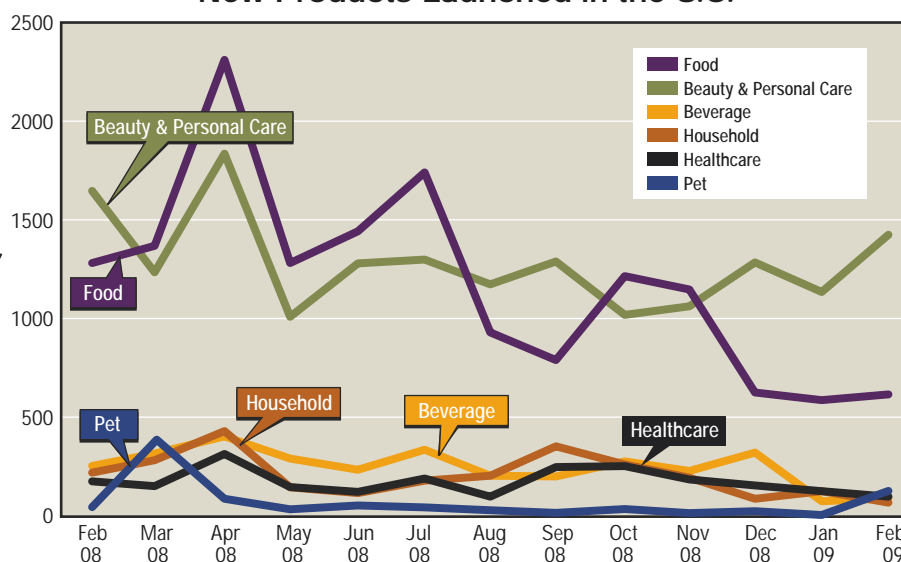
## Launch pad Childrens' light-up bottle is a real 'soaprise'



Children aren't the best when it comes to washing hands. Now, Soap Labs, Inc., based in the Dallas area, has introduced a product to help kids wash their hands more effectively. It's the Soaprise! pump dispenser featuring the Rexam-Airpspray ([www.rexamairspray.com](http://www.rexamairspray.com)) pump, which lights up when pushed, creating a 15-sec light show for kids. According to the Mayo Clinic, 15 sec is the right amount of time to scrub hands with soap before rinsing. Refills for the soap come in kid-friendly scents like grape, banana, cotton candy and strawberry. Not only is the bottle entertaining, it also helps kids properly wash their hands. For more information, got to [www.packagingdigest.com/launchpadapril](http://www.packagingdigest.com/launchpadapril).



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## design trends



## Starbucks percolates with instant-coffee stick-packs

Recently, Starbucks Coffee Co., Seattle, broke new ground by introducing a sample pack of its instant "ready-brew" coffee called VIA™. Currently available in the Chicago and Seattle areas, the 100-percent naturally roasted instant coffee has no preservatives or by-products. "For more than 20 years, we've been looking for a way to guarantee our customers Starbucks quality coffee in an instant," states a press release from the company. "Now, for the first time, coffee drinkers won't have to compromise on taste or miss a valuable coffee moment with the introduction of the newest innovation from Starbucks—Starbucks VIA™ Ready Brew."

Also available at its coffee shops as well as Target stores and Barnes & Noble Cafés that serve Starbucks in Illinois, the stick-packs contain Starbucks® Italian Roast or the nutty flavor of Starbucks® Colombia. They hit the streets of Chicago and Seattle on March 3 and were made available online at [www.starbucksVIA.com](http://www.starbucksVIA.com) in February. Londoners also were to receive the samples beginning on March 25.

Each film/foil-laminated stick-pack contains enough instant coffee to make one cup. Just pour the contents into a cup, fill it with 8 oz of boiling water and stir. A fleet of 15 Starbucks VIA Ready Brew vehicles rolled through Chicago to celebrate the launch, delivering on-the-go coffee lovers a sample of the new instant coffee glued to a promotional card printed with preparation instructions. The instant coffee is now also available in 349 company-operated and 174 licensed Starbucks locations in the Chicago/Illinois area, including the Chicago O'Hare International Airport. Starbucks wouldn't reveal packaging details or suppliers, but PD sources hear that the coffee is reportedly being copacked in South America. Customers in Seattle and Chicago can also buy a booklet of three stick-packs for \$2.95 and a carton of 12 for \$9.95.

## Bag-in-box keeps changing the shape of wine

Move over bottles. Badger Mountain Winery, Kennewick, WA, wanted to produce Washington State's first certified organic wines, which led owner Bill Powers on a quest for a bag-in-box (BIB) format to supplement the winery's traditional 750-mL business. He realized that the BIB would offer a great way to assure that his wines stay fresh. He chose one from Scholle Packaging ([www.scholle.com](http://www.scholle.com)) with a collapsible inner bag. The Badger wines with no added sulfites can stay fresh longer than if in an opened bottle. Badger Mountain's 3-L boxed wines are distributed in Washington State and by 22 distributors throughout the U.S. The winery's national sales director, Mickey Dunn, attributes the relatively quick success of the boxed wines to the fact that they are certified organic, offer quality for the price and are packaged in a special way. Badger Mountain fills the BIBs for just-in-time delivery.





## design trends

## Rockin' milk drink refuels the body

The latest addition to the sports beverage market comes not in a protein powder or high-caffeine formula, but instead in chocolate milk. Based on research indicating that low-fat and fat-free chocolate milks are an equivalent or better choice than sports drinks for replenishing the body after exercise, Shamrock Farms launched Rockin' Refuel, a protein-fortified low-fat milk in chocolate, strawberry and vanilla flavors. To enhance the curvy bottles, Shamrock Farms called on Osio Intl., Inc. ([www.osiopack.com](http://www.osiopack.com)) to provide shrink sleeves that are gravure-printed with a slick, metallic appearance to provide eye-catching visuals for maximum shelf appeal. Osio printed the sleeves in 8 colors, including three screens of black that are transparent enough for the silver ink to show through, to represent three different shades of metallic silver. This minimized the cost, reduced the number of cylinders and ensured proper registration, says the converter. Osio also achieved all of Shamrock Farm's labeling objectives and created a shrink sleeve with an attractive metallic appearance that differentiates Rockin' Refuel from the rest of Shamrock Farm's product line. "Osio was proud to help Shamrock Farms create a unique package for their innovative product to stand apart from all other items in this highly competitive category," says Melissa Peters, marketing manager, Osio Intl., Inc. The product, which sells for \$1.29, is available in Arizona, Nevada and southern California.



## T.G.I. Friday's launches frozen skillet meals in a pouch

A new line of convenient frozen meals under the T.G.I. Friday's brand from Heinz North America is heating up the frozen food category with an explosion of bold, new flavors. The 24-oz pouch structure, converted by Alcan Packaging, ([www.alcanpackaging.com](http://www.alcanpackaging.com)), is a PET adhesive lamination, gravure-printed in 7 colors. The Doyme-style standup pouch delivers great brand impact with its vivid reverse-printed graphics of a skillet, sizzling with tone of five entrées. The red- and white-striped Friday's logo and a variety banner appear on a bright red background. Each skillet meal can be prepared in 15 min or less. To streamline meal preparation at home, inner bags separate individual ingredients and allow for staging of the meal components. The ingredients are already sliced, diced and measured. Heinz says the individual packets promote improved flavor and texture. The skillet meal varieties include: Cajun-Style Alfredo; Chicken & Shrimp; Firecracker Sesame Chicken; Creamy Chicken Pasta Carbonara; Sizzling Steak Fajitas; and Sizzling Chicken Fajita.



"Consumers want to break out of their everyday dinner routine and are hungry for great-tasting, restaurant quality meals they can easily prepare at home," says Erica Gilbertson, the T.G.I. Friday's brand manager for Heinz. "With Skillet Meals, consumers can 'eat bold, not bland.'" The meals are available at most major supermarkets nationwide in the frozen food section, priced from \$6.99 to \$7.99.

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# comment

John Kalkowski, Editorial Director

## Energy spikes in '08 created 'demand destruction'



For every action, there is a reaction. The runup in energy costs in 2007 and early 2008, has had a huge impact on the plastics market that only now is becoming more obvious.

It is estimated that plastics are now the most popular materials for packaging, with close to 40 percent of the world market, and their use is growing faster than any other packaging material. Plastics' growth has been attributed to advances that allow lighter weights and improved barrier properties to protect the products.

However, as industry expert Nick Vafiadis of Chemical Market Associates, Inc., recently told members of the Flexible Packaging Association at their annual meeting, this rapid rise in energy costs actually created "demand destruction."

This comes just at the time the plastics manufacturing industry is seeing rapid growth in offshore capacity and closures of less-efficient, high-cost operations in mature markets like the U.S. and Western Europe.

Vafiadis pointed out several impacts, including higher costs of raw materials, converting utilities, packaging contents, and increased costs of shipping. The packaging industry had to combat these spiraling costs, and the reaction came quickly.

In the last two years, the packaging industry made several structural changes, and it's unlikely to revert to

previous practices. Many of these changes have been attributed to the growth of sustainable practices in packaging, but it's more than just protecting the environment. It's also about protecting the business.

That's why, Vafiadis says, companies have begun downsizing the volume of packages and downgauging the wall thickness wherever they can while still protecting the product. It also means they are adding recycled materials and blending in lower-cost fillers. Higher energy costs also were a catalyst for packaging innovation as companies started to use alternative products.

These moves, coupled with weaker demand due to the global recession, led to a collapse in pricing for plastics in the last quarter of 2008. Vafiadis said the recession accelerated capacity shutdowns and delayed many projects, yet unprecedented oversupply conditions have driven down the operating rates and margins for plastics manufacturers.

So where is the plastics market heading? Vafiadis foresees a recovery in 2010, led by developing countries. Lower prices for plastic materials will stimulate base demand, and he predicts that capacity rationalization will balance supply. So, as the economy improves, plastics should be poised to continue their growth trends in packaging.

*John Kalkowski*

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# new products equipment

## Controls & Inspection



**Metal detectors** CEIA THS/3F metal detectors utilize three detection frequencies to identify metal contaminants and are said to be suitable for multi-product applications. An optimal frequency band is automatically selected for each product and is then adjusted for variations by the system's trending software. Digital signal processing is used for consistent accuracy and to prevent interference from two-way radios, motors and other nearby devices. CEIA detectors are available with an IP69K washdown rating for operation in challenging environments. Optional Ethernet capability facilitates centralized data acquisition and control, the co. says.

**Heat and Control, Inc.**, 510/259-0500.  
[www.heatandcontrol.com](http://www.heatandcontrol.com)



**Seal control** Variable-sealing control (VSC) technology ensures reliable seals by automatically adjusting sealing energy to compensate for line speed fluctuations. The technology monitors the conveyor speed and adjusts sealing energy for optimum sealing results. This technology allows packagers greater flexibility with the induction sealer mounting and it allows operators to store recipes for multiple products running on their packaging lines.

**Enercon Industries Corp.**, 262/250-3142.  
[www.enerconind.com](http://www.enerconind.com)

**Distance sensors** New DT50 distance-measurement sensors feature a high-definition distance-measurement platform that provides greater precision at longer sensing distances and an industry-leading operating temperature range and ambient light tolerance. The sensors provide high-performance distance measurement capabilities that help decrease operating and manufacturing costs by reducing scrap and increasing throughput, the co. says. The lightweight, compact sensors feature an intuitive display and keypad with a pushbutton for simple teach-in and programming. This new family of sensors can be used in applications such as elevator car positioning; level detection in hoppers, bins, silos and chutes; and pre-process and closed-loop feedback in metal forming.

**SICK USA**, 800/325-7425.  
[www.sickusa.com](http://www.sickusa.com)



**Software** PiCPro programming software is capable of supporting up to 64 axes of high-performance motion control. Designed to simplify the integration of the most demanding machine and motion-control applications, the software is used to program the MMC-D64 Machine and motion controller and provides seamless connectivity with the co.'s Motion's MMC Smart Drives and AKM servo motors. The software offers easy-to-apply machine and motion control by combining the simplicity of IEC61131 ladder logic or structured text programming with the power of 100-mHz Ethernet motion control. The software provides a flexible and complete instruction set optimized for continuous motion, including standard functions for gearing, camming and automatic registration correction. These standard functions provide all of the tools necessary to easily automate the sophisticated machinery found in typical printing, packaging and converting applications.

**Danaher Motion**, 540/633-3400.  
[www.danahermotion.com](http://www.danahermotion.com)





**Image sensor** The iVu seriesTG image sensor combines a photoelectric sensor and a vision sensor to deliver inspection capabilities. Features a touchscreen with an intuitive interface and configurable inspection parameters. Applications include label inspection, part presence and orientation, date/lot-code inspection and more. Also included are integral and external lighting (red, blue, green or infrared options), a 2.7-in. LCD touchscreen display, software emulator to program the system offline and load parameters using a USB drive.

**Banner Eng. Corp.**, 888/373-6767.  
[www.bannerengineering.com](http://www.bannerengineering.com)

**Linear bushings** Two new types of Pillow Block-type Linear Bushings include Clamp Levers or MX Type Self-Lubricating. The linear bushings with clamp levers are available in a range of sizes and in single or double versions. They offer an ideal choice for customers currently employing shaft collars with clamp levers attached to the linear bushings for their machines, automation and motion control systems. The self-lubricating linear bushings with pillow block offer up to 2.5 times the durability than non-greased bushings, the co. states. Their long-lasting, eco-friendly lubrication system significantly extends maintenance intervals making them ideal for machines and equipment in difficult-to-reach environments.

**Misumi USA, Inc.**, 800/681-7475.  
[www.misumiusa.com](http://www.misumiusa.com)



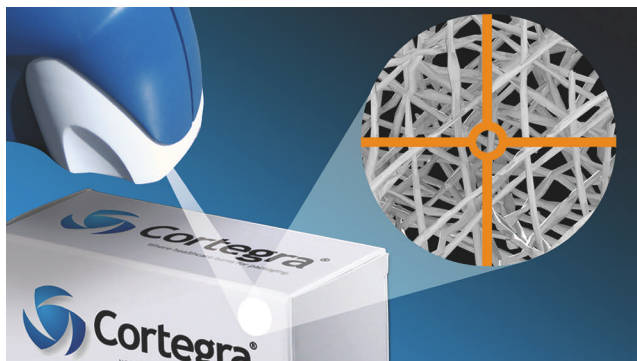
**Shredder** The new AXS extreme-duty single-shaft shredder is available in three models (AXS1500, AXS2000 and AXS3000). The shredder's rugged construction is suited for large extruder purgings, large reject parts, trim scrap, baled or loose film, synthetic fiber, medical waste, corrugated and paper. Serrated ram plates hold the product into a rotor, making processing large, awkward pieces easier. A "swing-style" ram minimizes space and allows product to fall into a rotor while bolted cutter seats allow for easy removal and maintenance. The low-speed rotor (54-rpm) transmits high cutting torque for tough applications, the co. reports.

**AEC**, 508/399-6400.  
[www.aecinternet.com](http://www.aecinternet.com)

## Anti-counterfeiting system

Biometric Authentication Technology is a camera-based, layered, anti-counterfeiting system that captures the information embedded in the structure of a particular package, transforming it into a digital signature using proprietary software. The co. says one in 1,027 signatures have identical configurations. Currently used in high-security markets, such as secured documents, currency and high-end cosmetics, the technology has no known method of counterfeiting, eliminating the need for re-evaluation and investment in future anti-counterfeiting technologies. Can be used at multiple entry points in the supply chain and can handle packaging line speeds of 15 items/sec. It also allows for seamless integration with e-Pedigree and serialization, the co. says.

**Cortegra**, 800/242-4657.  
[www.cortegra.com](http://www.cortegra.com)



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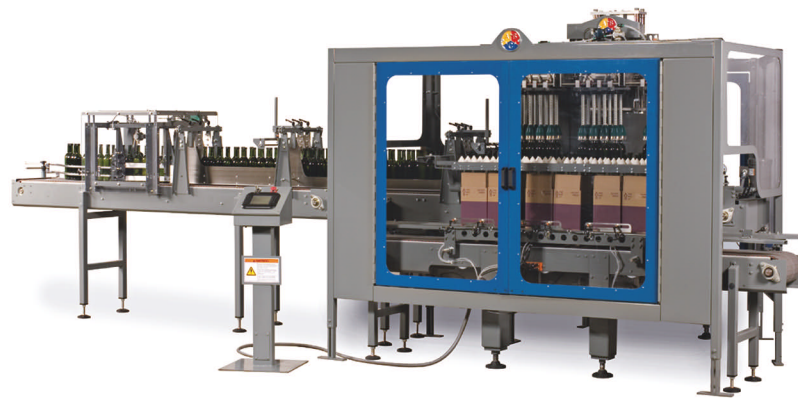
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# new products equipment

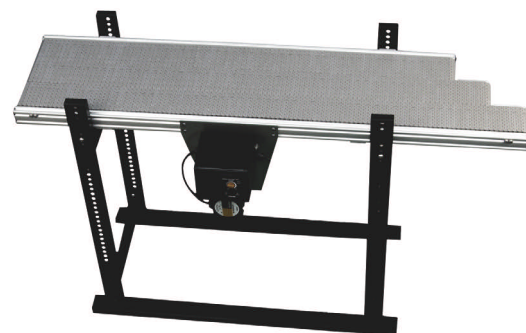
**Case packer/unpacker** The Model 101 pick-and-place packer/unpacker gives packagers the option to use thin-walled containers without sacrificing package performance. Provides improved bottle stability for lightweight plastic containers, reduces risk of breakage when handling glass and provides secure handling of heavy, industrial-size containers. Works with cans, cartons, glass or plastic containers. Intelligent control electronics optimize productivity with a color touch screen panel that allows an operator to revise production parameters, run the self-diagnostic program or execute a changeover by simply following the on-screen commands.

**A-B-C Packaging Machine Corp.**, 800/237-5975. [www.abcpackaging.com](http://www.abcpackaging.com)



**Spur conveyor** The DynaCon spur conveyor allows a gentle transfer of product from one conveying line to another and is suited for merging or diverting products and containers. The co.'s conveyors are ideally suited for applications where numerous lines must transfer onto a main conveyor line. They can be used in conjunction with a pneumatic diverting arm for diverting applications or used to merge product from workstations, machines or similar operations onto a main trunk line conveyor. The spur conveyor is available in widths ranging from 4 to 24 in. and up to 8 ft long.

**Dynamic Conveyor Corp.**, 800/640-6850.  
[www.dynamicconveyor.com](http://www.dynamicconveyor.com)



**Capping chucks** xPress capping chucks are designed to exceed the life and wear problems associated with other quick-change capping chucks on the market. The chucks apply pressure evenly, which avoids over-tightening and are built to be robust. Constructed of stainless steel to guard against rust, the capping chucks can be quickly installed for changeover and can be coupled with the co.'s Model 45 high-torque magnetic capping heads to make changeovers tool-less and fast.

**Fogg Filler**, 616/786-3644.  
[www.foggfiller.com](http://www.foggfiller.com)

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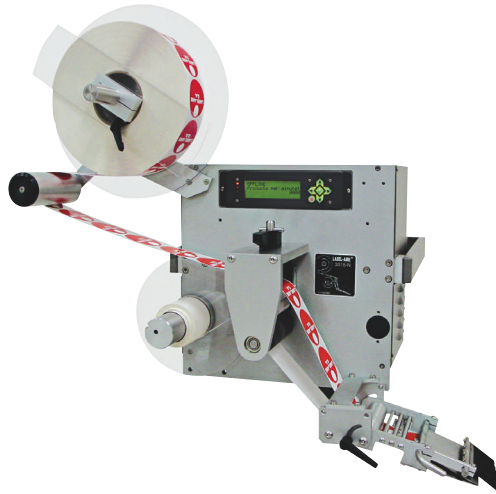
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### Wipe-on label applicator

The 3015-ND wipe-on label applicator is designed for simple labeling applications and many markets. Underneath the label applicator is an advanced machine that can be easily converted to left- or right-hand use. The applicator can apply labels to the top, side or bottom of containers at a dispensing speed of up to 1,000 in. of web/min with a dispensing accuracy of  $\pm 1/32$  in. The applicator's standard features include a 4- or 6-in. configuration, a stepper-motor drive for precise starting/stopping, automatic speed following for increased label-placement accuracy and microprocessor technology for reliable operation.

**Label-Aire**, 714/441-0700.  
[www.label-aire.com](http://www.label-aire.com)



### Bag-dump station

A sanitary bag-dump station for pneumatic conveying systems collects dust created during manual dumping of bulk materials from bags,

boxes, drums and other containers, and allows rapid, tool-free washdown. A rotary air-lock valve at the hopper discharge equipped with integral support rails allows the rotor assembly to separate from the valve

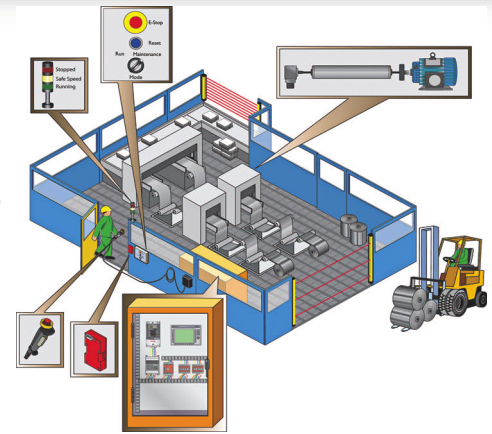
body for sanitizing all product-contact surfaces, and to close securely without tools.

**Flexicon Corp.**,  
888/353-9426.  
[www.flexicon.com](http://www.flexicon.com)



**Safety relay** The Guardmaster Minotaur MSR57P dedicated safe-speed monitoring relay is designed to allow personnel to enter hazardous areas while motion is present. Supports numerous input devices such as E-stops, light curtains, enabling switches and interlock switches. Also monitors personnel in the hazardous area while the machine is in a safe-speed condition. Users can configure the relay with either the co.'s DriveExplorer software or a human interface module. The relay is for new and existing installations and applications including printing machines, the co. states.

**Rockwell Automation**, 440/646-4117. [www.rockwellautomation.com](http://www.rockwellautomation.com)



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# new products materials

## Paper & Paperboard



**Hybrid bag** New HybriCore™ packaging includes a film/paper hybrid bag that is designed to deliver superior strength and high-impact shelf appeal for a variety of markets and applications. Integrating the benefits of both paper and plastic gives this technology significant strength advantages, including up to six times greater drop strength, four times greater tear-resistance of the print sheet, improved end seal strength and up to 300 percent greater puncture-resistance of the printable sheet, the supplier points out.

**Bemis Co., Inc.**, 800/541-4303.  
[www.bemispaper.com](http://www.bemispaper.com)

**Self-laminating labels** Self-laminating labels for retaining and displaying calibration data, date coding, serial numbers, warranty tracking and other information can be custom designed and printed on a white or silver base material. The base is imprintable to let users hand-write information and permanently seal it under a clear protective Mylar® laminate. Suitable for a wide range of applications, the labels can be printed in multiple colors and feature 3M adhesives that adhere well to a variety of substrates, including powder-coat finishes and plastics. The self-laminating labels are resistant to chemicals and are supplied individually in sizes from 1 sq in. up to 4x6 in. Typical applications include: recording date of manufacture; calibration data; serial numbers; voltages; paint and stain formulas; lot traceability; and safety or inspection information.

**Nameplates for Industry, Inc.**, 800/999-8900 [www.nfi.name](http://www.nfi.name)



**Security packaging** Natralock® security packaging is an alternative to clamshell packaging that's designed to satisfy environmental sustainability objectives, deter theft and increase product and brand security, the co. states. The packaging starts with a theft-resistant, laminated paperboard that is recyclable. It is then combined with a clear APET or RPET thermoform to create a visible package that uses 50 to 60 percent less plastic on average than traditional PVC clamshells. The packaging can easily be opened with a pair of household scissors, is lightweight and requires fewer components to achieve price stability.

**MeadWestvaco Corp.**, 804/327-7925. [www.mwv.com](http://www.mwv.com)

## Paperboard packaging

The addition of Dura-Seal to the co.'s paperboard product line is an eco-friendly blister-pack that takes a simplified approach to manufacturing, while remaining environmentally responsible, the co. says. A replacement for clamshell packaging, the packaging is used as a trapped or foldover blister, available in .026 and .036 calipers. The packaging is a laminated material with a coated SBS top ply and a white bottom ply with a water-based heat-seal coating. The co. says this simplifies manufacturing.

**dura-fibre, LLC**, 888/997-6543.  
[www.dura-fibre.com](http://www.dura-fibre.com)



**Nylon flash tape** Scapa 815 is a heat-resistant, nonsilicone tape that withstands temperatures up to 350 deg F. The tape is designed to mask and hold tools, forms and parts for metal and composite bonding and masks PCB contacts during conformal coating. The tape consists of a high-temperature nylon backing, single-coated with a rubber adhesive that eliminates the potential for silicone contamination. The 3.2-mm thick tape is easy to apply and remove, and withstands autoclaving if necessary, the co. states.

**Scapa North America**, 800/653-5316. [www.scapana.com](http://www.scapana.com)

## Soloist™ SINGLE AXIS SERVO CONTROLLER



### Typical packaging application

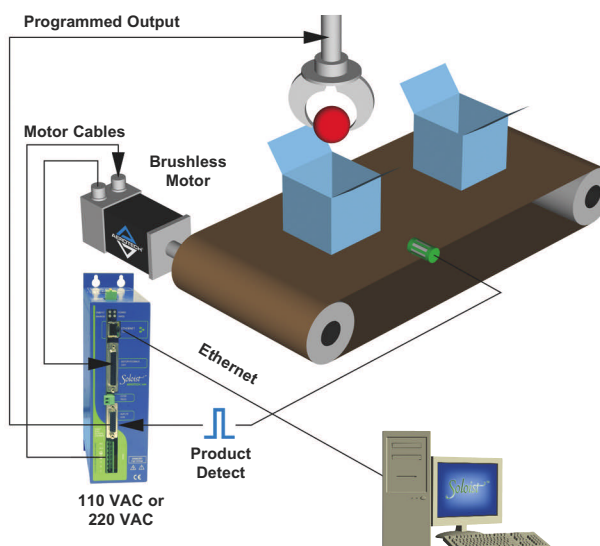
#### Program Example

```
WHILE DIN(0,2) = 1
  WHILE DIN(0,1) = 0
    FREERUN F10
  WEND
ABORT
DOUT 0,1:1
MOVEINC D100 F10
WEND

'POWER ON
'WAIT FOR INPUT
'FREERUN @ FEEDRATE

'STOP
'DROP PART
'INDEX PAST BOX
```

Aerotech's Soloist™ single-axis digital servo controller combines advanced software architecture (C#, VB.Net, C++, and LabVIEW®) with a power supply, an amplifier, and a position controller in a single package. The flexibility and scalability of the Soloist™ make it the ideal controller for both small and large applications on the production floor and in laboratory applications. Contact an Aerotech Application Engineer to learn more about the Soloist™ and Aerotech's other motion control and positioning solutions.



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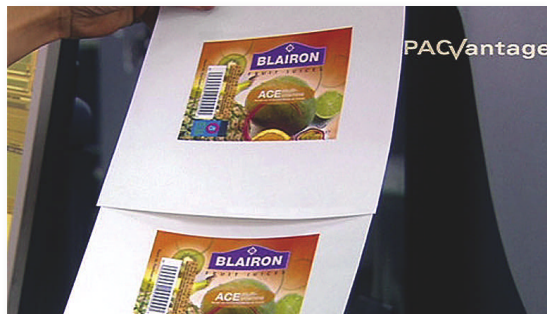
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Email: [sales@aerotech.com](mailto:sales@aerotech.com)



**Color adjustments** Avery Dennison has teamed up with EskoArtwork and ExxonMobil Chemical to offer a color partnership that provides converters who prepare their jobs using EskoArtwork software with PacVantage™ technology and print them on ExxonMobil Chemical's Digilyte™ polyolefin films the assurance that they will be able to make color adjustments during the proofing stage and match them on-press with little or no adjustment. The three companies are introducing self-adhesive rollstocks faced with Digilyte films to allow narrow-web label converters using EskoArtwork software with PacVantage™ technology to buy Avery Dennison self-adhesive labels faced with Digilyte films. This will activate the commercial-color guarantee, they report.

**EskoArtwork**, 937/454-1721. [www.esko.com](http://www.esko.com)



## Nonlaminated papers and boards

**UniLustre®** and Holographic UniLustre® nonlaminated papers and boards are metallized, multi-dimensional packaging media that are sustainable and suitable for cosmetic, personal care, beverage, multimedia and other point-of-sale items, as well as security enhancement applications, the co. says.

**Unifoil Corp.**, 973/244-9900. [www.unifoil.com](http://www.unifoil.com)



**Standup pouches** Flexible standup pouches feature flat 3- or 4-side-seal, side gussets, a block bottom and the ability to be run with either a zipper or a slider. Low-, medium- and high-speed fill/seal and form/fill/seal machine models with production speeds from 40- to 200-ppm are available, depending on the pouch format and fill volume. The standup pouches are approved for USDA machinery and can accommodate a wide range of snack products.

**Allied Flex Technologies, Inc.**, 941/922-9787. [www.standup-pouch.com](http://www.standup-pouch.com)

## Microwave food trays

Cooking food in the microwave is getting faster and more flavorful for Japanese consumers, thanks to the MicroRite® tray made in conjunction with Tokan Kogyo Co., Ltd. for Ajinomoto Frozen Foods Co., Inc. Use of the tray by Ajinomoto represents the first commercial application of the MicroRite material in Asia and is a dramatic packaging introduction for the Japanese marketplace. The packaging cooks food quickly and evenly, leaving it moist and tender, the co. reports. The tray consists of special aluminum foil patterns laminated to a paperboard base, designed by the co. to heat products thoroughly, evenly and safely. This helps eliminate burned edges and undercooked, cold centers that can occur with frozen foods that are microwaved in plastic trays. The packaging was introduced in Japan in August for two frozen dishes.

**Graphic Packaging Intl., Inc.**, 770/644-3515. [www.graphicpkg.com](http://www.graphicpkg.com)



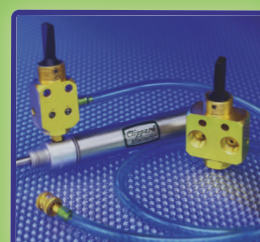
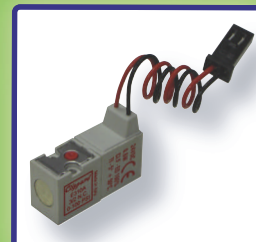
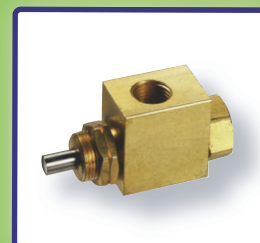
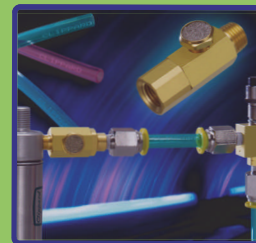
**Roasting bags** Flavorseal® ovenable roasting bags offer vacuum-sealable cook-in convenience for roasting at moderate to high oven temperatures. The bag is designed for a wide range of products, including raw and pre-cooked poultry, pre-cooked ham and fresh ribs. The bags' design features a flexible yet puncture-resistant, high-barrier film engineered with a formula that involves multiple layers of polymers rather than a single layer. This new high-barrier bag technology extends the shelf life of foods and locks in juices, increasing yields. No

bone guard is necessary for the roasting bags, which makes shipping food more efficient and cost-effective, with no spoilage or loss due to tears or punctures.

**Carroll Mfg. & Sales (CMS)**, 440/937-3900. [www.cmsflavorseal.com](http://www.cmsflavorseal.com)

**'Green' paper line** RafEco™ products include 23 items each constructed with a variety of certified face papers, post-consumer face papers, biodegradable films, recycling compatible adhesives, repulpable liners and recyclable liners. The co. plans to also use customer feedback to guide the product development process. The products are designed specifically to give customers "green" alternatives to help grow business and build its brands.

**UPM Raflatac, Inc.**, 828/275-2516. [www.upmraflatac.com](http://www.upmraflatac.com)



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# Extended-text labels tell wine's story

**MULTI-PANEL BOTTLE LABELS** include recipes and the story of Cline Cellars, a Sonoma, CA winery, which switched from printed store-shelf tearaways for bottles of Zinfandel. The labels are designed for tight-diameter surfaces and avoid edge lift and wrinkling when applied.

Lauren R. Hartman, Senior Editor

Sonoma, CA-based Cline Cellars is a progressive winery whose owners believe food and wine should go together. Nestled in the Contra Costa County area near Oakley, the winery was established in 1982 as owner Fred Cline preserved and restored many ancient vine sites to their rightful reign as premier California wine lands.

In 1991, the Cline family relocated the winery from Oakley to the Carneros region of Sonoma County on a historic 350-acre estate with new vineyards and facilities.

Steeped in history (once the site of a Miwok tribal village and the original last California Mission site before it was moved to Sonoma), much of the cool Carneros region is planted to Chardonnay, Pinot Noir and Merlot. At his winery, Fred Cline pioneered the planting of Rhône varieties including Syrah, Viognier, Marsanne and Roussanne.

Today, Cline's website devotes a whole section

The winery adopted a new label format that allows it to convey a more detailed story to consumers with a bit about its environmental farming practices and tasty recipes. It can also rotate labels and add new pages.

of recipes called "have it tonight" [for dinner], and suggests wine pairings with various entrees. "We wanted to provide value to our customers and thought that a recipe paired with the wine would help achieve that," says Charene Beltramo, marketing and creative director at Cline Cellars.

"Green business is top of mind, and we wanted to let people know that we are doing our part," Beltramo says. "In 2005, we installed solar panels to provide energy for the entire winery and improve air quality by reducing 690,000 pounds of noxious greenhouse gases per year. We also farm the Green String way, which is a natural and sustainable process utilizing organic and biodynamic farming practices."

The winery had been placing tearaway promotional pads on store shelves near the bottles of wine. The tearaways were printed with mouth-watering recipes as a way of presenting foods that go well with its 2006 Ancient Vines Zinfandel as well a bit of Cline's own story.

But it was difficult to know if a recipe actually made it home with every purchase using the tearaway pads. And with so many wines competing for consumers' attention on store shelves, Cline's big challenge was getting consumers to notice the tearaway pad and to encourage them to take a sheet.

In late 2007, the winery adopted a new label format with help from **WS Packaging Group** ([www.wspackaging.com](http://www.wspackaging.com)) that allows it to convey a more detailed story to consumers. WS Packaging recommended that the winery try its EasyTab® extended-text



label, part of its MultiVision® line of labels, for the wine bottles.

EasyTab is engineered to meet the regulatory requirements that allow consumers to open, read and reseal the label. The additional label space allows Cline Cellars a chance to share a recipe and tell the story about its 100-plus-year-old vines. The EasyTab label uses a patented "pre-curve" label construction in which WS curves the raw paper label stock to ensure that the consumer can open and close the multiple panels easily. Also designed for tight-diameter surfaces, the pre-curve construction avoids edge lifting and wrinkling when the label is machine-applied. It also features an easy-to-use peel tab that protects the overall label integrity.

WS produces the labels at its facility in Fullerton, CA. Each label incorporates five panels Continued on page 20



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with each panel flexo-printed in two colors on 60# CS2 (coated-two-sides) offset paper label stock that's overlaminated with 2-mil PP adhered to a semi-gloss base label with a proprietary adhesive.

Equipped with an in-house bottling line, Cline Cellars uses an existing twin-station **Cavagnino & Gatti** ([www.cavagninoegatti.com](http://www.cavagninoegatti.com)) rotary labeler from Italy to apply the labels to the back of each bottle. The roll-fed labeler helps keep costs to a minimum. "The labels run fine on our regular line," explains Beltramo. "No new equipment was required."

The label unfolds to reveal the extra panels of additional instructions, the recipes and Cline Cellars' background and history and easily refolds and reseals for neat storage. Recipes include entrées such as duck breast with capers, olives and herb pan sauce. The label information mentions the particular grape used in the wine, and why it's significant as well as bottling information and mandatory copy. The panels can be rotated or can be printed with new copy in every production run, so the next time a consumer buys the same wine, they'll see a different recipe and have the opportunity to learn something new.



### Connecting with consumers

Cline Cellars began marketing the wine with these new labels starting in October 2007 with its Ancient Vines Zinfandel. For the first vintage, it printed labels featuring four different recipes.

"When I saw the recipe tearpads, I asked whether or not it might be more effective to include a recipe on every bottle by switching the back label to an extended-text format," explains Dan Hughes, senior account executive with WS

Packaging Group. "The label had enough space to allow for additional information about the winery or wine."

The original back label for the Ancient Vines Zinfandel bottle combined details about the wine with regulatory text.

Being able to exponentially expand that label real estate offered the opportunity to fulfill the brand promise at a higher level. Shaping a brand involves cultivating the right perceptions, according to Cline Cellars.

The more detail shared about a product, and the more consistently it's delivered, the better the chance to get the message across, says Peggy Phelan, director of operations at Cline Cellars. "We think the new label format is an ideal way to combine a recipe for those interested in food with information about our vineyards for those interested in winery history. The more information we can give our customers about our brand—the history, the vineyards, the wine, the farming practices—the better."

Phelan explains that the multi-panel label format was ideal for conveying to consumers in detail about its Ancient Vines Zinfandel. "We



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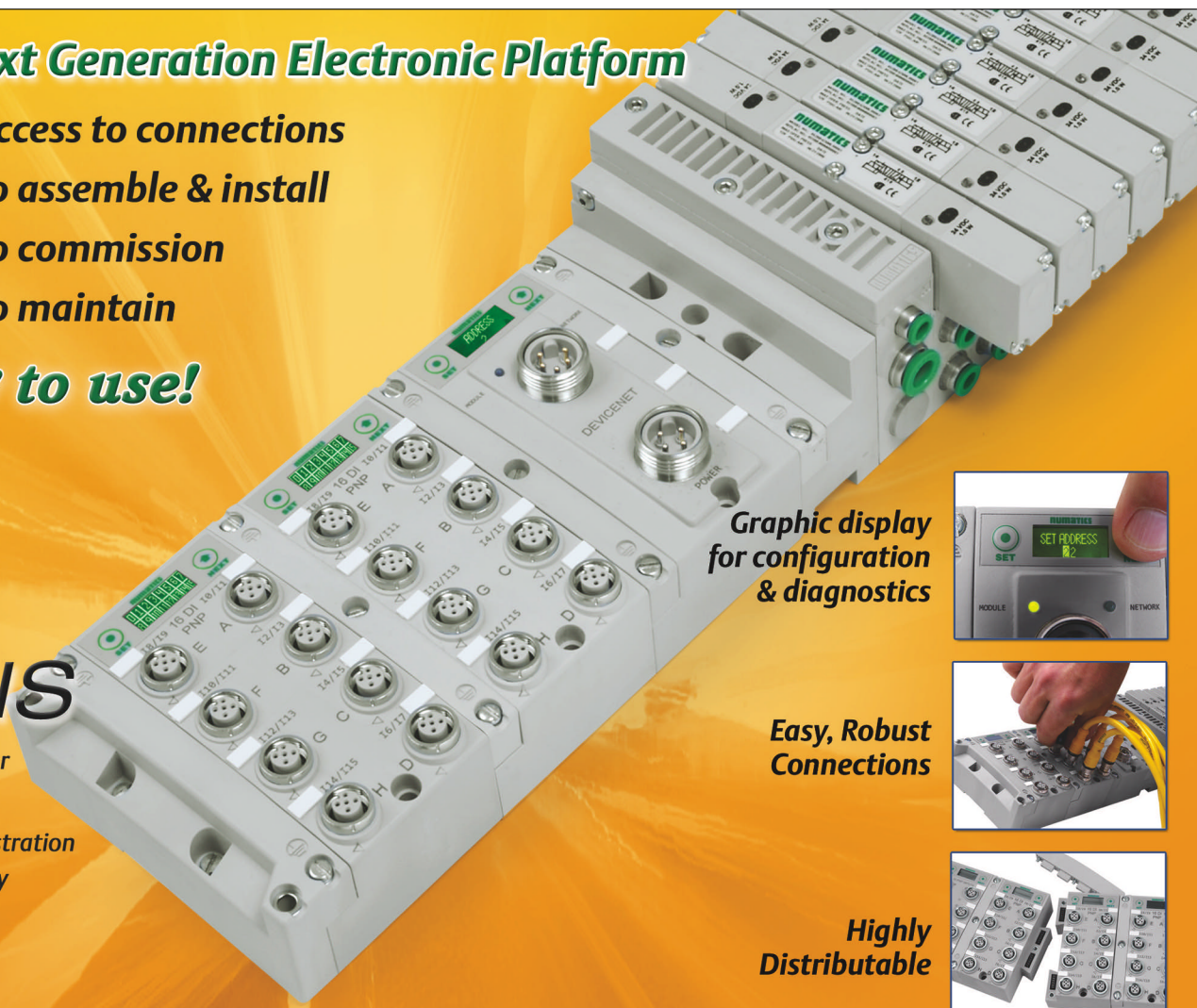
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spent a lot of time thinking through the project with our production team," she adds. "We did make changes to the design to ensure the label would work with our labeler. And we tested different adhesives. When the day came to bottle, we were confident there wouldn't be problems."

Cline Cellars is pleased with the

**The new label format is an ideal way to combine a recipe for those interested in food with information about the vineyards for those interested in winery history.**

results of the extended-text project, Beltramo says. "We are one of the first wineries to introduce this type of label to the wine consumer. Fred Cline is a pioneer in many ways and this new label continues his efforts to grow and produce little-known varietals like Mourvedre, Carignane and Viognier."

#### What wine goes with...?

The initial feedback about the labels on Cline Cellars' Ancient Vines Zinfandel has been so positive that in July 2008, the winery added an extended-text label to bottles of its 2007 Ancient Wines Carignane and in August 2009, to its 2006 Ancient Vines Mourvedre varietal. The vintner included recipes and information about its farming

practices, as well as details about its sustainability initiatives in solar equipment installation.

In fact, to expand the consumer experience even further, Cline Cellars presented its extended-text label recipe program to P.F. Chang's China Bistro restaurant chain and the chain liked the idea. An initial offering paired the Ancient Vines Zinfandel with P.F. Chang's recipe for a sauce

that can be used for dipping, grilling or as a marinade for seafood, beef or chicken dishes.

"Consumer feedback has all been positive," Beltramo says, adding that the winery is looking into additional restaurant and recipe pairings. "We're always evaluating and looking for new ways to share our message," she tells PD. "WS has been tremendous to work with. They're always

presenting good ideas to us. They're truly a business partner."

#### More information is available:

WS Packaging Group, Inc.,  
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# Designer toothbrushes put the bite on sustainable pack



Lauren R. Hartman, Senior Editor

One could say that Radius Toothbrush Co., Kutztown, PA, really puts its money where its mouth is. The maker of award-winning toothbrush designs has begun to gear its production toward environmental sustainability, including its choices of packaging. Recently creating a package that uses sustainable films, the company strives to do everything in an ecologically sound way, says president Kevin Foley, who started the company in 1982 with partner James O'Halloran (who has since retired). Both architects, Foley and O'Halloran were fascinated by the idea of marketing a functional and enjoyable toothbrush. So they transformed a 20,000-sq-ft, 1860s grain mill in

Kutztown into a toothbrush plant.

Their unusual but ergonomic toothbrush design had a whopping 5,500 thin bristles and came in right- and left-handed versions. The body of the toothbrush was made of cellulose, and the head was a large



**Consumers can feel good because it leaves less of an environmental footprint.**

oval shape to lower pressure on the gums. The idea of actually making a handle that responds to the right and left orientation was strange to the dental community, according to the company, and its design didn't fit into the little slots toothbrushes are sold

from or are inserted in at home.

But the Radius toothbrush's popularity took off and by 1992, many toothbrush brands took on its signature oval head shape, though most other brushes aren't as large.

Since 2007, Radius has taken an environmental approach to the brush's packaging, and began making the packaging for its architectural toothbrush from "recycled soda bottles." It chose SmartCycle™ transparent PET 150 thermoforming film from **Klößner Pentaplast (www.kpfilms.com)** as the blister portion of a carded blister-pack. SmartCycle PET 150 is made from 50 percent recycled PET bottles. "It's slightly more expensive," admits Foley. "But our customers don't want cheap. They care more

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about the environment. SmartCycle works quite well on our machines. There's no waste."

Developed in 2006, SmartCycle films surpass U.S. Food and Drug Administration regulations for direct-food contact, according to Klöckner Pentaplast, and are certified to meet domestic packaging regulations. In addition, it says the films exceed California and Oregon rigid plastic packaging container regulations.

Packaging made out of SmartCycle carries a special identifying mark to help increase public awareness of PET bottle recycling. Printed on the Radius toothbrush blister backing card, the mark is in the same petaloid shape that's found on the base of most PET soda bottles—sort of a four-leaf clover. Each clover leaf represents a stage in the recycling process: Collecting; sorting; reprocessing; extruding; and thermoforming. Radius hopes consumers will recognize the mark and factor packaging bearing the mark into their purchasing decisions.

"Plastic bottles have to be seen as a resource, not as garbage," says Michael Brown, brand founder and managing director of **Packaging 2.0 LLC** ([www.packaging2.com](http://www.packaging2.com)), which holds the SmartCycle license. Today, Brown collaborates with Klöckner Pentaplast as the exclusive global supplier of his creation, SmartCycle packaging films. "SmartCycle helps to reinforce recycling behavior," he says. Brown would like to see the current recycling rate go up to 75 percent and decrease landfill volume at the same time.

### Leaves less of a footprint

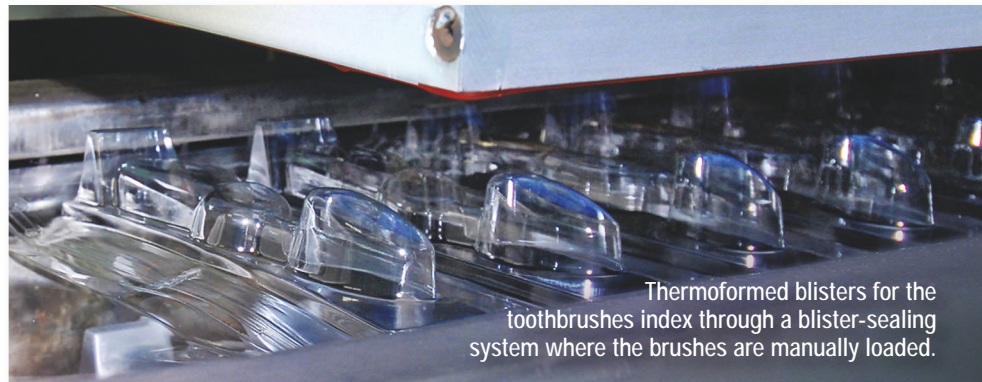
It didn't take much persuading on Brown's part to convince Radius that SmartCycle was worth investigating. Brown recommended that Radius consult with **Universal Protective Packaging, Inc.** ([www.uppi.com](http://www.uppi.com) [UPPI]). UPPI is a thermoformer located in Mechanicsburg, PA—about 50 miles from the Radius plant—that already works with SmartCycle materials. Tim Ritter, UPPI's vp of engineering and marketing, says he likes the machinability of the SmartCycle film, which UPPI runs on **Sencorp** ([www.sencorp-inc.com](http://www.sencorp-inc.com)) 2500 forming equipment.

"It's consistent," Ritter says. "One reason we won the Radius bid is because we could show them other SmartCycle jobs we have done and why the jobs were successful."

Klöckner Pentaplast manufactures the film from water and drink bottles using a proprietary process and a resin that meets the same FDA standards as those for virgin resins, according

to Brown. When he conceived the idea of making PET film from post-consumer-recycled (PCR) bottles, Brown approached Klöckner Pentaplast and didn't look further. Ritter says UPPI uses a fair amount of SmartCycle film. "It performs as well as virgin PET and it gives a second life to raw material on a daily basis," he says. "Consumers can feel good about it because it leaves less of

Continued on page 24



Thermoformed blisters for the toothbrushes index through a blister-sealing system where the brushes are manually loaded.



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an environmental footprint.”

### Too many travel cases

Foley mentions that he had already begun searching for sustainable packaging before he met with Brown or Ritter. Previously, the toothbrushes had been packed in an injection-molded travel case with a wall clip that held the toothbrush head in place. “The case could be used over

and over,” Foley remembers, “but it was heavy to ship and used a lot of energy to deliver. Many customers complained about having too many travel cases.”

Experimenting with more sustainable alternatives, Radius had developed molds for a thermoformed blister-pack container by the time it talked with UPPI about signing onto the project.



Incorporating a footed stand and a hanger hole, the PCRPET blisters are made from water and drink bottles.

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The molds only needed a few, slight modifications to run on UPPI's forming machines. The resulting blister is sealed on the edges of cardstock made of 35-percent recycled paper. Incorporating a die-cut hanger hole and a footed “stand” so that the toothbrush can be displayed upright on the store shelves, the blister mold has a depth of 1 in.

To package the brushes, Radius uses a six-station Model DS6C rotary blister sealer from **Visual Packaging** ([www.visualpackaging.com](http://www.visualpackaging.com)) and 15-mil-thick forming film from UPPI. The toothbrushes are manually loaded into machine, along with each thermoformed blister (supplied to Radius from UPPI), and the machine automatically indexes the blisters to sealing, cutting and ejection stations, returning to them to their original position on the machine, ready to be shipped. Radius ships hundreds of thousands of toothbrush packs a year, both domestically and internationally.

### A handle on energy savings

Foley says the company saves 5,900 gal of diesel fuel a year shipping its toothbrushes in the SmartCycle package because it's so light. “It holds up well at retail and creates a beautiful, clear display of the product.”

The Radius team is planning more SmartCycle packaging concepts and UPPI and Klöckner Pentaplast will be there to sink some teeth into the next toothbrush packaging project Radius envisions.

#### More information is available:

Klöckner Pentaplast, 540/832-3600.  
[www.kpfilms.com](http://www.kpfilms.com).  
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# Vivacious pouch seeds brand

Lifemax ushers in its new company branding with a **COLORFUL, STANDUP POUCH** that shields its product from light and moisture damage.

package printing

Linda Casey, Associate Editor

When Lifemax, Inc., Orlando, FL, officially launched its flagship product, Mila™, the direct sales network marketing company also debuted a complete branding strategy that extended from the company's website to vibrantly printed, flexible pouches that contain 16 oz of the health food.

## 'Miracle' inspiration

A mixture of Salvia Hispanica L. (chia) seed, Mila is processed using a proprietary system that enables the seeds' nutrients to be more easily absorbed by the human body. Lifemax claims that the Mila blend has eight times more Omega 3 than Atlantic wild salmon, six times more calcium than milk and three times more iron than spinach. For this reason, Lifemax has chosen to call its product "the miracle seed," and the product name was inspired by the Spanish word for miracle—milagros.

## Thrice as nice

Lifemax had three top goals for the new packaging: To lower costs so the savings could be passed onto its sales distributors, to reduce the packaging's carbon footprint, and to create a package with high shelf appeal. To help it achieve these goals, Lifemax identified two expert partners. The first partner was creative agency **Struck, Inc.** ([www.struckcreative.com](http://www.struckcreative.com)), which already was working with Lifemax on the branding elements for its new website at [www.lifemax.net](http://www.lifemax.net). The second partner was contract packaging company **Flex Pack USA, Inc.** ([www.flexpackusa.com](http://www.flexpackusa.com)).

## High-impact graphics

Flex Pack USA art director Edward McBride led a three-person prepress team, which served as consultant to both Struck's office in Utah and customer company Lifemax, also located in Florida, on the print feasibility of the design. Flex Pack USA also brought in an international partner—sister company **Flex Pack Technologies, Pvt. Ltd.** ([www.flexpackindia.com](http://www.flexpackindia.com))—which manufactures and prints the package in India.

Struck provided Flex Pack USA with an **Adobe** ([www.adobe.com](http://www.adobe.com)) Illustrator file that used several sophisticated effects and a wide range of colors. Effects were created with Illustrator's multiply and transparency filters; these types of graphic design treatments are known to be difficult or impossible to replicate on press.

Using a combination of directives and printed samples of the look that Struck was aiming for, Flex Pack USA color separated the files. To achieve the purple gradient used as the pouch's background, Flex Pack USA identified two spot purples that would create the rich effect employed in the design. White ink was used to backward register text.

Trapping was done using manual prepress processes, some of which have become a lost art at competing manufacturers. "There's a lot of automated trapping nowadays in prepress," McBride comments. "Automation and all the workflows nowadays are fantastic, but a little extra work that you can put into it from the ground up I think gives you a little extra and this results in

Continued on page 26

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in basically a better product in the end.”

Final adjustments were made in **EskoArtwork's** ([www.esko.com/artpro](http://www.esko.com/artpro)) ArtPro application, which also was used by the print group in India to engrave the cylinders.

### Nothing like the real thing

A two-step proofing process was used to first check the content and other non-color-critical elements

via PDF, then all design elements were checked using press proofs. “With a project like this, because it’s metallized film and there’s surface matte varnishes, there are things that simply cannot be translated in any kind of digital file, when they get that cylinder proof they can actually see the accurate ink on the actual film overlaid on metallized film, they can see where it’s going to actually be metallic, they are able to see how

that purple is going to look on the metallized film, and they can actually proof that matte varnish,” McBride explains.

Because Flex Pack USA and Lifemax are located near each other, the proofing-and-adjustment process benefited from a hands-on approach. “They [Flex Pack USA] really gave us that added benefit of having a person in front of you; as opposed to trying to do things on the phone,

or through pictures and so on,” Lifemax director of information technology Jonathan Ducos remarks. “They held our hands from start to finish designing the bag; they helped us with die lines; they helped us produce prototypes; they gave us samples.”

The resulting two-side print pouch was reverse- and surface-printed using nine inks, which includes process, Pantone Matching System spot color and white inks, laid down by a **ExperPAC 3000 press from Expert Industries** ([www.expertindia.in](http://www.expertindia.in)). The 10-color rotogravure press images up to 300 meters/min and also auto-registers web material from 1 to 1.3 meters.

### Paying the savings forward

The standup pouches were converted using a Model TSZ-500 pouch maker from **Speedway Machines Pvt. Ltd.**, ([www.speedwaymachines.com](http://www.speedwaymachines.com)). Material slitting and rewinding was done on a

Effects were created with **Illustrator's** multiply and transparency filters; these types of graphic design treatments are known to be **difficult or impossible** to replicate on press.

machine from **SP Ultraflex Systems Pvt. Ltd.**, ([www.spultraflex.com](http://www.spultraflex.com)).

The new custom-made pouches were less expensive than the stock plastic canister Lifemax used to prelaunch the product. Yet, the pouch still offers protection against light and moisture damage.

The health food company passed on the lowered cost of packaging to both its distributors and customers by increasing the package size from 12 to 16 oz while lowering the price. The new package has a suggested retail of \$55, and the bigger serving size is a typical month supply for an adult. The pouches also have a lower carbon footprint, therefore a lower cost to the environment.

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An operator fills a resealable pouch with chia seed, while second operator handpicks cases.

### Naturally conservative

Flex Pack USA has four different dedicated production lines, one of which is a certified organic line in a separate area. In sugar filling and packing alone, the 26,000-sq-ft facility will often copack up to 300,000 lbs of product/day. Its experience in sugars has helped the copacker optimize its operation for working with natural materials with minimal loss of product.

For example, the company uses a vacuum system installed by **Southland Conveying Solutions** ([www.southlandconveyingsolutions.com](http://www.southlandconveyingsolutions.com)) to transport sugar. This provides benefits over a screw-feeding system that can crystallize the sugar, causing multiple bottlenecks and frequent cleanups, and most importantly loss of materials.

"There are enough different types of sugars in the marketplace that you can learn a lot about any potential product," Flex Pack USA vp of operations Ken Dorey explains. He drew upon his experience packing 6X powdered sugar to quickly come up with copacking strategy for the light and fluffy seed.

Chia seed is received in 100-lb bags, which are fed into hoppers bolted onto a **Cogan** ([www.ecogan.com](http://www.ecogan.com)) mezzanine. The seed is screened

by a No. 2 stainless-steel mesh, and rare earth magnets prevent metal from entering the A-100 filler from **AMS Filling Systems, Inc.** ([www.amsfilling.com](http://www.amsfilling.com)).

Accustar checkweighers from **Thermo Fisher Scientific, Inc.** ([www.thermofisher.com](http://www.thermofisher.com)) use a pulse feedback system to verify pouch weights. Operators then insert a serving scoop into each pouch before it is sealed by a custom-built, hot-air sealer. An A100 ink-jet printer, manufactured by **Domino Amjet, Inc.** ([www.dominoamjet.com](http://www.dominoamjet.com)) and installed by **Alles** ([www.allesinc.com](http://www.allesinc.com)), codes the bags before they are hand-packed into cases.

### Easing into the future

With its new branding and packaging in place, Lifemax is working on attracting more people to its product and its sales network. The company is upgrading the back-end of its website—which already allows a visitor to either set up recurring delivery schedules for Mila or become a distributor—to become a very robust business management system for its distributors. Lifemax also plans to introduce a 4-oz package that will allow users to easily share a week's worth of seed with friends and family.

#### More information is available:

Flex Pack USA, Inc., 407/857-2883. [www.flexpackusa.com](http://www.flexpackusa.com).  
 Adobe Systems, Inc., 800/833-6687. [www.adobe.com](http://www.adobe.com)  
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 EskoArtwork, 937/454-1721. [www.esko.com](http://www.esko.com).  
 Expert Industries, 91-80-783-2690. [www.expertindia.in](http://www.expertindia.in)  
 Flex Pack Technologies, Pvt. Ltd., 01284-264448. [www.flexpackindia.com](http://www.flexpackindia.com).  
 Southland Conveying Solutions, 770/483-2193. [www.southlandconveyingsolutions.com](http://www.southlandconveyingsolutions.com).  
 Speedway Machines Pvt. Ltd., 91-11-259-1-8854 [www.speedwaymachines.com](http://www.speedwaymachines.com)  
 SP Ultraflex Systems Pvt. Ltd., 91-22-284-5-4410. [www.spultraflex.com](http://www.spultraflex.com).  
 Struck, Inc., 801/531-0122. [www.struckcreative.com](http://www.struckcreative.com).  
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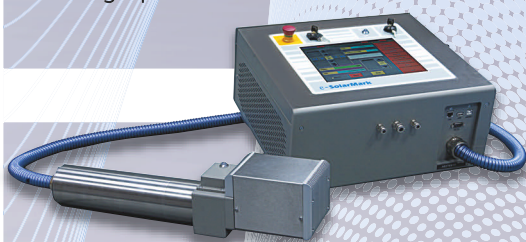
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cheese packaging



# Say cheese! A snapshot of cheese packaging

Sargento Cheese's Judy Fischer discusses packaging issues and **THE LATEST TRENDS AFFECTING PACKAGING.**

Judy Fischer, senior packaging engineer at Sargento Foods, is responsible for several facets of Sargento's packaging business. Fischer oversees packaging engineering development for new business initiatives, material development and selection, distribution efficiency, promotional packaging, and cost containment.

With more than 30 years in the packaging industry, Fischer is a Certified Packaging Professional (CPP) through the **Institute of Packaging Professionals (www.iopp.org)** and is Green Belt-certified in 6-Sigma. She also has received seven U.S. patents over her career at Sargento and is a member of the



Judy Fischer

Packaging Management Council (PMC), a forum of the **Packaging Machinery Mfrs.' Institute (www.pmmi.org)** that facilitates for senior

packaging managers from consumer and industrial goods manufacturing companies.

*Packaging Digest* recently spoke with Fischer to learn about her perspective on many of the issues affecting packaging professionals today:

*How important is packaging to Sargento Foods?*

It's extremely important. We go to great lengths to ensure the package is both visually appealing and functions as expected throughout the life cycle of the product. We view packaging as more than a vessel to contain and protect the product. Instead, as new products hit retail shelves at a rapid pace, the package becomes our first connection with consumers—and we only have seconds to get noticed. Packaging also is our last connection with consumers once the product has been taken home and used. We want to make sure it's a satisfying experience so they'll come back to us on their next shopping trip.

We have stringent quality standards for every component of the package to help communicate the premium quality of the product inside. From the materials we use to the graphics printed on



the product, everything is carefully chosen. That attention to detail extends all the way to our shipping containers to maximize protection and ensure that products arrive to customers uncompromised.

*How does Sargento Foods approach the packaging-development process?*

Using a very team-oriented approach. While exact personnel will vary from project to project, the core team will usually include experts from R&D, engineering, marketing, logistics, quality assurance, manufacturing and procurement. Whether it's a new-

**The package becomes our first connection with consumers—and we **only have seconds** to get noticed.**

product launch, line extension, new-package feature, material or equipment, every team member offers valuable input that contributes to the successful development and implementation.

*How important is innovation to your packaging? Where do you seek innovation?*

Innovation has always been a cornerstone to our success and a core competency. Throughout the years, Sargento has leveraged innovative packaging technologies to benefit consumers. Some of these include prepackaged shredded cheese, the first zippered, reclosable package and the first use of a slider closure. Many of these have now become industry standards.

Our ability to innovate stems from our willingness to listen to consumers and fill voids that may exist in the marketplace. We also work closely with our suppliers and business partners to leverage their industry expertise and offer the best packaging solutions possible.

*What packaging trends do you see developing in your market segment?*

More than ever, consumers are looking to get the greatest value for the money they spend. However, they continue to seek out those products that provide the

convenience they desire and require to keep up with fast-paced lifestyles.

For example, as consumers look to spend less and save more, they are moving towards eating at home more frequently. This means an increase in ready-to-eat meals and microwave dinners. As a result, companies like ours will be driven to develop convenient packages that can be used at home or on-the-go.



*Consumer desires are a strong catalyst for packaging innovation. What do your customers want in packaging? How are you measuring their wants and needs?*

Consumer desires can vary greatly. Essentially, what they want and need is for packaging to protect products and facilitate use.

To keep abreast of evolving consumer needs, we conduct focus

groups and in-home use tests during product and package development. This testing provides valuable feedback. It ensures that we are meeting expectations while giving us direction for improvements. We have a toll-free number on every retail package that encourages feedback. Our website offers the same service.

Continued on page 30



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Sargento Foods has been a pioneer in developing reclosable packaging for cheese.



*Sustainability is top-of-mind in the industry today. Do you think the issue has been well defined? What are the biggest hurdles that still need to be overcome? And will the economic recession hurt efforts to improve sustainability in packaging?*

Sustainability may be the predominant topic in packaging today. However, industry is a long way from having a precise definition. In reality, sustainability has been in existence for a very long time, but now these practices have a name.

At Sargento, we have always looked to improve efficiencies, reduce rejects and use the smallest amount of packaging needed to do the job of protecting our products. We have utilized films that seal with less heat, cases that close with less glue and modified equipment to cool with recycled water. These practices were all done under the umbrella of cost reductions and efficiency

However, as companies become more conscious of expenditures, advancements in sustainable technologies may be directly affected.

*Automation is another area growing by leaps and bounds. What do you think is driving this growth? What are end users like Sargento Foods looking for from automation?*

**Sustainability may be the predominant topic in packaging today.** Industry, however, is a long way from having a precise definition.

improvements. We are aware of how these practices contribute to the environment.

For consumer packaged goods companies, one of the biggest hurdles to overcome as packaging materials advance is the end-of-use infrastructure. While it's beneficial to use packaging materials made from renewable resources, if these materials happen to be compostable and there are no industrial compost facilities, where's the benefit? There needs to be sustainability practices that encompass the entire supply chain, not simply the production and packaging element.

The current recession could be a catalyst to promote sustainable practices as companies look for more efficient ways to cut costs.

Automation is key for any company looking to increase their production speeds or improve overall efficiency. We are continually looking for automated equipment that can help us boost output and avoid wasteful manufacturing.

Over the last few years, we have made a concerted effort to invest in data collection and have installed manufacturing execution systems. This technology allows us to identify specific causes of downtime and slowdowns in the manufacturing process. When areas that need improvement are identified, our teams use this technology to determine the best resolution to the issue. That may mean changing a process, a material or automating a bottleneck area.



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

The need for alternative packaging technologies for food and sustainable materials will continue to be important. Ultimately, every manufacturer will be on the lookout for packaging equipment, materials and methods that are energy-efficient, improve throughput and add value for consumers.

*What are some of the opportunities and challenges facing packagers today and in the next few years?*

Packaging's increasingly important role in consumer behavior and impact on the environment is at the center of today's challenges and opportunities. As industry professionals, we are required to find materials to protect our products, run efficiently on existing equipment at the best cost and minimize environmental effect.

*When sourcing ideas for new products or packaging, what resources does Sargento use?*

We use several avenues of feedback to make our packaging decisions. Valuable resources are our equipment and materials suppliers who provide valuable perspective on consumer needs and wants. We organize internal groups and have brainstorming sessions. For new product launches and unique

The current recession could be a **catalyst** to promote sustainable practices.

packaging concepts, we may conduct focus groups. The Internet is a good resource for information. Similarly, we can tap into business contacts and industry associations.

On a larger scale, trade shows, such as PACK EXPO, provide opportunities to see new technologies in action and may trigger ideas to use existing technologies for alternate applications.

*How does attending packaging trade shows fit into your search for*

*new packaging ideas?*

Trade shows are a great resource for new ideas. They allow us to see many of the technologies we may have read or heard about, speak with vendors face-to-face and understand if the technology may have an application in our business. One of the most valuable parts of any trade show are the contacts. Some of my best resources and associates are

people I have met at trade shows.

*Can you describe Sargento Foods' approach to trade shows, such as PACK EXPO?*

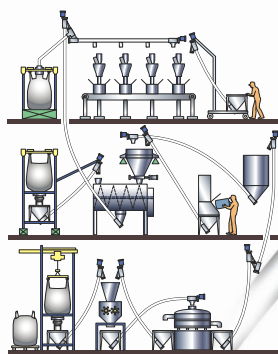
These shows are great for learning about new technologies, gaining insight industry trends, making new contacts and even training new staff members. Often, certain departments will be working together

on projects and will walk the show together to speak with suppliers and network with other professionals.

There also is an exploratory element to the show where our team is encouraged to walk the floor with an open mind to seek out what's new. We ensure that all staff that attends PACK EXPO shares what they've discovered so all of our internal teams can benefit.

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The digital press at Odyssey uses dry-toner electrophotography, left.

# Digital printing boosts short-run growth

Odyssey's new digital press keeps the package printer at the forefront of **CUSTOM-CARTON CONVERTING** success.

**Natalie Hasselbacher**, Contributing Editor

Since opening its doors in 1996, Odyssey Digital Printing has seen demand for short runs appear, disappear, then reappear and grow significantly.

"The desktop laser printer has taken a lot of the short-run printing demand away," explains Odyssey president John Roberds. "Where we may have done 300 copies of a brochure in the past; that's all being done in-house by most companies now."

The Tulsa, OK, commercial and packaging printer, which started out with three partners, a **Xeikon** ([www.xeikon.com](http://www.xeikon.com)) digital press and a willingness to do business with anyone, has since evolved into more than just a print shop. Through the integration of converting and finishing with digital printing, Odyssey found a new direction, primarily in wide-format, point-of-purchase (POP) work and some packaging. Tripling in size, the company relocated to a more spacious 33,000-sq-ft facility in 2002.

"We can do more than just print something," says Roberds. "We do a lot of laminating and die-cutting. Many companies don't build those capabilities into their color-laser operation."

## That's a lot of golf balls

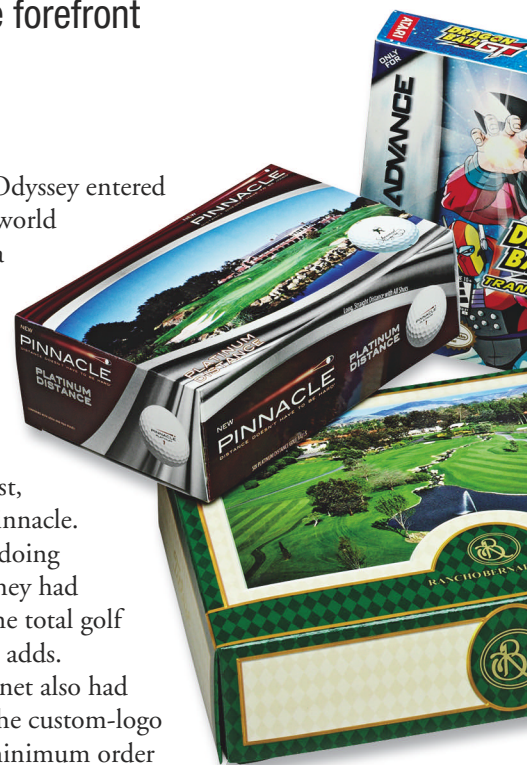
By installing its first official packaging press, a Xeikon

50SD in May 2002, Odyssey entered the package-printing world and soon established a relationship with Acushnet Golf, reportedly the largest manufacturer of golf equipment in the world. Its four brandnames are Titleist, Footjoy, Cobra and Pinnacle.

"When we started doing business with them, they had about 50 percent of the total golf ball market," Roberds adds.

At the time, Acushnet also had nearly 75 percent of the custom-logo golf ball market. Its minimum order was 1,000 "dozen" boxes (each holding four sleeves of three balls). "That's a lot of golf balls," jokes Roberds. "Their minimum is now 24 'dozen' boxes with us. It has become a good opportunity."

In particular, Titleist offers customized golf-ball cartons with a photo of a golf course's signature hole or a golfer's favorite hole. With a steady flow of these kinds of orders, an organized, automated workflow is crucial. Acushnet's



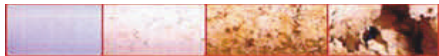
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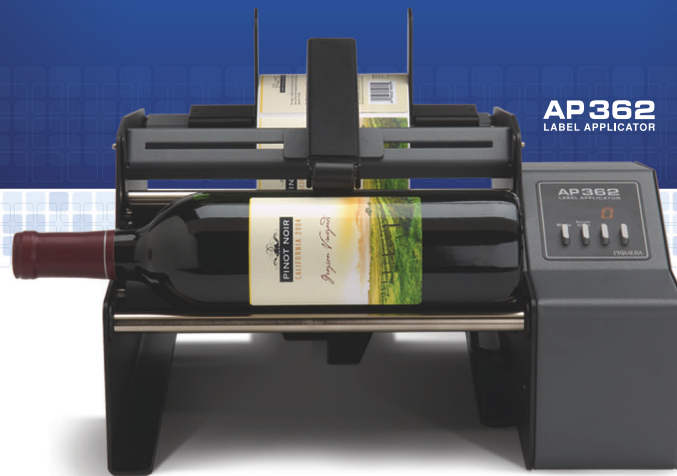
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art staff designs the templates and builds its own files that Odyssey receives over the Internet.

"Acushnet does a lot of the work on their end...they understand that it's going to take a fair amount of organization on their part," Roberds explains. "The templates come laid out the way we need them, and all we do is send them to the printer."

A year ago, new prospect Yankee Candle triggered Odyssey's latest

vp Jan Fairless. "There's no way we could have done that with the old printer. Eventually, we would like to do fill-in production lines and test new products. We aren't there yet and probably won't be for another six to eight months."

At Odyssey, creating personalized, short-run cartons for Titleist custom golf balls starts with the Xeikon 3300. The digital press uses dry-toner

electrophotography. Its advanced imaging head has one calibrated LED spaced every 21 microns across the web width, resulting in sharp and crisp details, Xeikon says. The printed material then goes through an offline, integrated, rollfed, UV-coating machine also from Xeikon that applies a protective layer. Following coating, the boxes are die-cut with a **Preco Industries (www.precoinc.**

**com)** Series III roll-fed die-cutter that uses a "floating" metal die to score and cut packages from the web. Rapid turnarounds are achieved with die changeovers that take only 2 min. Finally, the carton blanks are finished on a small-scale, proprietary folder/gluer. Finding equipment for running small quantities initially presented a struggle for Odyssey.

Continued on page 34



follow-up with Xeikon America. Last May, Yankee Candle's demands called for a new fourth press. Along the way, in 2005, Odyssey had purchased its third Xeikon—a 5000 system, but since then, it became "three generations old in terms of technology," says Roberds.

"We needed a new packaging machine. What really stood out for us in the new Xeikon 3300 is two steps beyond where our 5000 was in 2005." The reworked technology that provides 1,200-dpi versus 600-dpi print resolution created new business opportunities for Odyssey.

"I don't think we would do much business with Yankee Candle if we didn't have 1,200 dpi," he says. "Many prospects would see the work, and it just wasn't quite crisp enough and they would decide they didn't want to do it."

Odyssey is quick to point out that although the Xeikon 3300 was demonstrated as a label printer at Labelexpo Americas 2008 [where the company made the purchase], it has alternative plans for now. Its primary focus is folding cartons.

"The goal is to put a box on the shelf next to a conventionally printed box and the consumer can't tell the difference," says Odyssey



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### Curing converting hassles

"Converting short-run output was a big challenge because up until digital printing came out, most box production was done in very large quantities," Roberds explains. "With a minimum order now of 24 pieces, we have to have the ability to do eight to 10 different die setups in one day's worth of printing."

"The printing technology is there," adds Fairless. "The coating

technology is there, but the folding and gluing equipment continues to pose a challenge for us."

Today, cost-effective converting of short-run packaging is giving end-user companies a chance to separate themselves from their competition through custom designs at more affordable prices.

"People have started to see the value in short-run packaging," Fairless says. "Being able to do different

versions and customizing are letting people apply the available technology to their own businesses. Titleist was way ahead because they had a need for custom boxes. If it hadn't been for Titleist, our packaging business might be next to nothing."

### Digital labels and more

More than a dozen suppliers demonstrated digital-printing and finishing systems at Labelexpo. Some



The Xeikon 3300's reworked technology yields 1,200-dpi print resolution.

of those units remain prototypes, for others, the future of digital package printing is now.

Flexible Express, a digital-print operation dedicated to flexible packaging, is the idea behind **Foster Packaging's** ([www.fosterpackaging.com](http://www.fosterpackaging.com)) investment in an HP Indigo ws4500 press from **Hewlett-Packard** ([www.hp.com](http://www.hp.com)). **Xante Corp.** ([www.xante.com](http://www.xante.com)) recently donated a DP 8500 printer to California Polytechnic State University's graphics communications department for label/tag work. "It's important that colleges and universities have access to state-of-the art technology because their students will one day drive the industry's growth and innovation," says Tim Sykes, vp, sales/marketing, for Degra Systems.

U.K.-based Commercial Label Products added the Jetrion 4000 from **EFI** ([www.efi.com](http://www.efi.com)) to stay competitive in the short-run label market by eliminating the plate die costs. With the Jetrion 4000, CLP says it plans to expand into at least five more markets.

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Xante Corp., 251/473-6502. [www.xante.com](http://www.xante.com).

Foster Packaging, 44 1162 390974. [www.fosterpackaging.com](http://www.fosterpackaging.com).

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# Big success with small bottles

A complete bottling line for homeopathic tablets at **HEEL, INC.** is operated by only two people. The new line runs twice as many 75-mL bottles with half the labor.

## Jack Mans, Plant Operations Editor

In the late 1920s, a German physician, Dr. Hans-Heinrich Reckeweg, began experimenting with homeopathic remedies. In 1936, he founded Heel (an acronym of four Latin words: herba est ex luce or "plants come from light") to market his homeopathic formulations. In 1979, Dr. Reckeweg relocated to Albuquerque, NM, where he created a new company, Biological Homeopathic Industries (BHI), to produce and market his products. Upon the death of Dr. Reckeweg in 1985, BHI's name was changed to Heel, Inc. Today Heel is the manufacturer and distributor of roughly 350 products to health care practitioners and retailers throughout the U.S.

## New packaging line

In 2006, Heel installed a packaging line to run square 75-mL bottles that contain 100 tablets each. At the beginning of the project, Heel consulted with Jeff Grass, president of **Equipment Technology Co. (www.equiptechco.com)**, an equipment distributor and systems integrator.

"Jeff has been around for years, and he was a huge help on this project," says Heel facilities manager Michael Taddonio. "He assisted us in selecting equipment, and he was here during installation and startup."

One goal for this project was to reduce the labor requirements on the line. "We had four people on

the line that was running these products previously, and we wanted to reduce that if possible," says operations manager Jonathon Priest. "We selected every piece of equipment on the basis of ease-of-use and reliability. It was the same idea with the equipment layout. We arranged the upstream equipment in a U-shape in a HEPA [high-efficiency particulate air]-filtered area to reduce the walking distance needed to run the four machines in that area. The downstream equipment is in a straight line so one

Continued on page 36



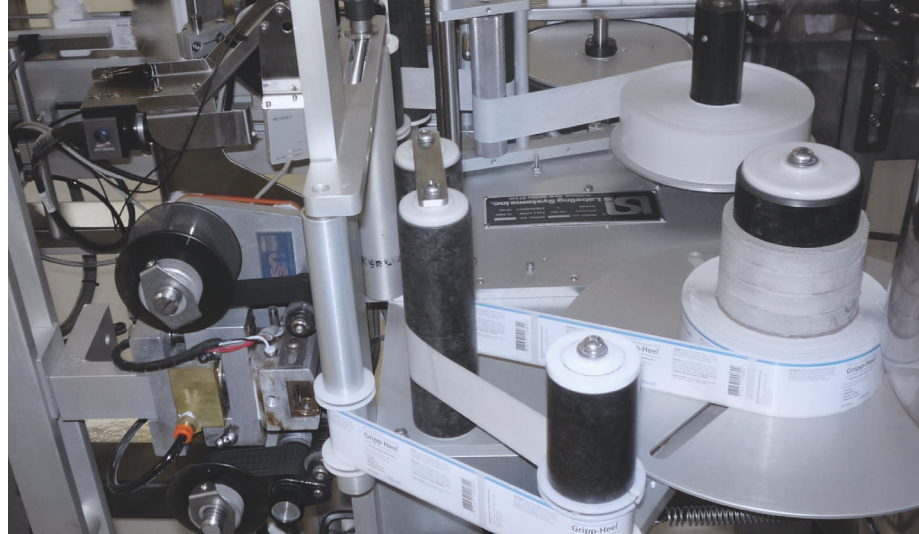


person can monitor each group. It has worked out very well, because those are the only two people needed to work on the line."

To start the operation, empty HDPE bottles, which are supplied by **Alcan Packaging**, ([www.alcanpackaging.com](http://www.alcanpackaging.com)), are dumped into a waist-level hopper and a cleated conveyor lifts them up to the rotating hopper of a Pharma-Line M-300 bottle unscrambler from **Pace Packaging**

**Corp.** ([www.pacepkg.com](http://www.pacepkg.com)). This places the bottles in a layflat orientation on a conveyor that carries them past a hook hanging in their path of travel.

Bottles, with their bottom ends leading, push the hook up and travel on, but the hook catches the open top of the bottles with the top ends leading and flips them over. Thus, all of the bottles have the bottom end leading. They then travel through an air-rinse station that helps



The labeling system, above, is designed to apply pressure-sensitive side labels to square or rectangular bottles. A cottoner, above right, inserts a piece of pharmaceutical rayon coil into each bottle.

manage particulate matter, after which they discharge in an upright position on a lower conveyor. "This machine runs without flaws," says Taddoni. "It is easy to clean, takes very little time to change between bottle sizes and is nearly maintenance free."

The bottles then enter a Procount Model 72-19 GMP-compliant, intermittent-motion slat counter from **Integrated Packaging Systems, Inc.** ([www.ipsnj.com](http://www.ipsnj.com)) that fills eight bottles at a time. For each bottle-filling cycle, the machine controller counts eight bottles that are conveyed into the unit, after which a finger at the discharge of the machine stops the bottle movement.

The tablets are air-conveyed to a hopper on the top of the slat counter. This machine has 72 slats, each containing 40 slots, that are mounted

**This has been a very successful project. We've doubled the line speed with half of the labor.**

on a stainless-steel chain that carries them vertically in a loop through the machine. As the slats travel over the top of the machine, the tablets drop into the slots from the hopper.

The servo-driven, intermittent-motion chain then indexes one space down the front of the machine, after which the next slat is filled. When a slat reaches the bottom, tablets drop from five slots into each of the eight bottles on the conveyor below. The machine control knows the number of cycles required to fill a bottle, and repeats the fill step 20 times, at which time the bottles receive 100

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tablets. The slat conveyor then stops, the bottles are released and eight more bottles enter the unit. A no-bottle detector shuts the machine off if a bottle is not present.

### HEPA-filtered area

Next, the bottles make a right turn on a turntable and enter a Model CL-110 intermittent-motion cottoner from **NJM/CLI Packaging Systems, Intl.** ([www.njmcli.com](http://www.njmcli.com)) that inserts a 4.5-in. piece of pharmaceutical rayon coil into each bottle.

The coil is contained in a drum behind the machine from which it is pulled through a guillotine tearing device inside the machine that separates the 4.5-in. piece.

A plunger pushes the piece through a vertical tube into the stationary bottle on the conveyor below, after which the bottle moves to the second insertion station, where another plunger descends and finishes inserting the rayon.

Next, the bottles make a right turn on their way to an existing Model D four-spindle capper from **Kaps-All Packaging Systems** ([www.kapsall.com](http://www.kapsall.com)) that was moved from a previous line. In this operation, screw caps, which are supplied by **Phoenix Closures** ([www.phoenixclosures.com](http://www.phoenixclosures.com)), discharge from an overhead cap sorter and travel down a chute to where the entering bottles pick them off and continue to the in-line capping heads.

The bottles leaving the capper make a left turn and pass through a ceiling-to-floor curtain on their way to downstream equipment. The curtain encloses the unscrambler, tablet counter, cottoner and capper in the HEPA-filtered area.

### Pressure-sensitive labeler

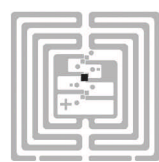
After passing through the curtain, the bottles are metered into a Model 1200 side-panel labeling system from **Labeling Systems, Inc.** ([www.labelingsystems.com](http://www.labelingsystems.com)) that is specifically designed for side labeling square or rectangular bottles. The white, pressure-sensitive paper labels,

which feature a glossy varnish finish, are supplied by **Stixon Labels** ([www.stixon.com](http://www.stixon.com)). The roll of labels is mounted on a horizontal turntable and is pulled through tensioning rollers and then past a hot-stamp printer from **Norwood Marking Systems** ([www.itwnorwood.com](http://www.itwnorwood.com)) that applies a lot number and expiration date to an unvarnished spot on each label. The Norwood printer is an existing unit that Heel installed on a Series 40 labeling head bracket provided on the labeler by LSI. This incorporates many of the

features of the Series 40 system including a five-phase stepper motor and controller to provide maximum torque, precise speed control and a PLC for control and data gathering.

The labels then continue to the application point, where they are stripped from the backing and applied to the bottles. The leading edge of the five-panel label is applied to the back of the bottle, which proceeds on the conveyor through a chamber containing a belt running along the

Continued on page 38



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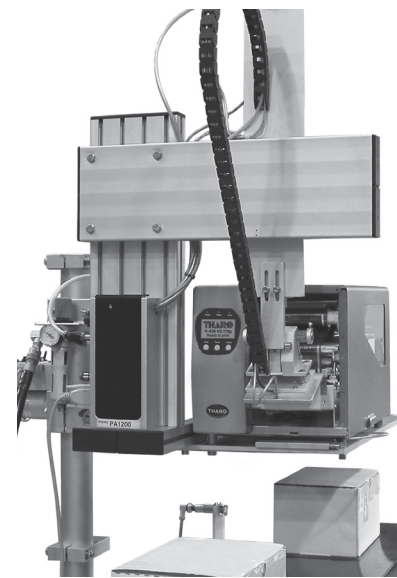
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Easy to use, the PA1200t requires minimal adjustment to changeover from applying product identification and bar code labels to the top or side of a product. The PA1200t/b was designed to apply labels to delicate products or products with curved or uneven surfaces. The Tamp Pad delivers the label right above the product and the label is blown the rest of the way on. The PA1200t and PA1200t/b can use a Zebra ZM400, Datamax I-Class or Tharo H-Series printer.

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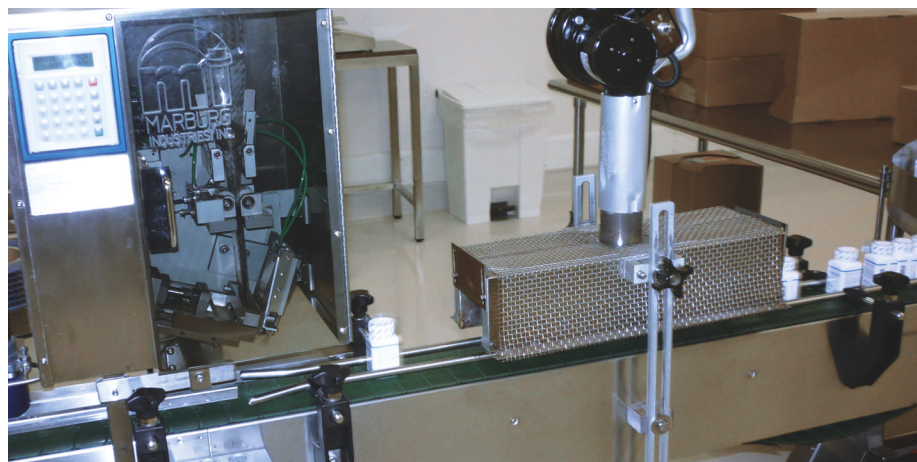


side of the bottles. The belt spins them against a thick foam backing that finishes wrapping and applying the labels to the bottles. The backing is wound onto another horizontal turntable.

The Series 40 incorporates a fiberoptic label sensor that detects the space between labels and keeps advancing the web until a label is present to apply to the bottle. The PLC and the variable-frequency drives on the conveyor, top

hold-down belt and infeed spacer wheel were supplied by **Mitsubishi Electric Automation, Inc.** ([www.meau.com](http://www.meau.com)).

Heel installed a vision system from **PPT Vision, Inc.** ([www.pptvision.com](http://www.pptvision.com)) to inspect the labels. The system reads the bar code on the label as well as the lot code and expiration date that have been applied to the label, and if they do not agree or are not legible, it rejects the bottle.



### Tamper-evident bands

After labeling, the bottles pass through an induction sealer from **Enercon Industries Corp.** ([www.enerconind.com](http://www.enerconind.com)) that seals the foil liners inside the caps to the tops of the bottles.

Next, the bottles travel through a Model 5B Autocap sealer from **Marburg Industries, Inc.** ([www.marburgind.com](http://www.marburgind.com)) that applies tamper-evident shrink-bands to the bottles. The bottles enter the continuous machine through a wheel that spaces them properly, and a photoeye after the wheel senses the presence of a bottle and triggers the band application. The shrink-band film label is supplied on a roll, and a servo drive moves it through the cutting operation.

The flat tube of material is opened and cross-creased, and it is then cut by a guillotine cutter. The opened, cut band is held by vacuum in a slightly cocked orientation above the conveyor, so the leading edge of the moving bottle catches its front edge, and the band is then pushed fully onto the bottle by a plate attached to a descending air cylinder. This design provides continuous bottle movement without requiring the machine to be stopped for label application.

The machine is controlled by a PLC that is programmed with the length of the label and controls the servo drive. After the label is applied, the bottles travel through a heat tunnel that shrinks the labels. The bottles then are accumulated on a turntable from which they are manually removed.

"We really like the Marburg neck bander," says Taddoni. "It's easy to set up and operate, and it's very reliable."

### Cartoner inserts leaflets

Heel installed a stand-alone Spartan horizontal, intermittent-motion cartoner from **Econocorp, Inc.** ([www.econocorp.com](http://www.econocorp.com)) that is separate from the new packaging line. In addition to placing the bottles into reverse-tuck-style paperboard cartons that have a

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Tamper-evident shrink bands are cut from a roll and applied over the tops of the bottles, left. Machines with open product are grouped inside an enclosed HEPA-filtered, sanitary area. The U-shaped layout enables one person to oversee all four machines, right.

hanger panel extending from one end, the machine also inserts instructional leaflets into the cartons. In this operation, an operator manually lays a bottle flat in a bucket with the cap end leading.

The machine picks a carton from the magazine, erects it and transports it to the single load station in front of the bottle. Simultaneously, the cartoner pulls a leaflet from an integral placer magazine and positions it on edge in front of the erected and positioned carton. When the operator pushes a button, a pneumatic pusher loads the bottle through the bottom of the carton. The leaflet is essentially folded

around the cap as it is carried into the carton along with the bottle.

The loaded carton is then transported ahead, and a Norwood Model AK 12 hot-leaf coder, that was integrated on the cartoner by Econocorp, applies the date and lot code to an end flap. The carton is then tucked closed and discharges.

"This has been a very successful project," says Priest. "We've doubled

the line speed with half of the labor. That equates to a 400-percent increase in line efficiency, compared to the old line." According to Taddoni, a key aspect in achieving such a low head count on this line is the use of photoeye switches between each machine on the line that shut off upstream machines when downstream machines are slow or have malfunctioned.



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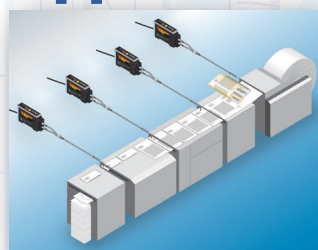


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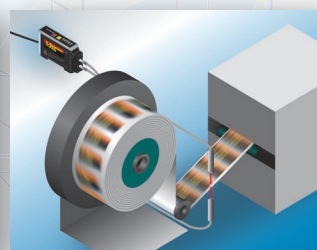
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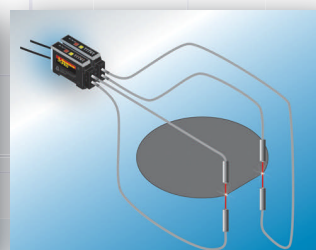
#### Applications



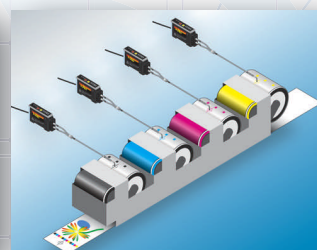
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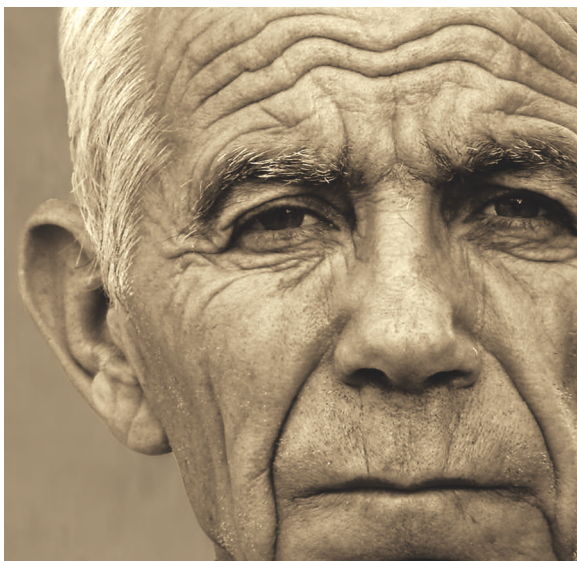


Nearly 40 years ago, humorist Art Buchwald described our throwaway society with a bit of parody: "And man created the plastic bag and the aluminum can and the cellophane wrapper and the paper plate, and this was good because man could then take his automobile and buy all his food in one place and he could save that which was good to eat in the refrigerator and throw away that which had no further use. And soon, the earth was covered with plastic bags and aluminum cans and paper plates and disposable bottles, and there was nowhere to sit down or walk, and man shook his head and cried: 'Look at this Godawful mess.'"

That "Godawful mess" has grown exponentially since 1970. But do consumers care

# It's sustainable? So what?

Consumer research study taps four generations about packaging and **SUSTAINABILITY INITIATIVES**.



enough to do their part to remedy the mess? Is their desire for a healthy environment in sync with manufacturers' sustainability initiatives?

To answer these key questions and provide client companies with a roadmap for sustainable branding success, The Sage Group conducted a web-based research study called, "My Views on Environmentally Friendly Packaging," and delivered it to nearly 800 multiple-generation "friends" via an email or a Facebook link and took care to use commonly understood terms.

For example, the survey didn't refer to "sustainable packaging," because 89 percent of consumers don't know what it means. Queries ranged from, "What makes a company or brand environmentally friendly?" to "How does that friendliness affect purchasing decisions?"

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## A generational approach

The Sage Group tried to achieve a generational balance representative of the U.S. population and hit that mark by plus/minus 1 percent.

The group was asked to check "all that apply" from a list of environmental practices such as assessing packages for the three Rs, choosing products based on eco-friendliness, selecting those manufactured "close to home," avoiding buying products from companies cited by the U.S. Environmental Protection Agency, etc.

When it comes to being environmentally responsible, consumers of all ages regard recycling as the key component of good environmental practices: "My job is

Age range	% U.S. population
17-25 years	Millennials 32%
26-40 years	GenXers 20%
41-55 years	Boomers 28%
56+ years	Matures 20%

to recycle; yours [manufacturer] is to make the packaging recyclable."

These results beg the question: What's your company doing to support curbside recycling? And there's also an indication that consumers need more education on the subtleties surrounding sustainability and the 3Rs (reduce, recycle, reuse).

Most Millennials will recycle when it's convenient (56.8 percent). But most GenXers (69.6 percent), Boomers (67.6 percent) and Matures (89.7 percent) say they always recycle.

## Packaging's impact on the environment

Do consumers realize the impact of packaging—good or bad—on the environment? Yes. Most participants feel that packaging has a major impact. Some 61.7 percent of the Millennials indicated that it has somewhat of an impact while 56.5 percent of the GenXers said it has a big impact, 58.8 percent of the Boomers indicated it has big impact and 75.9 percent of the Matures said it has big impact.

## Purchasing decisions

Does the consumer's perception of the eco-friendliness of packaging affect his or her decision to purchase your product? GenXers and Matures score high in this area. They assess a package and choose products with an eye to environmental friendliness. They'll also pay a bit more for products that score high on the eco scale. One Mature participant spoke for the entire segment: "I believe in environmentally oriented anything." In contrast, Millennials acknowledge the impact of

product packaging, but don't take that observation to the purchasing level. They view themselves as poor (and likely more so today), so price is their primary purchasing consideration. As one put it, "Most people like the idea of saving the environment until it hits [them in] their pocketbooks."

Some 27.4 percent of Millennials choose packaging for its eco-friendliness, followed by 11.1 percent who choose eco-friendly products and

27.2 percent who will pay more for eco-friendly products. In the GenXers category, 39.1 percent would assess packaging for its eco-friendliness, and another 39.1 percent would choose eco-friendly products while 43.5 percent would pay more for them.

Could sustainable packaging drive a soft-drink switch? This question hit close to home, and all groups were quite cautious about such a change. Millennials showed little

inclination to switch brands for the greater good, unless the eco-friendly alternative were lower-priced. The other three generations were also reluctant to change, but were open to reviewing product eco information to guide their decision-making. Only the Matures were inclined to make the change—even at a higher cost. Responses to this question underscored the importance of

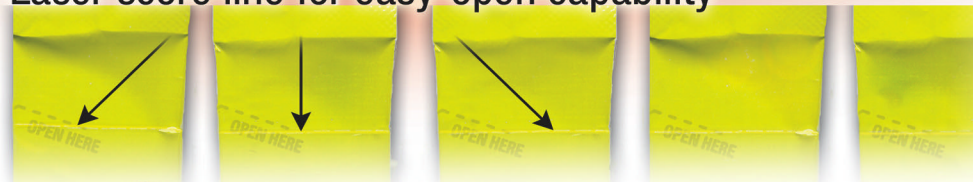
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## Panasonic ideas for life

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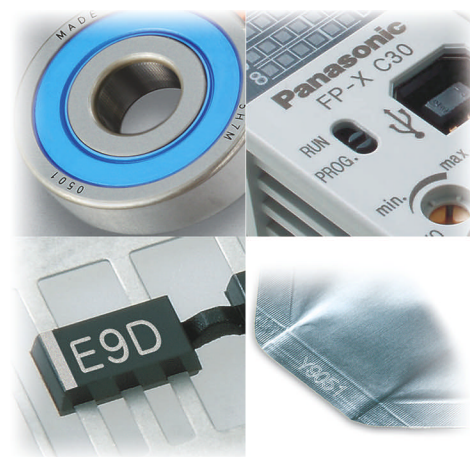


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education in helping consumers make the right decisions for the right—and real—reasons.

Participants also were asked about the possible role a company's ethics might play in their product choices.

Most participants avoid buying from a company that scores on the low end of the ethics scale. But if the product pull is strong enough, Millennials would heed its call, regardless of the maker's reputation.

### Perception equals reality

Without prompts, we asked participants what kinds of packaging they view as eco-friendly and what they don't. Most don't know if a bottle or container is made of PET or HDPE, but can tell if a plastic bottle is lighter-weight and which products seem over-packaged. Most seem to soak up product environmental information. But their perceptions of "good" and "bad" packaging and

their own role as recyclers call into question their knowledge of what types of packaging are universally recyclable and which are not. They certainly aren't aware of all elements that comprise sustainability. Education must be the mantra in any sustainability initiative.

### Greenies vs wannabees

Participants showed no reluctance in naming companies they consider

truly "green" and those they believe are greenwashers. Surprisingly, various foreign and U.S. auto manufacturers scored high on the green scale. Several big-box retailers, organic food purveyors and manufacturers of organic products also received the green stamp of approval. On the greenwasher side, two petroleum companies and some computer hardware manufacturers were cited, likely due to the perceived negative environmental impact of their packages or practices.

If the wannabees change their errant ways, the news isn't reaching consumers. It can take a year or more of concerted communication for a "reformed" company with environmental or ethical baggage to turn consumer perceptions around.

### So what? Key takeaways

These findings cover all four generations:

- They believe they can have a significant impact on the environment.
- They seek data on the environmental impact of a product and its packaging on which to base purchasing decisions.
- They view "hard-packaging" and over-packaging as environmentally destructive.
- They're unaware of the sustainability nuances of the various types of packaging materials (plastic is bad, glass is good, reused materials are good, etc.).
- To them, sustainable packaging is recyclable packaging. Period.
- They avoid buying from companies they perceive as having a bad reputation—ethically or environmentally.
- They recognize greenwashing when they see it. Authenticity and transparency are essential to them.

Most importantly, the entire group sees a company, its brands, products and packaging as one and the same. This validates the sustainability approach adopted by the green front-runners: Sustainability is not a trend. It's a cultural keystone and a key attribute that must permeate the organization.

*Elin Raymond is president of branding/marketing firm The Sage Group, Inc. Next month, Raymond will drill down into the generational impact of the study's findings on sustainable branding and marketing. For more information, contact Raymond at [eraymond@sagegrp.com](mailto:eraymond@sagegrp.com), 612/321-9897 or [www.sagegrp.com](http://www.sagegrp.com).*

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# sustainability



The growing emphasis on all things “green” has forever changed the package-development process. Traditionally, a packaging designer considered cost, technical performance, appearance and regulatory compliance when designing a new package. The demand for more sustainable packaging has introduced new considerations and opportunities for improvement and differentiation.

The majority of a package’s environmental impact are determined in the design phase. What may seem like a simple choice to a designer—

environmental impacts of their package designs. Packages are compared on resource consumption, emissions and attributes such as material health, recycled or virgin content, sourcing and solid waste. This helps compare options and weigh the impacts prior to market introduction. The software compares packages based on resource consumption, emissions and attributes such as material health, recycled or virgin content, sourcing and solid waste. While COMPASS offers the credibility of a well informed, rigorous development process

production process) across a product’s entire life cycle. This approach highlights the inter-linked nature of the global supply chain. There are an average of 1,500 different links between systems for any given industrial production activity, meaning that no industry is an island, and that activities in one area affect all connections. This inter-relatedness of systems makes a case for understanding environmental trade-offs tied to different material selections in packaging design.

COMPASS provides flexibility by reporting on a range of criteria, allowing users to understand the tradeoffs of material selections so they can choose options that fit their sustainability objectives. A major effort went into collecting the most current data for COMPASS. Data collection and verification in the public domain is essential to sustainability efforts. Without credible, relevant data, efforts are based on assumptions, and improvements can’t be quantified.

## A COMPASS to steer packaging design

which material to use in a package—represents a much bigger decision about how the world’s resources will be allocated. Yet while designers have worked to incorporate sustainability considerations into the design phase, the industry has generally lagged behind in providing a credible direction to guide the process.

Recognizing the importance of design-phase decision-making, the Sustainable Packaging Coalition has developed COMPASS ([www.design-compass.org](http://www.design-compass.org)), an online software application that allows packaging professionals to compare the

(its metrics and methodologies were developed by experts across the packaging supply chain and was peer-reviewed by a broad range of stakeholders, including the U.S. Environmental Protection Agency), it doesn’t offer a simple, easy answer. COMPASS uses a life-cycle approach to compare packages capturing inputs (the resources we use to produce something) and outputs (generally emissions to air, water and soil from the

*Minal Mistry is a project manager with the Sustainable Packaging Coalition, a project of GreenBlue ([www.greenblue.org](http://www.greenblue.org)). For additional information, email [spcinfo@greenblue.org](mailto:spcinfo@greenblue.org).*

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# system integration

This is the third in a series of columns addressing the findings of the “Automation in Packaging” study recently published by *Packaging Digest* and *Control Engineering* (see [www.packagingdigest.com/automationresearch](http://www.packagingdigest.com/automationresearch)). The first installment in February looked at the skills and industry experience of the typical packaging system integrator. Last month's installment tried to glean from the study's statistics why it is that system

Integrator of the Year, notes that “the earlier you can engage an integrator in your buying cycle, the better. The more they understand the business impact of the project, the better aligned the solution will be with your stakeholders’ expectations.” See also, “Involve Integrators Early” in the November 2008 issue of *Packaging Digest*.

Van Pagee adds that “opportunities exist today that didn't exist a year ago. Sensing technologies

one in eight respondents suggested they should get involved at the detailed design stage where the conceptual design is translated into specific plans and specifications. A detailed design for an automation project is particularly challenging for nonspecialists to generate on their own because it involves deciding not only what the automation system needs to do but how to do it.

Curiously, almost none of the respondents advised bringing in an integrator at the installation phase, yet 4 percent of respondents felt that the final troubleshooting stage would be the best time to engage an integrator. This is curious given that 73 percent of the 500-plus integrators listed in the Packaging Integrator Guide cite installation and startup services among their engineering specialties. Maybe waiting until the installation phase to bring in an integrator would be too late.

*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.*

## Automation in Packaging Study, part 3

integrators seem to be losing interest in the packaging industry.

That's not to say there aren't plenty of system integrators to choose from when developing a packaging automation project. *Packaging Digest's* Integrator Guide (under the Resources tab at [www.packagingdigest.com](http://www.packagingdigest.com)) includes more than 500 integrators, and those who responded to this study's survey expressed an interest in becoming involved in just about all phases of their clients' projects.

In fact, more than half advise packagers to engage an integrator to help identify opportunities for automation, even before the project has been designed. Laurens Van Pagee, director of branch operations at JMP Eng., the 2009 Packaging

allow robotics and automation to sense their environment through vision guidance and force feedback systems. This has enabled a new wave of manual processes—some that used to require the dexterity and flexibility of a person—to be automated. This allows automation to handle the typical variety of SKUs and demanding throughput requirements seen in a packaging department.”

Exploring those new opportunities might well benefit from an integrator's experience, or so said about half of the integrators responding to the survey. Another third advised bringing an integrator at the conceptual design stage to help develop the basic framework for the automation system required to realize the packager's objectives. About



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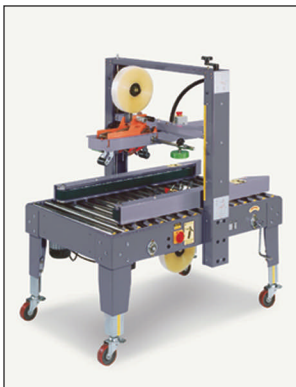
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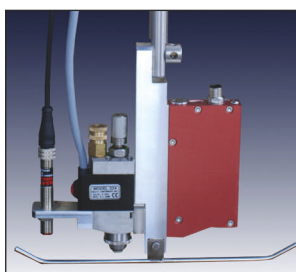
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# Module++ Smart Automation



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Invented for life

## Automating your line has never been easier

Module++ describes our competence to integrate standard, modular machines into an automated line with options specific to your application. Whether you are automating your product handling to feed a single machine, or automating a complete line with primary and secondary packaging operations, our Module++ expertise makes the process easier for you.

### Shorter Delivery Times and Lower Costs

Integration requirements are considered early in the project phase to ensure compatibility and the use of standard machines reduces engineering for your automation project. This results in shorter

delivery times and considerably lower investment cost than completely customized solutions. Typically the engineering expense involved in Module++ solutions is less than 3% of the order. Furthermore, you obtain your complete solution from one source. Bosch will also incorporate additional machines from outside companies as necessary to help you manage the overall project. This means lower coordination and project costs for you.

### Flexibility for Tomorrow's Package

Module++ provides you with the flexibility that is necessary to adapt to changing market conditions and packaging styles. Because the lines use standard, modular machines, they can be redeployed to fit future needs as well as expanded upon to handle higher production volumes.

### Trusted Solutions

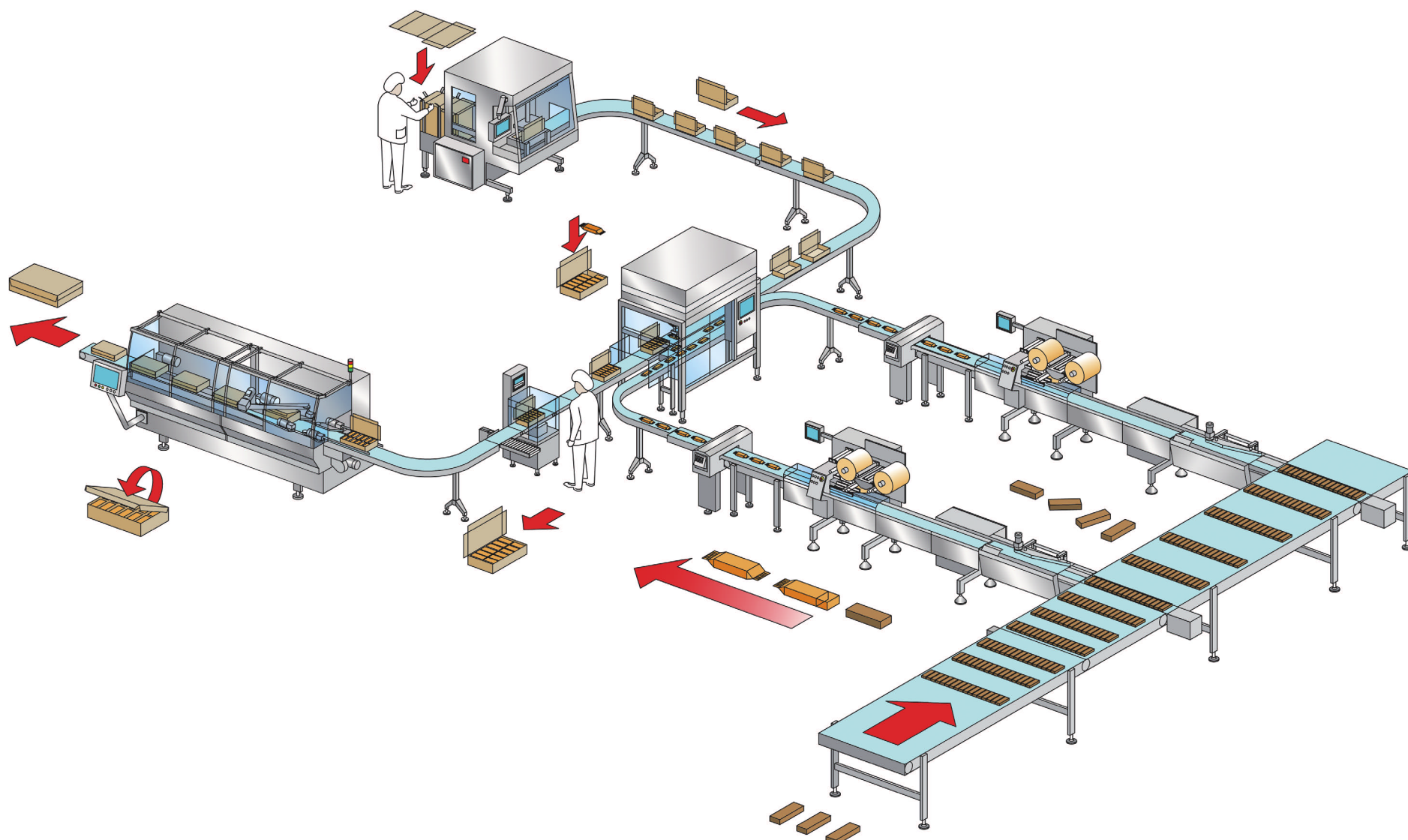
We have over a decade of experience in automating lines and interfacing machines. Our product portfolio breadth and experience in the market makes it likely that we have worked with a similar product to yours and can utilize this experience to help create the right solution for you.

#### Bosch Packaging Technology, Inc.

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