



AUTOMATION IN PACKAGING
2009 survey of packagers reveals latest trends.
See special magazine supplement.



SAUCY HOT FILL:
Claude's turns to PET
for bottling line **25**

 Reed Business
Information®

May 2009

PACKAGING DIGEST®

www.packagingdigest.com

Strategic packaging

Honing designs to build
brand recognition **10**

Seed snacks all shook up **30**

Incentives to buy now **37**

Bridging the age gap **40**



STRETCH Your Budget.



**We're experts at making your dollar
MORE flexible.**

Get MORE for your money!



Extraordinary labeling solutions that fit every budget are here. Gilbreth works with you every step of the way, providing complete pre-press to machine application assistance. We make sure your project is wrapped up the way you want it.

Keep your products competitive in the marketplace with the latest in shrink label technology.

Let us provide you with a free quote. 800.630.2413

- Reduce Container Inventory
- Down Gauge Container Walls
- Incorporate Tamper Evidence
(consolidate 3 labels in 1)
- 360° Eye Catching Graphics
- Upfront Financing Options
- Project and Pre-press Management
- Superior Shelf Presence
- Increased Sales

Increase Speed and Flexibility...

with servo controlled mechatronics solutions

FESTO



If you are looking to increase throughput and efficiency on your packaging equipment and processes, Festo has the innovative solutions to provide more reliable, more flexible, and faster production.

As a leading global manufacturer of pneumatic, electromechanical, and control technology, Festo is uniquely positioned to provide an optimized mechatronics solution by seamlessly integrating the best-suited technology for each movement.

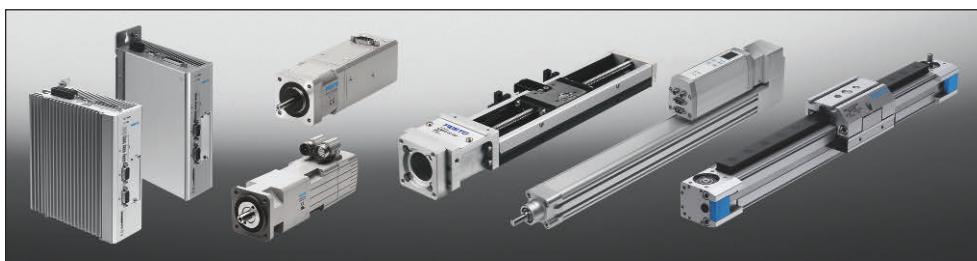
Top class technology combined with system and process expertise... Festo supports all automation requirements... from pick & place to customer-specific handling, from servo/stepper drives to controllers.

Festo... Supporting advanced automation... as no one else can.

Precise metering, filling, and sealing

This entire seven station process is supported by Festo electromechanical and pneumatic components.

26 standard and short-stroke pneumatic cylinders are used in conjunction with 10 MTR-ST stepper motors and type MTR-AC servo motors.



Electromechanical Linear Actuators, Motors, Controllers, and Drives

For more information visit:
www.festo.com/us/pd

contents

MAY 2009 volume 46 no. 5



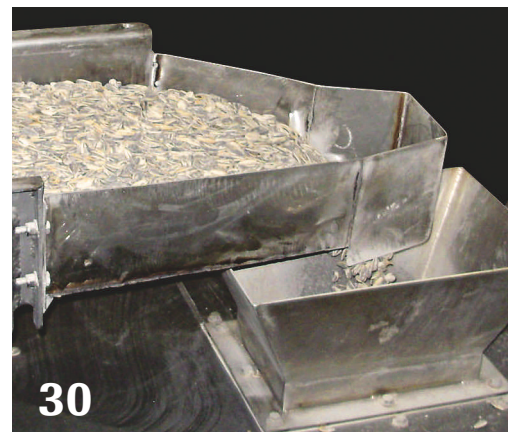
34



38



10



30

features

- 10 COVER STORY** Package design must leverage the power of branding to keep consumers recognizing brands.
- 20 STORAGE/RETRIEVAL** CHEP's Innovation Center adds automated storage/retrieval to demonstrate its products.
- 25 BOTTLING LINE** New line at Claude's runs hot-fill sauces in 16-oz PET bottles with far less breakage.
- 34 CONTRACT PACKAGING** Energy drink marketer engages a copacker and tiny 2.5-oz PET bottles for 'energy shots.'
- 37 MACHINE PURCHASES** Extended tax incentives can help squeeze more value from 2009 machinery purchases.
- 38 PILLOW-PACKS** Makes Scents, a lamp oil manufacturer, improves its packaging line with air-pillow packaging.

new technology

- 30 MATERIALS HANDLING** Giant Snacks upgrades with vibratory feeders and elevators to pack its sunflower seeds.
- 40 SUSTAINABILITY IMPRESSIONS II** Study reveals the generational impact of sustainability branding and marketing.

new products equipment

Vivo! Photo-Quality Digital Label Printer

7,500 Labels? By this Afternoon? No Problem!



The Vivo! digital color label printer is designed for manufacturers who need fast-turnaround on "short-runs" of labels for printing just-in-time, private label packaging, and export labels. The Vivo! digitally prints photo-quality labels at high speeds, up to 3 ips in 600 dpi CMYK color and is cost-effective for moderate-high volumes of labels, from 100s to 10,000s per batch. The Vivo! is a toner-based printer, similar to a laser printer, and printed labels are extremely resistant to fading, abrasion, and moisture. Prints onto paper and synthetic die-cut labels and tags.

QuickLabel Systems, 877-757-7978.
www.QuickLabel.com

Integrate Digital Color Label Printing In-line



QuickLabel's Xe series of digital color label printers can be addressed by an ERP system and integrated "in-line" with automatic label applicator systems. They produce color labels faster than any other in-house label printers, with highest speed processing and printing of variable label content. Ideal for industrial applications, with "peel off" option for faster label application. Speeds of up to 7 ips (in spot color print mode) or 4 ips (in process color print mode). Prints on flexible rollstock up to 8.3" wide.

QuickLabel Systems, 877-757-7978.
www.QuickLabel.com

Blank Labels & Inks



QuickLabel® manufactures labels, inks, and thermal transfer ribbons for every label printer brand. We have labels in 1000s of shapes and sizes, and dozens of materials and price ranges. We'll drop-ship to your customer or deliver to meet your own needs.

QuickLabel Systems, 877-757-7978.
www.QuickLabel.com

Barcode Printers with Lifetime Warranty



QuickLabel's Pronto! Barcode Printer Family offers more features than most other barcode printers on the market. Our 203 dpi, 300 dpi, 600 dpi printers come with Lifetime Warranty, QuickSwap™ Loan & Replacement Service, and 24-Hour Support from our factory.

QuickLabel Systems, 877-757-7978.
www.QuickLabel.com

Custom Label Printing



QuickLabel prints your custom labels using our own digital label printers or our flexographic presses. Fast turnaround, artwork assistance, and low minimum order quantities.

QuickLabel Systems, 877-757-7978.
www.QuickLabel.com

Print Your Own Labels On-Demand



Do you ever need "small quantities" of labels? Would you benefit from getting labels faster or being able to make quick changes to your labels?

With a QuickLabel printer, you can print your own custom labels for any product. It's affordable, fast, and easy to print your own labels anytime for product variations, prototypes, and seasonal products, and to make private label packaging.

With QuickLabel's desktop Zeo! inkjet label printer, you can start printing labels in minutes, at about 150 labels an hour. With QuickLabel's powerful Vivo! electrophotographic label printer, you can print about 2300 photographic labels an hour.

QuickLabel printers dramatically cut turnaround times for labels and make it profitable for you to fulfill small-quantity custom orders with high-quality, custom-labeled packaging.

QUICK LABEL SYSTEMS

The Labels You Want When You Need Them™

Give us a call:

877-757-7978 (USA and western Canada)

800-565-2216 (Québec and eastern Canada)

Visit us: www.QuickLabel.com

Inkjet Technology by
hp
invent

Zeo!
Inkjet Digital Color Label Printer



Little label printer, big ideas™ :-)



departments

- 6 DESIGN TRENDS** Personal care
- 12 COMMENT** Planning for the end of this recession
- 13 NEW EQUIPMENT** Labeling & Printing
- 16 NEW MATERIALS** RFID & Smart Packaging
- 20 AUTOMATION & CONTROLS**
- 29 SUSTAINABILITY** Spurring innovation in recycling
- 36 SYSTEM INTEGRATION** Who chooses equipment?
- 43 MARKETPLACE**
- 47 INFO SHOWCASE**
- 48 ONPACKAGINGDIGEST.COM, AD INDEX**

CORRECTION: The EasyFlex UV new product item in the January *PD* misidentified the phone number and web address of Hapa & Laetus, Inc. The correct information is 973/983-2700 and www.hapa.ch.

CORRECTION: In the February Design Trends, *PD* was supplied the wrong photo, brand names and flavors of a new line of Williams-Sonoma beverages. The actual product name is Agave15, not Mixerz.



staff

Editorial/Production Offices

2000 Clearwater Dr., Oak Brook, IL 60523

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



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



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

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

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

Shirley Surles, Ad Production Coordinator, ssurles@reedbusiness.com

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

Gabriel Weckesser, Web Producer, 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

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

BAGGING SYSTEMS & SOLUTIONS

YOUR BAG IS OUR BUSINESS



PT-10 Partition Table attachment shown here with the T-1000 Advanced Poly-Bagger™ and UF-2000 Incline Conveyor

- Stock Bags
- Biodegradable Bags
- Antistat and VCI Bags
- Custom Bags, Printed up to 6 colors/2 Sides
- Pre-Opened Bags on Rolls

- Scales
- Conveyors
- Printers
- Counters
- Thermal Printing



Kit Packaging



Specialty Films For Multiple Industries



Hardware Packaging



Electronics Packaging



Medical/Pharmaceutical Packaging



Retail Packaging



Hobby/Craft and Jewelry Packaging

Advanced Poly offers a wide variety of bags, bagging equipment, sales, service, printing, graphics and technical support.

Advanced Poly-Packaging, Inc.

1-800-754-4403
U.S.A.

Advanced Poly-Packaging, Inc.
330-785-4000 • Fax 330-785-4010
www.advancedpoly.com •
sales@advancedpoly.com

See us at EASTPACK Booth #4301

U.K. & EUROPE
APP (U.K) Ltd.
44 1452 332400 • Fax: 44 1452 332500
www.advancedpoly.com •
salesuk@advancedpoly.com

COMPLETE PALLETIZING SOLUTIONS

Do you know what you'll be packaging in 5 years? 10 years?

Neither do we.



Multiple layout possibilities

Stacks every package type

Industry leading pattern building technology

Automatic tool-less changeover

Easy to operate controls package

Flexible palletizers designed to handle your present & future packaging challenges

Columbia

Find your
palletizing solution at
1-800-628-4065

www.palletizing.com

Uncontained?



THE NACD HAS GOT YOU COVERED!

All 31 member companies of the National Association of Container Distributors have you covered with their army of sales professionals "at your service". Over 750 people nationwide are trained to provide innovative, competitive solutions for your packaging needs. To find the NACD distributor sales professional nearest you, visit ***www.nacd.net*** today!



nampac
a division of BWAY Corporation



MeadWestvaco
Calmar



We've Got You Covered ***www.nacd.net***



design trends

Evian 'springs' for glam bottles by Jean Paul Gaultier

Fashion designers know that the key to a good collection combines the reinvention of ideas with underlying signature qualities, and Danone Group's Evian® Natural Spring Water is keeping to these same ideals with the release of the newest addition to its designer collection. Remaining true to tradition, Evian has once again partnered with internationally acclaimed French designer Jean Paul Gaultier to produce two exclusive creations for 2009: The Evian Prêt-à-Porter bottle; and the Evian Haute Couture bottle. Both water bottles made their global debut during Paris Fashion Week.

The Evian Prêt-à-Porter bottle possesses a style that is classic, yet modern all at once. Adorned with a pattern of interlocking snowflakes, the bottle recalls the crisp, icy mountain tops of the French Alps from which Evian Natural Spring Water is derived. The Evian Pret-a-Porter bottle is available in high-end restaurants, hotels and nightclubs around the U.S. and can also be ordered at shopevian.com. The 750-mL glass bottle, which is packaged in a decorated metal container, sells for \$13.95. The glass bottles are produced by **O-I** (www.o-i.com) in Chazelles-sur-Lyon, France, and the crown cork caps are supplied by **Pelliconi & C. S.p.A.** (www.pelliconi.it), headquartered in Bologna, Italy.

In addition to the Evian Prêt-à-Porter bottle, Gaultier introduced a celebration of the essential with the Evian Haute Couture bottle. Only seven of the Haute Couture bottles will be released worldwide. They will travel around the globe to be exhibited at select locations.



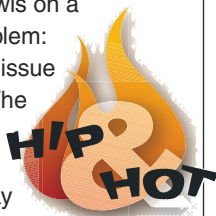
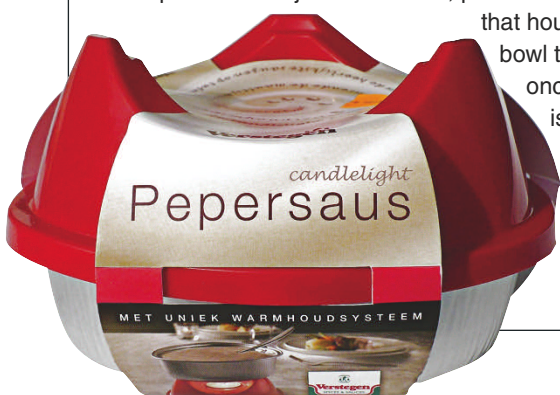
Launch pad

New Product of the Month

Verstegen's sauce bowls are hot

To serve a large dinner, some hosts place bowls on a table filled with various kinds of sauces. The problem: The sauces tend to get cold. That's no longer an issue with sauce bowls from Verstegen's, Rotterdam, The Netherlands. Its bowls for Candlelight Peppersaus (pepper sauce), which contain sauces in a *bain marie*, can be placed over a lit candle. A base tray incorporates an injection-molded, press-on overcap

that houses a tea light. The bowl top is shaped so that once the sauce product is accessed, it can seat the tray over the candle, which warms the sauce.



California Olive Ranch introduces olive oil in BIB

California Olive Ranch (COR) has introduced new foodservice packages for its award-winning, certified extra-virgin olive oil (EVOO) that is designed specifically for the food service industry. The technology utilizes a wine industry bag-in-box (BIB) design, wherein the bag collapses as the olive oil is dispensed. This prevents oxygen from coming in contact with the oil, thus improving product freshness and consistency in flavor, while increasing the shelf life of the oil up to a year. California Olive Ranch will ship each of its EVOO varieties: Arbequina; Arbosana; and Koroneiki as well as the California Olive Ranch proprietary EVOO blends in this new packaging, which is available in 2.5- and 5-gal sizes.

COR collaborated with **Scholle Packaging** (www.scholle.com) and solicited input from dozens of foodservice customers, chefs, buyers and distributors. The new packaging promotes and preserves the freshness and flavor, is more environmentally friendly than previous packaging and is easier to use, takes up less room and reduces freight costs per unit. "There's more demand for quality oil that's better for the environment," says COR vp Claude S. Weiller.

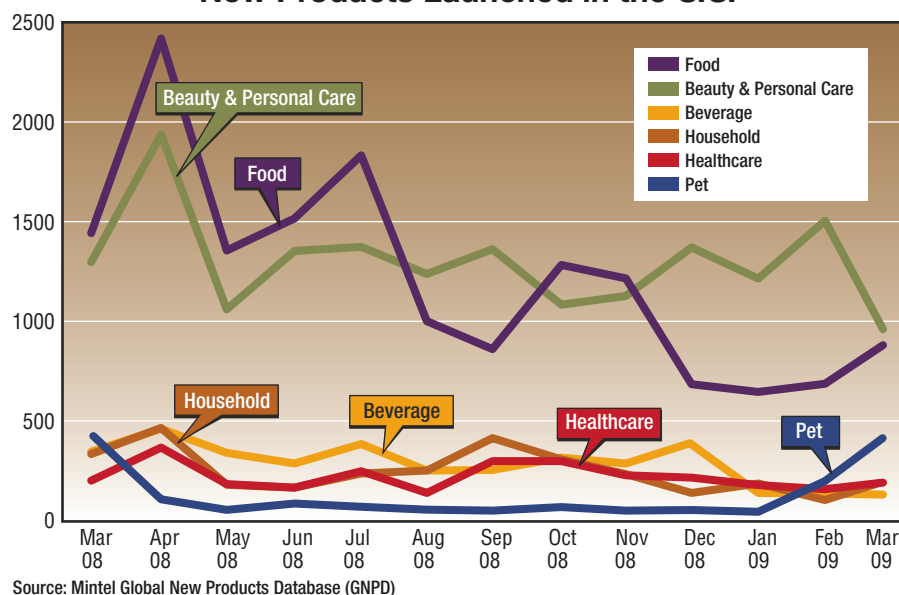


Big beers, big bottles, big taste

Louisiana-based Abita Brewing Co. launches Andygator and Abby Ale beers in bottles; but not just any bottles. "The bottles are bigger than our other Abita brews—a full 22 ounces," says David Blossman, Abita president. "These big bottles are the perfect size to serve with a meal or share with a friend." Both Andygator and new Abbey Ale have an alcohol by volume content of 8 percent. The bottles offer an oversized canvas for creative packaging design. Both brews feature a "hand-painted" look designed by **Innovative Advertising** (www.peoplewhothink.com). The bottles are supplied by **Vitro Packaging LLC** (www.vitro.com/vitro_packaging/ingles/), and to enhance shelf presence, they feature Vitro's applied ceramic labeling, a raised-letter effect for a tactile feel. Graphics are screened in up to three colors.



New Products Launched in the U.S.



SPECIAL TRIAL OFFER:
FREE Tooling
Visit www.visipak.com
for details.

VISIPAK®

We wouldn't. But we could.



**You can make any product jump off the shelf with
VisiPak® transparent thermoformed packaging.**



We can literally customize your VisiPak thermoformed packaging to fit any size or shape product. Once you experience our conceptual designs, our rapid prototypes and our low-cost tooling, **the advantages are clear.** Show off the best features of your product and use our contract packaging solutions to avoid the hassles associated with multiple vendors. VisiPak

will design, produce and assemble your package and we can do so around the world. We support your global footprint, offering manufacturing capabilities in North America, Asia and Europe. Whatever you need to package, wherever you need to package it, count on VisiPak. But don't take our word for it. Try us today and enjoy free tooling with your first order. **VisiPak. The difference will show.**

VISIPAK®

tubes | clamshells | boxes
1-800-949-1141 | www.visipak.com

design trends

personal care, petcare



Doubling up on shaving cream

Perio, a distributor of Pure Silk shaving cream for women, adopts three new twin-pack sleeve labels printed and produced by the **Seal-It Div. of Printpack (www.printpack.com)**. The sleeves were developed to offer a special value for consumers while providing a convenient two-for-one package. The label graphics for Raspberry shave cream are

adapted from the individual 9.5-oz cans. The heat-shrinkable PVC sleeves combining each of the two-packs of cans have a glossy, eye-catching look with flexo printing in six colors. The sleeves for Coconut & Oat Flour and Melon Splash creams, allow consumers to see the product they are buying with a lot of transparency. These sleeves also hide the UPC codes on the individual cans and provide a new UPC code for the twin-packs. The color-coordinated sleeves are coded to the individual cans to boost point-of-purchase impact. A "Special Value, Twin Pack," and "Buy One, Get One Free," message is also on each sleeve along with a contents list, directions and ingredients.

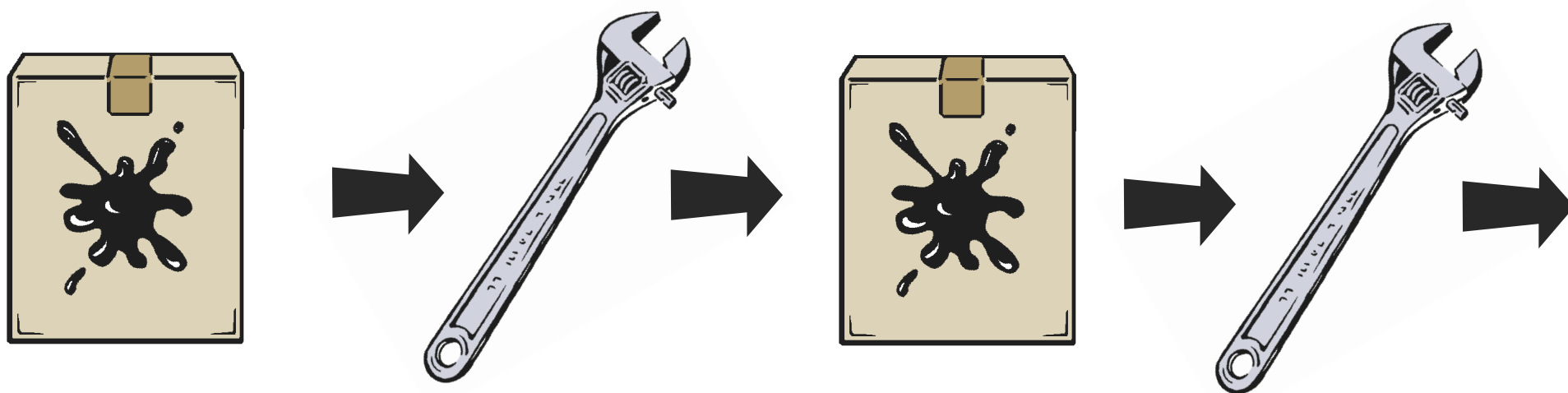


Colgate launches a 'wisp' of a toothbrush

A new idea in fresh breath and oral care is being launched by Colgate-Palmolive. New Wisp is a portable toothbrush with built-in toothpaste that promises a just-brushed, clean feeling, especially on-the-go.

Colgate has unveiled several new developments in toothpaste and toothbrushes recently and now is combining the two: The company thinks Wisp, which debuted on April 6, could make a nifty cleanup in the toothcare market. Though it's not the first disposable brush on the market, it's great for traveling, at-office use, camping and a lot more. Several years in development in close partnership with Swiss manufacturer Trisa, the patented, disposable mini-toothbrush has a sugar-free, "breath-freshening bead" in its bristles. The bead dissolves during brushing, eliminating the need for toothpaste. People who have used the product say there's no need to rinse, making it easy to brush at work or on the go.

Blister-packed in a clear, hinged peelable pack containing four brushes for \$2.39, and a multipack of 16 brushes overcartoned and retail priced for \$7.99, Wisp is available in different flavors, including peppermint, cinnamon and spearmint. It's part of Colgate's push to boost innovation and improve its product line. The goal: a series of novel personal-care and household items that could expand its customer base in mature markets. No water or rinsing is necessary. Use the mini brush head on teeth surfaces, then flip it and use the soft pick between teeth.



Broken-down coding and marking equipment? Call Squid Ink. Count on

design trends



Tubing petcare products is now a cinch

Dinovite, a petcare products manufacturer that sells its animal care items only online, has developed quite a following. Many of its vitamin supplements, cleansing shampoos

(such as Dogsuds) and gravy

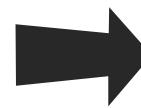
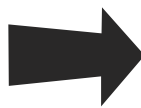
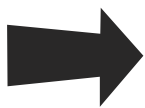
treats are packaged in squeeze tubes. As demand for the products increased, the company realized that it needed to automate with a tube-filling system, which ultimately led Dinovite to discover **ProSys Innovative Packaging Equipment** (www.prosysfill.com) and a suitable, low-cost tube filler. Dinovite chose the standard RT60 tube filler, a new squeeze-tube model that has exceeded its expectations and solved some esthetic and quality issues. Dinovite is now producing up to 60 finished tubes/min and the tube seals are attractive and consistent with the company's desired image, it reports.

The automatic RT60 system typically includes a tube-storage bin, a tube loader, an orienter and filling and closing stations for metal or plastic tubes.

Shure updates packaging for mainstay microphones

At a music industry trade show in January, Shure, Inc., unveiled new packaging for its best-selling SM microphones; the latest step in a comprehensive brand refresh that began three years ago with brand design partner, San Diego-based **MiresBall** (www.miresball.com). Originally launched in 1965, Shure's SM line has achieved widespread acceptance. The SM57 has been the microphone used on every U.S. president's lectern since Lyndon B. Johnson. And the SM58 vocal microphone is a mainstay for live performances around the world, known for its perfect combination of excellent sound quality and rugged durability, a must for live performers.

The SM58 has developed a storied reputation among musicians for its workhorse reliability and sound quality. But its packaging was plain and simple; a photo of the microphone on a stark white background. The new packaging evokes the live performance legacy and time-tested durability of the microphones with the mics photographed on stages, amplifiers and instrument cases—each one scratched and weathered from years of use.



our systems for high reliability and low maintenance.

SQUID INK

800-877-5658 • squidink.com

See us at EASTPACK Booth #4232

Strategic package design

Package design can no longer be approached as a one-off challenge requiring a solution. It should leverage the full power of brands to lead to **CONSUMER BRAND RECOGNITION**.

Package design offers plenty of opportunities to build additional sales and reinforce consumer trust and loyalty attributes.

As companies strategize, plan and package new products or assess current products that need revitalization, they should think in terms of developing an overall package-design strategy.

Given the plethora of consumer products crowding every category, intensifying competition in the marketplace and lessening consumer loyalty, the failure to develop a design system may lead to sluggish sales or outright market failure for products carrying high expectations.

All of the advertising and multiple platform marketing in the world cannot ensure the success of poorly packaged products. Media campaigns are designed to bring consumers into retail stores to look for specific brands. However, consumers scanning store shelves make a purchasing decision very often at the point of sale, when confronted with myriad competitive products in tangible form.

The last 3 ft and several seconds to the retail shelf can make or break a sale. That's how crucial packaging is to the consumer in making a final purchasing decision. That's how important it is for consumer product goods manufacturers to get it right. With increasing pressure to maintain sales during periods of economic downturns, it's more important than ever to invest in a viable package design system and standardized style guide for every brand. Right now.

Research, then design

A brand's most powerful assets are uncovered by conducting research. Its overt and hidden drivers must be uncovered to enable packaging to align the brand with consumers' needs and aspirations. Then, tapping into cultural and lifestyle drivers reaches the targeted consumer on an emotional level. All of these considerations take place during the predesign research process.

Armed with profound brand and consumer insights and finding the place where they intersect enables package-design experts, in collaboration with product manufacturers, to develop an overall strategy as they revitalize packaging, add line extensions or fill the pipeline with new products. This strategy should lead to the development of strong and differentiated package-design systems and detailed style guides.

Functional package design systems and standardization through style guides lead to visual consistency. Visual consistency leads consumers to immediate brand and product recognition. When a properly positioned brand identity, graphic architecture, color, artwork, structure and communication hierarchy are part of a cohesive system, packaging maximizes the retail presence of a brand. And, it enhances consumers' experience with



the brand.

Sounds simple. In theory, it is; in practice it's anything but. In many companies there is a tacit understanding that packaging has cost and revenue implications, as well as profit potential. However, due to demands from various managers, sales and marketing executives, conflicting demands arise that sometimes leads to that less than desirable scenario: one-off packaging. Likewise, when packaging products in various categories a number of issues arise, and those often lead to making final design decisions that result in one-off packaging. Again, it's best to avoid this result.

A well-conceived package design and a style guide ensuring standardization help avoid these inherent problems during the design-development process, save time and maximize the packaging development spend. A well-developed style guide takes the guesswork out of packaging new products

HIGH SPEED, LOW LEVEL PALLETIZING



Rely on the leader in secondary packaging



We've got you covered, with quality, innovation, and service:

- ✓ Proven performance
- ✓ On-time delivery
- ✓ Factory parts
- ✓ Reduced maintenance
- ✓ Expert installation
- ✓ PMMI-certified trainers
- ✓ Competitive pricing
- ✓ 24/7 support
- ✓ Upgrade/refurbish service

For over 66 years, helping our customers to profitably reach their production goals. How may we help you?



**A-B-C PACKAGING
MACHINE CORPORATION**

A-B-C Packaging Machine Corp., 811 Live Oak St. Tarpon Springs, FL 34689
Phone: 727-937-5144 - Fax: 727-938-1239

800-237-5975
www.abcpackaging.com

by standardizing, yet allowing for flexibility.

Design system components

Key package design system components include: Brand and sub-brand identities; package design architecture; segmentation; imagery; and brand communication. By establishing consistency in these areas and standardizing them within a style guide, package designers and manufacturers basically give themselves working blueprints.

The resulting packaging, such as those represented by Kellogg's, Pantene and Campbell's V8, enables consumers to connect across the brand's entire product line.

Consistency and standardization don't have to be boring. Companies should consider developing structural packaging that becomes "ownable." Distinctive structures can be developed for each product category. People are primarily visual. As shoppers, they're making purchasing decisions in scant seconds. Few packages can be scanned in that period of time—experts say consumers take in five or fewer. Packaging structures that involve a distinctive shape, graphic architecture and color palette enable consumers to easily and readily identify a specific brand. How important is that in a few seconds?

Brand identity, graphics and color used in a consistent manner for each product segment are crucial. Key brand communication in a well-designed hierarchy is easy to scan and quickly conveys the information consumers want to know about the product. Product imagery that speaks to consumers and clearly identifies with their target aspirations, desires, needs and lifestyle choices, helps seal the deal.

Segmentation should also be part of a packaging system strategy. Segmentation is necessary for packaged products that target different consumer groups under a brand umbrella. All products can be packaged in a readily identifiable and predictable manner as part of the overall brand.

By standardizing package design components in a style guide, the brand can be consistently leveraged. Without style guides, companies can make the mistake of developing one-off packaging solutions and lose the consumer in the process. A style guide also helps marketers



avoid making the mistake of emulating competitors' latest packaging rather than being consistent in their own packaging. Constant packaging changes as a reaction to competition lead to confusion and have a detrimental effect on brand recognition.

Revitalization is necessary but should be managed, planned and well executed. A design system and style guide take the present and future needs for revitalization into account, and various products, package shapes, sizes and materials. Marketing segments due to new product lines that appeal to various consumer demographics, behaviors, attitudes or combinations of these require packaging variations that should also be allowed for in a style guide.

Packaging is a most important consumer touchpoint and the only marketing vehicle that actually delivers branded products in a tangible manner. It's a critical part of the overall brand expression continuum. Isn't it time to invest in immediate visual recognition in the sea of sameness? Isn't it worth investing in a design system and a style guide for your brand?

Ted Mininni is president of Design Force Inc., a brand-design consultancy that helps market brands that deliver positive experiences. Contact Mininni



Tray-Pak's ISO Class 8 Clean Room. Packed with 34 years of experience.

Tray-Pak's ISO Class 8 Clean Room looks as impeccably clean, open and inviting today as it did back in January '08, the first day that the state-of-the-art line began humming. By concentrating three decades of thermoforming innovations into a clean room production facility, we can get an extraordinary amount of cost effectiveness into medical device packaging.

Give us a test drive, challenge us with a prototype project, call to schedule a tour, or meet us at MD&M East. See how we can get things humming for you, too.



Meet us at
MD&M East
Booth # 2660
June 9-11, 2009
Jacob Javits
Convention Center
NYC

TRAY-PAK
CORPORATION

888.926.1777
www.traypak.com
salestpc@traypak.com
ISO 9001:2000

comment

John Kalkowski, Editorial Director

Act now to reap benefits of expected 2010 recovery



It's said that the darkest hour comes just before the dawn. Well, things have been pretty dark lately due to the current recession. Does that mean it's just about time for the dawn to break and recovery to rise? A recovery will happen. We all know it will. It's just that we hope it happens soon.

When economist Alan Beaulieu of the Institute for Trend Research recently addressed the Executive Leadership Conference of the Packaging Machinery Mfr.'s Institute (PMMI), he admitted that "the economy isn't necessarily going to be our friend for awhile." This is the "Great Recession" we are living in, Beaulieu says, but it was never going to be the Great Depression. "It certainly will go down in history as the Great Recession—the worst downturn we've seen in a generation."

Nonetheless, after leading his audience through a number of gloomy charts measuring the pulse of our fragile economy, Beaulieu predicted that 2009 is probably going to remain ugly for the economy. We are likely to begin seeing budding signs of a mild recovery by the fourth quarter of 2009, and 2010 will look better but not great. However, he says, the economy won't reach the peaks we saw before the recession began until at least 2013.

Beaulieu claims several indices bear watching, as they have proven histories as good, advance indicators of an economic

recovery. These include new orders for nondefense capital goods, the inventory-to-orders ratio, corporate bond prices, the Purchasing Managers Index, the Conference Board's U.S. Leading Indicators and, of course, the stock market.

Meanwhile, he says, prepare yourself to reap the benefits of the turnaround by taking the following measures now:

- Prepare training programs.
- Negotiate union contracts now, if possible.
- Develop advertising and marketing programs.
- Enter or re-negotiate long-term leases.
- Look for additional vendors.
- Consider capital expenditures in light of market potential.
- Use pessimism to your advantage when making acquisitions.
- Lead with optimism and a "can-do" attitude to help people overcome their fears.

All this is easy for an economist to say, but there is a great deal of common sense in Beaulieu's suggestions. There are opportunities in all economic cycles if you recognize them early and act quickly.

So, are you prepared?

John Kalkowski

DESICCANT BAGS

Our entire line of desiccant products are available for immediate shipment at substantial savings to you!

- Outperforms other desiccants
- Large and small orders welcome
- Completely safe and non-corrosive
- Includes humidity indicator cards
- Call for technical assistance
- FREE brochure



**W.A. Hammond
DRIERITE Co., Ltd.**

P.O. Box 460, Xenia, Ohio 45385

937-376-2927 • FAX 937-376-1977

www.drierite.com

MilexCorp.com
866.720.9415
972.252.3500

Loose Fill Checklist:

- ☐ Anti - Static
- ☐ Anti - Migration
- ☐ 100% Biodegradable
- ☐ Low, Stable pricing

Missing any of these?
Then you're missing **Milex**.

KEEP EARTH CLEAN.
PACK IT GREEN.



new products equipment

Labeling & Printing

Thermal-transfer printers The new H-427 and H-436 Series of thermal-transfer label printers are appropriate for high-volume printing and are available in 203 or 300 dpi. The printers feature a full backlit LCD display, a standard real-time clock, 450-m capacity and a sensor for strip-and-peel or tear-off applications. The H-Series also contains internal memory for storing downloaded label formats, graphics and fonts. Using this memory, the printers can be operated without being connected to a computer. The printers ship with a complimentary version of the co.'s EASYLABEL® Start software for custom designing and printing bar code labels.

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



Labeling system The Marathon® XLA offers fast size changeovers, low maintenance, high operating efficiencies and the ability to handle containers from 8 oz to 3 L at up to 650 containers/min. Features SMARTdrive™, a multi-axis servo-motor drive train with automatic label registration and timing that achieves extreme positional accuracy over the life

of the labeler. Five independent servo motors communicate on a high-speed digital bus to synchronize label feeding, cutting, gluing and container transport, eliminating gears, belts and chains. The complete Allen-Bradley drive-train and controls platform consists of servo drives, servo motors, programmable logic controller (PLC) and human machine interface (HMI).

B & H Labeling Systems, 209/537-5785. www.bhlabeling.com

Printing system The SQ/2 Scorpion ink-jet printing system is available as a water-based system for porous surfaces like corrugated cases, or as a solvent-based system for printing on nonporous products like plastics, metals, stretch films and coated corrugated. The system features single-line printheads, or one Series 1600 printhead for bold, full character size and split-line capability from a single printhead. Suitable for those who need separate printheads to print messages on two sides of a case, or a single printhead to print split-line small characters and/or bold characters on one side of a case.

Squid Ink Mfg., Inc., 763/795-8856.
www.squidink.com



Printer/applicator The new 3-panel printer/applicator is specifically designed for production lines requiring the application of multiple labels to cases or pallets at the same point in the production line. This printer/applicator allows one machine to do the work of three, according to the co. As a pallet approaches the unit, a tamp assembly with a label on the tamp pad is extended. Once the tamp assembly is fully extended, the tamp pad rotates toward the approaching pallet and applies the label to the pallet's front panel. Operators can select label application to one, two or three panels of pallets or cases.

ID Technology, 888/438-3242.
www.idtechnology.com



Barcode Label Printing to Go!



For fast, flawless barcode label printing to go, look no further than SATO's MB2i and MB4i series of printers. These ergonomic wonders are ideal for Mobile Printing, Receipt Printing, Price Marking, Specimen Labeling, Route Accounting, Shelf Labeling and Point of Sale applications.

MB2i Series

- Light weight & durable
- Easy media & battery loading
- Bluetooth, Serial, 802.11g/b, IrDA
- Optional LCD display with 802.11g/b
- High capacity battery cell technology



MB4i Series

- Light weight industrial design
- Easy media & battery loading
- Point of application printing
- 203 or 305dpi print resolutions
- Bluetooth, Serial, 802.11g/b, IrDA
- Auto-power save; programmable power off



Act Now.

Place an order for one of these remarkable printers today. Visit www.satoamerica.com or contact an authorized SATO distributor.

See us at EASTPACK Booth #4000

SATO
DCS & Labeling Worldwide
www.satoamerica.com

new products equipment

Ink-jet printer The IntelliJet-ti thermal ink-jet printing system features in-line carton, package and web printing, along with bold, legible and fully formed characters, bar codes, symbols and logos on porous and nonporous materials at speeds up to 200 ft/min. Up to 32 individual printheads can be controlled using the system's hand-held controller. Using sealed printhead technology, IntelliJet-ti removes the need for a recirculation system and the handling of bulk, volatile, liquids. The self-contained ink cartridge can be easily changed in seconds.

Bell-Mark, Inc., 973/882-0202.

www.bell-mark.com



Printer/applier The 3138-NV label printer/applier features a new split cover for easier access, easier tamp assembly field-kit installation, a redesigned electronics tray for top access, a pneumatic panel for easy component replacement, 1- to 10-in. adjustable tamp assembly with stainless-steel rods and locking collars and an ambidextrous parts unit that can be reassembled in the opposite-hand configuration. Options include a 17-in. powered unwind, label-on-pad detection, air-blow labeling conversion, 90-deg swing tamp configuration and a dual-action tamp configuration. The equipment is compatible with most O.E.M. printers, the co. reports.

Label-Aire, 714/441-0700.

www.label-aire.com



"A team like ours runs on adrenaline ... and on clean, reliable compressed air."

— J. D. Gibbs
Team President — Joe Gibbs Racing,
technology partner with Kaeser Compressors since 1998



Nobody knows a winner better than Joe Gibbs Racing. That's why they've installed Kaeser compressed air systems in their state-of-the-art raceshop.

Reliable air is the lifeblood of Joe Gibbs' operation — just as it is in yours. From CNC milling centers to the fab shop and everywhere else in your plant, Kaeser provides all the clean air you require to keep you running at peak performance, 24/7.

Available in any size you need, our units are engineered for easy maintenance and energy efficiency ... but most of all, for **reliability**. So, when you want a winner, choose Kaeser.



KAESER
COMPRESSORS

Built for a lifetime.™

www.kaeser.com/sigma
info.usa@kaeser.com
(866) 516-6888



Air Demand Analysis

- Complete air system audit to create a detailed air usage profile
- Charts air flow, power consumption, and system pressures
- Optimize your facility's day-to-day operations by knowing your demand

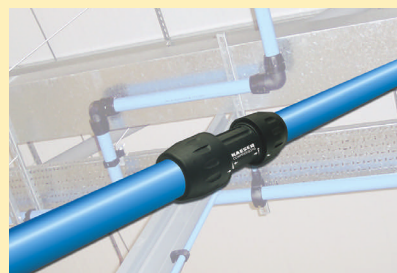
www.kaeser.com/ada or (866) 516-6888



Rotary Screw Air Compressors

- Superior reliability
- From 3 to 600 hp
- Pressures from 80 to 217 psig
- Saves up to 20% in energy costs
- Many models with integral dryers

www.kaeser.com/sigma or (866) 516-6888



SmartPipe™

- Aluminum compressed air piping, no rust or corrosion
- Lightweight materials and push-to-fit connectors for quick and easy install

www.kaeser.com/smartpipe or (866) 516-6888



Variable Speed Compressors

- Maximum efficiency for variable compressed air demand
- Available from 10 to 335 hp
- Precisely control pressure to ± 2 psig

www.kaeser.com/sfc or (866) 516-6888



Tri-Lobe Blower Package

- Rotary tri-lobe blower in a compact, sound dampening enclosure
- Reduced noise levels as much as 20 dB(A) with sound dampening enclosure

www.kaeser.com/omega or (866) 516-6888

Stretch wrapper The MYTHO stretch wrapper, a compact semi-automatic turntable system, features patented pre-stretch that can stretch up to 400 percent. The wrapper also features a digital control panel that can store up to 99 custom wrapping programs and features, film tension and rotation speed. The stretch wrapper also has a film-consumption monitoring system that provides a digital display of the film used after every wrap. A maintenance-free motorized screw and a hinged wrapping arm come in a simple, enclosed system, and is equipped with forklift slots for easy mobility.

Polypack, 727/578-5000.

www.polypack.com



See us at EASTPACK Booth #3225

Labeling system Model 1600 front-and-back labeling system is designed with a plastic auto-injector assembly. Is capable of automatically receiving and controlling the product for label application and features an integrated coder that adds a lot/date code and/or a bar code to one label, a vision system for label inspection, a scanner that verifies bar codes on the front label and a pneumatic reject station. An operator-control station allows for a single point input of the lot code and bar code to the thermal-transfer coder and vision system. The system is controlled through one central 5.7-in. color touchscreen HMI, allowing flexibility and ease of use.

Labeling Systems, 201/405-0767.

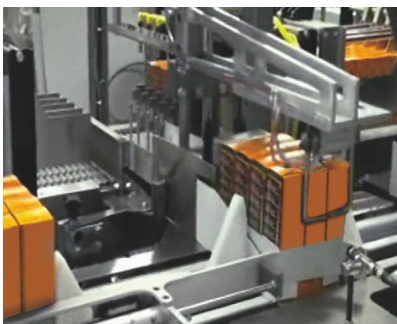
www.labelingsystems.com



Shrink tunnels The "Ambiance" Hot Air™ shrink tunnels use a combination of three dry-heat technologies: recirculating hot air; blown hot air; and the proprietary "SPAF" system, which injects cool air into a sleeve, controlling the areas of greatest shrink. The shrink tunnels produce consistent, "steam-like" results where the use of steam is impractical or unavailable. The shrink tunnels will then warm recirculated air when required, resulting in large energy savings. Shrink temperatures and heat application are precisely controlled, enabling the sleeve to conform perfectly to the container.

PDC Intl., 203/853-1516.

www.pdc-corp.com



Tray packer Model 206 tray packer loads cartons, bottles, single packs or multipacks into full-height, half-height or end-panel display trays at speeds up to 30 trays/min. It is servo operated for precision and low maintenance. Features include a rugged, tubular steel frame, a heavy-gauge chain drive, sealed bearings and other quality components. Clear, interlocked panels offer high visibility and easy access while providing total machine guarding.

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

www.abcpackaging.com

Massive power, miniature size



- IPC in ultra-compact aluminium housing
- 3 1/2" Beckhoff Motherboard
- Processors up to Intel® Core™2 Duo
- Free Mini PCI slot, e.g. for fieldbus cards
- Optionally fanless
- Integrated UPS concept

→ www.beckhoff.com/C69xx

Setting a new Industrial PC standard

The C69xx Industrial PCs for control cabinet installation are equipped with the latest processors:

Processor: Intel® Celeron® M ULV 1 GHz, fanless (C6925), up to Intel® Core™2 Duo or Core™2 Duo (C6920)

Main memory: 256 MB DDR RAM, expandable to 2 GB ex factory

On-board graphics: Intel® Extreme Graphic, DVI-I connection

On-board Ethernet: 1 x 10/100BASE-T and 1 x 10/100/1000BASE-T

Mass storage: Compact Flash, additional IDE hard disk (optional)

Interface: 1 x RS232 and 4 USB-2.0 ports

Mini PCI slot: for fieldbus card or third Ethernet port

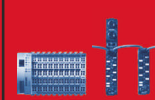
Operating system: Windows XP, XP Embedded or Windows CE

Dimensions: 65x231x116 mm (C6920), 65x208x116 mm (C6925)

→ IPC



I/O



Motion



Automation



See us at EASTPACK Booth #3125

Beckhoff North America | email: beckhoff.usa@beckhoff.com
www.beckhoffautomation.com
 1-877-TwinCAT (1-877-894-6228)

BECKHOFF New Automation Technology

World Class Labeling Systems Made in the USA

Every facet... of our manufacturing process is housed under one roof. We offer the most automated, state-of-the-art manufacturing facility in the industry—resulting in an impeccable finished product.

From Semi-automatic applications to the most demanding high speed, high accuracy labeling solutions, we understand your needs. And at CTM, supporting our customers before, during and after the sale is paramount.



Front & Back Label Applicator

- Equipped with rugged stainless steel side frames
- Electronically matched top trap ensures optimum system flexibility
- Variable labeling speeds to 300+ Products per minute
- Easily integrates into existing lines or off line configurations

3600 RW Series Applicator

- Reads, Encodes, Verifies, Prints & Applies RFID tags
- Unique reject shuttle mechanism for bad tags
- Supports EPC Class 1, Gen 1 and Gen 2 tags
- Sato or Zebra version available

Contact us today, or visit us on the Web!



1318 Quaker Circle • Salem, OH 44460
Telephone: 330-332-1800 • Fax: 330-332-2144

www.ctmlabelingsystems.com

new products materials

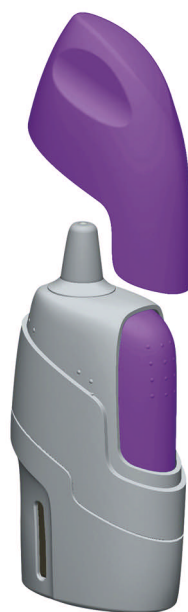
RFID & Smart Packaging



Temperature-controlled shippers

The GREENBOX™ line of temperature-controlled pallet-sized shipping products features bio-based PureTemp™ phase-change technology with sheer size, designed to ship 16 ft of temperature-sensitive pharmaceuticals or biologics. This passive pallet shipper maintains temperature for more than five days, giving life science customers the assurance their product will arrive at its destination at the perfect temperature. It is also reusable more than 250 times/pallet shipper, which means one pallet shipper, over its lifespan, is equal to 83 traditional paperboard shippers, which claim a three-time use, the co. states.

Entropy Solutions, Inc., 952/941-0306.
www.entropy-solutions.com



Side-actuated nasal spray

A side-actuated nasal spray device, is especially for pediatric use but can be used by adolescents to the elderly. Using the side-actuator removes any possibility of axial movement of the nozzle inside the nostril when the actuator is pressed. This eliminates risk of the nozzle entering the nostril too deeply. There is no contact between fingers and nostrils, which improves hygiene during treatment. In addition, the device is

fitted with a level indicator that allows the patient to easily see the amount of drug left and to replace medication before it runs out. As the movement to actuate the device is perfectly natural, it is much easier to obtain delivery of a full dose.

Valois Pharma, 33 (0)1 39 17 20 41.
www.valoispharma.com

RFID tags Second-generation of active RFID tags and controllers are half the size of a credit card. This new generation of tags is built on a new ASIC, and contains a proprietary communication protocol between the tag and the controller. With a battery lifetime of 10 years and a ping rate of 2-sec, this new tag offers a fully automatic, permanent and real-time inventory or tracking functionality. The operating temperature ranges from -20 to 70 deg C without impacting the battery lifetime.

Ingecom, 41 327 523 300.
www.ingecom.ch

Temperature indicator Timestrip Plus threshold temperature indicator shows the amount of time a product has spent above its threshold temperature. It is designed to operate as a cold-chain tool for temperature-sensitive products in the pharmaceutical, healthcare and food sectors. The threshold temperature indicator is easy to use, requires no special conditioning before activation and is easy to interpret. The threshold temperature not only shows that one or more pre-defined temperatures have been exceeded, it also registers the cumulative time over which a temperature breach has occurred, says the co.

Timestrip p.l.c.,
44 (0) 8450 944123.
www.timestrip.com



UV/IR technology To meet current and future anti-counterfeiting requirements, the co. recently launched SunGuard™ Apollo, an IR brand-protection solution that helps fight the ongoing battle against counterfeiters. This technology uses special pigments from a secure supply chain and offers an intelligent combination of security features. In addition to an increased level of security, this technology is compatible with current printing practices. If the printer or converter is already using UV fluorescent inks, the product can be integrated into these types of inks to form an enhanced UV/IR protection. This will enable printers to offer their customers a security enhanced product without compromising on current style, design or color. The product portfolio is available either within the ink or as a clear varnish.

Sun Chemical Corp., 973/404-6159.
www.sunchemical.com

2009

survey results

• Volume 1:
PACKAGERS

VOLUME 2:
MACHINE BUILDERS

VOLUME 3:
SYSTEM INTEGRATORS

AUTOMATION in PACKAGING



Supplement to

**CONTROL
ENGINEERING** **PACKAGING
DIGEST**

See complete study results at:

www.controleng.com/automationresearch or
www.packagingdigest.com/automationresearch

KEY
FINDINGS

37%

of respondents say economic conditions won't affect decisions to purchase more automation, while 7% say they will likely boost their purchases.

Investment decisions are not automatic in tough market

Despite evidence that automation can lower their labor costs and help them gain a competitive edge, most packagers are delaying decisions to purchase automated equipment during the current recession.

John Kalkowski
Editorial Director, Packaging Digest

The current economic situation is having a definite impact on packagers' plans to purchase automation equipment for their packaging lines or to further implement automation in their systems, according to the recently completed 2009 Automation in Packaging survey of end users performed by *Packaging Digest* and *Control Engineering* magazines. This study follows up on a similar survey of end users conducted in the first quarter of 2008.

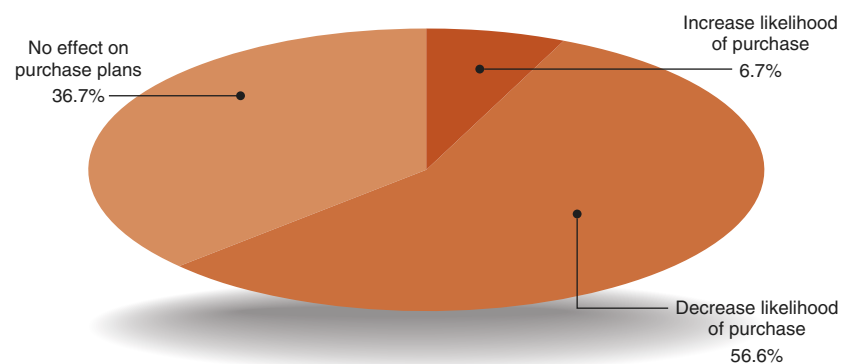
This benchmarking survey drew 507 respondents who met the criteria of being brand owners, converters or contract packagers. The study showed that 56.6 percent of the respondents indicated that the economy has decreased the

likelihood that their company will purchase automation equipment in 2009.

Results were mixed when survey participants responded to a question regarding their use of installed automation equipment. This was a follow-up to a question in the 2008 survey that found more than 50 percent of participants said they were not using all their installed automation equipment or capabilities.

The 2009 study found that while 55 percent said the economy likely wouldn't affect their use of installed automation equipment, about 27 percent said they intend to decrease use of automation equipment already installed. However, nearly 18 percent planned to make more use of automation already included in their installed lines.

How economic conditions will affect plans to purchase automation equipment in 2009



Purchasing dropped suddenly

Many packaging equipment manufacturers reported strong sales in 2008, right up until the fourth quarter of the year, when orders for packaging equipment slowed dramatically.

Even though many respondents see automation as the means to control costs, they were reluctant make major investments at the time of the survey.

Shrinking sources of financing have been one of the major causes of the current recession. However, in the packaging equipment market, many purchases of capital equipment are paid for with cash. Consequently, nearly 59 percent of respondents report no major changes in how they are financing packaging equipment purchases. Still, about 15 percent report that loans for these projects have become more difficult to obtain, and about 4 percent say that original equipment manufacturers (OEMs) are requiring larger down payments.

Hesitant on capital investments

As one major OEM said at a recent industry conference, "A lot of packagers out there are sitting on their cash, reluctant to spend it due to uncertainties about the depth and length of this recession."

How is financing affecting your company's purchase of automation equipment?

Loans have become difficult to obtain	14.8%
Lenders require larger down payments	3.8%
OEMs are offering financing	3.0%
No major changes in financing	58.5%
Project financing is now easier to obtain	1.8%
Other factors are affecting purchase decision	25.9%

One respondent said internal hurdles for funding have been increased as companies seek a higher internal rate of return to justify purchases. At the same time, many packagers have pinned their hopes on receiving economic stimulus funding from the federal government. However, they reported that such funding hadn't yet trickled down to the packagers in the same way it has to banks, insurance companies and the auto industry.

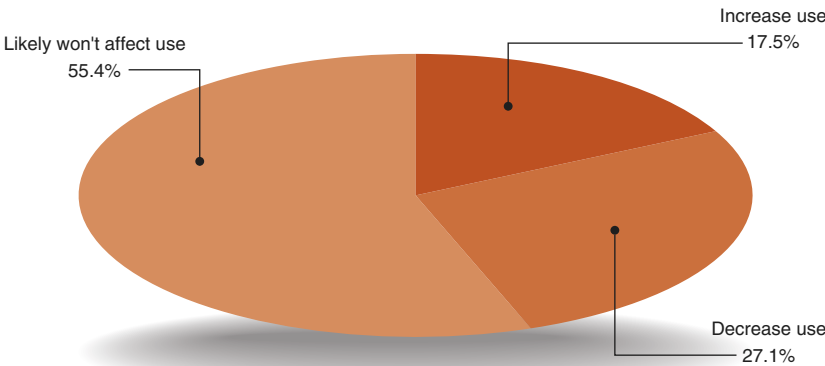
Labor, efficiency top reasons to buy

Like the 2008 survey, however, the top reasons for purchasing and implementing automation into their operations remain the same. Almost 72 percent listed controlling their labor costs as the primary reason for automating their processes, while 64 percent attributed their

18%

plan to make more use of automation equipment or capabilities already installed.

How economy will affect use of automation



KEY FINDINGS

72%

have labeling equipment installed, while 69% have palletizing/wrapping equipment.

interest to gaining production efficiencies.

When it comes to a comparison of the demographics of the 2009 respondents to those in last year's study, the respondents are strikingly similar. Reflecting the industry, about a third of the participants hailed from the food and beverage segment, followed by pharmaceuticals and personal care/cosmetics, each representing just over 15 percent of the participants.

When asked which types of packaging equipment the respondents' companies use on their packaging lines, the leading answers were labeling, at 72 percent, and palletizing/wrapping at 69 percent. Other types of packaging equipment, including cartoning/casing, coding/marketing, fill/form/seal, were in use by about 50 percent of the packagers.

While more than 25 percent of the study

participants said their companies spend in excess of \$500,000 annually on automation equipment, there was an increasing number of respondents reporting lower expenditures on packaging equipment for 2009 versus 2008. It is likely that this difference can be attributed to lower spending due to economic conditions.

More results from the 2009 Automation in Packaging benchmark survey, Part 1-Packagers, can be found online. There, you also can find results from all three parts of the 2008 survey, which talked to packagers, machine builders, and system integrators involved in creating packaging machinery for all industries, as well as news, user case histories, and trends articles.

For more information, visit:

www.packagingdigest.com/automationresearch

www.controleng.com/automationresearch

For automation connectivity, put ProSoft Technology® in the middle!

Protocol Interfaces

ProSoft Technology® is your single source for protocol interface solutions including Modbus, PROFIBUS, HART and many more.

Wireless Technology

Save on cabling costs with ProSoft Technology's Integrated Wireless Architecture™ solutions.

ProSoft
TECHNOLOGY

+1-661-716-5100

www.prosoft-technology.com/controlengMay09

ASIA PACIFIC | AFRICA | EUROPE | MIDDLE EAST | LATIN AMERICA | NORTH AMERICA

Balancing energy use, production capabilities

Optimizing seemingly conflicting goals like energy use and production output requires a focus on the total machine *and* its components, especially motors.

Jeanine Katzel for
Control Engineering

Packaging machinery OEMs need to find a way to set themselves apart to succeed, and one way may be with attention to energy efficiency. Doug Burns, practice lead for sustainable production at Rockwell Automation, says, "We are starting to see end users ask for energy data and add it to their primary decision points of cost and performance. OEMs who want to differentiate themselves in the marketplace are going to have to say 'our machines are 25% cheaper to operate than any others on the market.'"

Packaging equipment ranges from mechanical systems in which everything is line-shafted and driven by one large motor to all servo-driven machines that tend to be more highly engineered. In between these extremes is a nearly-infinite array of variations for which efficiency and productivity are paramount. Optimizing these goals requires a focus on the total machine *and* its components, especially motors.

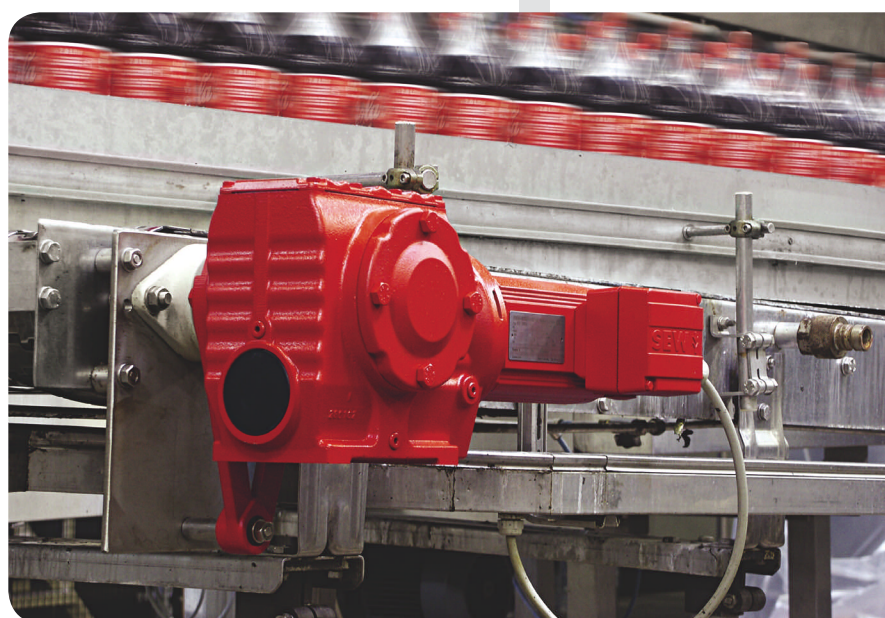
Whether companies use regular ac motors or new high-efficiency devices, users today need to be cognizant of their energy use, says Rich Mintz, product manager, SEW Eurodrive. "In applications performing a high level of indexing in high-cycling applications, the motors often spend more time starting up than running. In those cases, a premium efficient motor may be

efficient, but it takes a lot more energy to start. In the end, it can actually use more energy than a standard motor," he says.

On the other hand, there is an upfront cost to servo technology, but it is offset by added flexibility, says Ben Green, packaging industry consultant for the Motion Control Solutions group of Siemens Energy & Automation Inc. For these types of systems, the issue "is not as much about reducing energy as about increasing machine throughput using the same amount of energy," he says.

From the system perspective, machine building also is headed toward incorporating more diagnostics at the design level, says Burns. This better enables a balance between energy efficiency and productivity throughout a machine's life.

Packaging equipment OEMs are being called on to generate creative solutions, such as a machine with an energy-saver mode that would send a system to sleep when the line is not in actual production. Source: SEW Eurodrive



Automation drives efficiency, lowers cost

Machine control, programming and a linear motion system on a servo-driven, balcony case packer reduced installation and startup times by 30 to 35 percent and helped reduce hardware costs by 40 percent.

Jack Mans

Plant Operations Editor, Packaging Digest

Ever since Fernando Serpa began making end-of-line packaging machinery in 1981 for Serpa Packaging Solutions (www.serpapackaging.com), the company's philosophy has been to improve upon its existing products. So when Serpa reintroduced its signature P200 balcony case packer, it turned to Bosch Rexroth Corp. (www.boschrexroth-us.com) to provide the product expertise and applications support for an integrated electric drives and control and linear-motion solution.

To help reduce costs and improve machine efficiency, Serpa also collaborated with local automation distributor Applied International Motion (www.aimotion.com) to specify and implement the Bosch Rexroth motion- and servo-control system.

Machine runs cases and trays

According to Serpa, the P200 is the first case packer to be able to run cases and trays on the same machine. The machine collates the product to achieve the correct pattern, loads the product into the case or tray and seals and discharges it. The servo-controlled erector motion has two camshaft profile axes that drive a parallel-link arm. The arm picks up the case and erects it in the same area where the loading takes place. Because the loading and case erection occur in the same area, it reduces the overall footprint and maximizes the speed of the P200.

Using Rexroth servos helped simplify the overall design for easy access and a smaller footprint. For the P200, Serpa opted for Rexroth's IndraDrive intelligent digital servo drives, IndraDyn servo motors, and a linear Ball Rail® system. The motion and logic was programmed with Rexroth IndraWorks software.

Instead of a mechanical drive, Serpa used Rexroth's servo system to create an electronic line shaft with cam-profile movement. The P200 uses multiaxis synchronization with the ability to change motion profiles on the fly. Of the seven axes, four are synchronized using electronic cam shafts and three are point-to-point axes.

To achieve proper forming of the case, the erector and walking beam motion are tightly synchronized through SERCOS III communication with the Rexroth IndraDrives. The drives use cross-communication linking, with only one drive needing a field bus interface. The other drives use SERCOS to communicate to the PLC from the master drive.

Servo drives offer many features

The powerful and cost-effective IndraDrive servo drives offer many advanced features, including distributed intelligence, to close all the loops in each drive. The drives also provide 230 to 480 volt ac auto-ranging input voltage, absolute feedbacks to eliminate homing and a builtin personality module or SD memory card for laptop-free replacement in minutes. The drives can store up to eight electronic cam

40%

reduction achieved in hardware costs, with 25% fewer parts for each machine manufactured.

profiles of 1,024 points each.

The IndraDrive servo drive's internal virtual-master axis and precise synchronization allow smooth motion, even while the machine is running at high speeds. This reduces the loads placed on the mechanical parts of the machine, which, in turn, provides a high level of reliability. All motion and programmable limit switch outputs are based on a virtual master axis.

Serpa also used Rexroth IndraDyn synchronous motors, which offer scalability and compact construction with increased torque density, absolute encoders and high-resolution resolvers.

Control saves time and money

Rich James, Serpa's director of marketing, said Bosch Rexroth components helped them develop a precise machine that offers scalability, straightforward programming, easy startup and the versatility to operate using an internal controller or in combination with any external PLC.

"Other servos did not solve our automation needs as efficiently or as cost-effectively as Bosch Rexroth," explains James. "Bosch Rexroth has supplied a solution for our machines that is not only easy to program and start up, but saves time and money."

By opting for a Rexroth drive and control system over other controls suppliers, James said Serpa reduced its installation and startup times by 30 to 35 percent. Serpa also was able to use 25 percent fewer parts on the P200 compared to their previous model, because it now uses fewer drive components and cables.

"Besides reducing the part count, another advantage Rexroth provided was helping with rapid changeover," says James. "We can do a rapid, no-tools changeover in five minutes or less. Overall, with Bosch Rexroth, our hardware costs per machine are almost 40 percent less than with other brands we've used

at Serpa. "We're very happy with the final machine and the benefits of the control and linear-motion system."

*Bosch Rexroth Corp., 800/739-7684,
www.boschrexroth-us.com.*

*Applied International Motion,
909/593-7304. www.aimotion.com.*

Only When Everything In The World Stops Moving, Will We.



At SEW-EURODRIVE, we are in the business of motion. There is hardly a corner of the world that is not affected by what we do. From roller coasters overhead to mines deep within the earth. From 15 feet of assembly line to miles of luggage conveyors. We propel businesses forward. As long as you keep thinking of places you want to go, we'll keep coming up with ways to get you there.

**SEW
EURODRIVE**

www.seweurodrive.com

GEARMOTORS | DRIVE ELECTRONICS | DRIVE AUTOMATION | SERVICE

WEB RESOURCES

ONLINE EXCLUSIVES

WWW.PACKAGINGDIGEST.COM

Whitepapers

- Using Operator Interfaces to Maximize Performance
- Industrial Fieldbus Technologies
- Robotic End-of-Arm Tooling

Webcasts

- Sustainability in Packaging
- A 360° View - 2008 Research on Automation in Packaging

Blogs

- Eye on Packaging - David Bellm
- Pack Rat - Jack Mans

WWW.PACKAGINGDIGEST.COM/ AUTOMATIONRESEARCH

- Part 1 - Packagers, 2009 Automation in Packaging study results
- Part 3 - System Integrators, 2008 Automation in Packaging study results
- Part 2 - Machine Builders, 2008 Automation in Packaging study results
- Part 1 - Packagers, 2008 Automation in Packaging study results

[WWW.CONTROLENG.COM]

Machine Control

- eNewsletter on motion control, machines, and other automation news and new products

System Integration

- eNewsletter on control components, I/O, discrete sensors, networks, safety, and other system integration news and services

Whitepapers

- Introduction to Wireless Networks
- Die casting automation
- PLCopen motion control

Webcasts & Blogs

- Sustainability in Packaging
- A 360° View - 2008 Research on Automation in Packaging
- Ask Control Engineering blog

WWW.CONTROLENG.COM/ AUTOMATIONRESEARCH

- Part 1 - Packagers, 2009
- Part 3 - System Integrators, 2008
- Part 2 - Machine Builders, 2008
- Part 1 - Packagers, 2008

Pro-face
Your HMI and Industrial PC Authority

Delivering More...

Cut Machine Costs NOW!

Don't Miss
\$400
in Savings!



Replace this...

- PLC
- PLC software
- PLC to HMI cable
- Text display
- Push buttons/lamps
- ASCII module for bar-code input
- Encoder input module (high-speed counters)
- Manual data collection

**Simplify
and Save!**

*... With an all-in-one machine
control and HMI solution*

LT3000 Series - Operator Interface Plus Control

Go to www.profaceamerica.com/simplify to learn more



More Competitive Bids On Your Business Purchases **Less Bull**

Streamline your business purchasing process by using BuyerZone to get fast, competitive bids from top local and national vendors.

Join the millions who have saved time and money by relying on BuyerZone's Request for Quotes service across more than 125 categories of business purchases. Best of all, it's free.

Buy smarter and start saving today!

Visit www.BuyerZone.com

Use BuyerZone to get FREE price quotes for the following types of purchases:

- Materials Handling
- Industrial Equipment
- Office Equipment & Furniture
- Security Systems
- Marketing Services
- Financing Solutions
- Information Technology
- Telecommunications
- Construction Equipment
- HR & Benefits
- ...and more

BuyerZone
Where Smart Businesses Buy and Sell

A division of

 Reed Business Information.

www.BuyerZone.com

new products materials

Overwrap film The new line of Flexi-Free® child-resistant barrier overwrap film products can be utilized by packagers for a wide variety of overwrap applications where child-resistance is required while still maintaining ease of opening by seniors. The product line comprises four standard film constructions with varying thicknesses, stiffness and toughness to provide multiple degrees of child-resistance. The products are available in standard and enhanced levels of tear-resistance and in standard and enhanced levels of puncture-resistance. The sealant technology also provides strong closures, and all of the structures can be FDA Drug Master File (DMF)-listed, according to the co.

Ampac Flexibles, 513/671-1777.

www.ampaconline.com



ASME/ANSI

Attachment

Corrosion
Resistance

Lube Free

Plastic

Custom/Specialty

More solutions

More selection

Tsubaki: The choice for chain™

Now available!

New Tsubaki Gripper Chain™



TSUBAKI

U.S. Tsubaki, Inc.

www.ustsubaki.com/pdm

800-323-7790

Security foil

CPI Security Foil allows for fine-line graphics, text, logos and micro-features to be applied directly to the surface of aluminum during the rolling process. The physical properties of the security foil are identical to standard foil in thickness, strength and machinability, and no changes in the packaging process or specifications need to be made. The foil images cannot be removed because the high precision laser technology that created the security foil is not readily known or available on the market. It also cannot be imitated or copied by counterfeiters, the co. says. Can be used in aluminum-based applications including push-through blister foil, child-resistant foils, cold-form foil, pouches, sachets, induction seals for bottles and more.

Constantia Hueck Foils,

49 961 87 0.

www.constantia-hueck.com



BAP labels

Smaller, improved versions of the EPCglobal Class 1, Generation 2-compliant PowerG and PowerM BAP labels are now available. The smaller labels provide new technologies, which include a patented thin and flexible power source integrated with leading-edge antenna and manufacturing technologies. The co. also indicates that the smaller labels address the needs of organizations searching for high-performance Generation 2 RFID labels for challenging applications, the co. states.

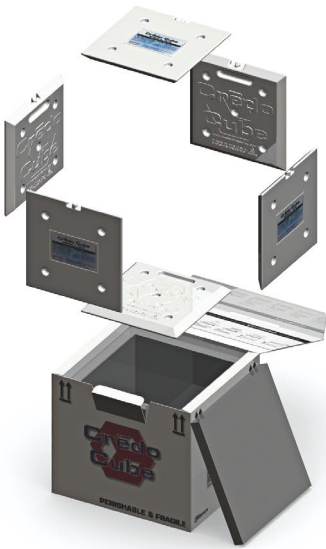
PowerID Ltd., 972/929-3900.

www.power-id.com

Temperature-sensitive shippers

The Credo Cube™ ships temperature-sensitive medical materials. Provides scalable, thermal packaging options and was conceived in response to industry demands for greater flexibility in transport packaging. With customizable wall dimensions, the shipper is uniquely suited to the varying packaging designs of the pharmaceutical and related industries. Their modular construction allows for containers sized for their contents, thus saving on both shipping costs and packing time, the co. states. The cube line features six interchangeable walls that provide performance and flexibility for shipping.

Minnesota Thermal Science, LLC, 877/537-9800.
www.credothermal.com



Pharmaceutical programs

SimulSorbSM and SimulOxSM services are designed to help pharmaceutical manufacturers achieve true Quality by Design (QBD) by determining the right active packaging solution for maintaining a drug's chemical and physical characteristics over time. QBD is a systematic approach of reaching quality standards by looking at the entire developmental system and product life cycle. SimulSorb provides an analytical tool to predict the stability outcome of a drug susceptible to moisture degradation under given conditions early in the development process. SimulOx offers an approach for the management of oxygen in pharmaceutical packaging. The analysis helps provide drug-manufacturers with specifications and recommendations for drug products and packages.

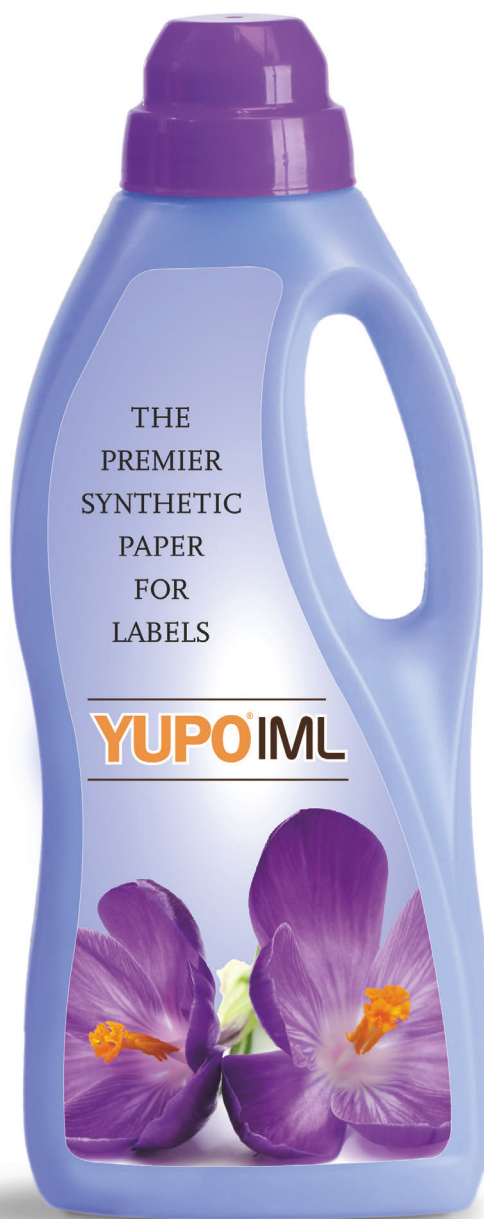
Multisorb Technologies,
716/824-8900.
www.multisorb.com



Heat-sealable coating Michem® Flex HS-100 is a self-priming heat-seal coating that can be applied directly to a wide variety of stock and untreated films using only corona, plasma or flame pretreatment. A converter with a single coating station and a supply of the heat-seal coating can produce heat-sealable films. Low SIT allows faster packaging speeds and lower energy consumption, while a broad temperature range is more forgiving of fluctuations in jaw temperature and pressure. The product has the ability to seal to itself from a low temperature of 60-deg C to above the melting point of PP. This allows it to be used with a wider variety of substrates with low or high melting points.

Michelman, 800/333-1723. www.michelman.com

Fully dressed. Or fully exposed.



YUPO® IML looks good on every bottle.

YUPO In-Mold Label Substrates, available in traditional and our new Clear grades, perform and look better than the rest. Because YUPO IML actually melds with and becomes part of blow molded bottles, there is no scratching, fading or flagging of your label. For your best-dressed packaging, do it on YUPO.

BENEFITS OF USING YUPO IML:

Prints beautifully for increased brand awareness and strong shelf appeal

100% recyclable solution

Resists moisture, chemicals and abrasion

Sustainable grade allows for drastic source reduction



YUPO®

THE PREMIER SYNTHETIC PAPER FOR LABELS

YUPO Clear
is here for a no-label look

READY TO IMPROVE YOUR BOTTLE? VISIT WWW.YUPOUSA.COM OR CALL 1.888.USE.YUPO

AS/RS pools CHEP's resources



Fish-eye view of the storage/retrieval system shows the storage/retrieval unit arriving at a location to pick up a load.



Moving pallets from an end-aisle stand, the SRM automatically stores and retrieves pallets from the rack system.

PALLET SPECIALIST adds a new storage/retrieval system to its Innovation Center that demonstrates products to customers and is used in a fully automated warehouse setting.

Lauren R. Hartman, Senior Editor

Specializing in pallet and plastic container-pooling services, CHEP Equipment Pooling Systems wants to be the world's leading provider of innovative business solutions in its field. CHEP offers a variety of storage and transport containers, reusable plastic containers, pallets, intermediate bulk containers, crates, trays and much more. With U.S. headquarters in Orlando, FL, the company issues, collects, conditions and re-issues more than 300 million pallets and containers from a global network of service centers, helping manufacturers and growers transport products to distributors and retailers. Combining technology with decades of experience and an unmatched asset base, CHEP handles pallet and container supply-chain logistics in consumer goods, produce, meat, home improvement, beverage, raw materials, petrochemical and automotive industries.

Developed with customers in mind, CHEP's Innovation Center, also located in Orlando, is a state-of-the-art packaging and unit-load configuration testing and validation facility that utilizes leading-edge design, processes and tools to address supply-chain issues. In it, customers may evaluate the

The AS/RS is an actual working system, though it's also a showpiece. We test pallets with it and store them.

performance of their products, material-handling equipment and packaging within their supply chains.

The site tests pallet and container loads of products for customers around the world and can simulate the conditions these products experience including, extreme heat and cold, humidity, compression, vibration and impact. CHEP also tests its own products and develops and validates new product offerings and improvements to existing equipment. The center strives to exemplify "continuous improvement" in action.

Because it conducts business in 45 countries, CHEP must test many products with its customers and has a customer-testing lab certified for by the International Safe Transit Assn. (ISTA). In February 2008, the center installed an automated storage/retrieval system from **HK Systems (www.hksystems.com)** to demonstrate the suitability of its pallets in automated operations and assist itself in developing pallet solutions for customers that may have automated storage/retrieval systems (AS/RS) in their own high-volume operations.

HK Systems' HK3000/RF model, a fully automated rotating-fork storage and retrieval machine that can accept loads up to 3,000 lb, was selected. Compatible with

Continued on page 22

Reliability means not remembering the last time it broke. Turn it on and let it run. When it breaks, it's easy to fix. Robust. Uptime. Low cost maintenance. It's user friendly. No headaches! When you turn it on, it works. If you



Marksman Pro Controllers...
lowest warranty repair rate
in the industry.

Spec.e All-Electric Labelers...
dependably labeling every
second of every hour.

Trident-Based High-Resolution Printheads...
over 90 billion failure-free firings.

RELIABILITY MEANS FOXJET.

FOXJET
AN ITW COMPANY

www.foxjet.com • 1.800.369.5384

For a limited time,
we pay you to trade-up to FoxJet.
Contact your local
distributor for details!

most warehouses, the computer-controlled storage/retrieval machine (SRM) is compatible with many conventional warehouse designs by automatically depositing, retrieving and inventorying loads from defined storage locations. It allows inventory to be moved quickly, safely and precisely in CHEP's warehouse.

Equipped with an Allen-Bradley SLC diagnostic control governed

with end-aisle laptop commands and software, a Device Net sensor network with plug-in interface blocks and AC and variable-speed motors for smooth operation, the system can operate 24 hours a day without a break. It replaces a standard post-and-beam rack system, points out Kris Hedstrom, director of pallet technology at CHEP Systems, who was instrumental in building the

Innovation Center.

Showpiece system

"The Innovation Center is the crown jewel at CHEP, where we validate all of our products and do a considerable amount of product testing, which was really one of the drivers behind why we brought in the AS/RS system," he says. "The AS/RS is an actual working system, though

There's a reason why the world's largest manufacturing company uses our industrial camera system.

Increase efficiency by avoiding production stoppages.



We know how! Call today and save...

A1WEBCAMS
Digital Surveillance

800.616.7986
www.a1webcams.com



A view of the working, multi-tier storage/retrieval system and some of CHEP's pallet inventory, above.

it's also a showpiece. We wanted to gain experience with that kind of equipment, to test pallets with it and store them using the system in our facility. We also use the HK3000/RF system as a demonstration piece when customers come to visit, and can show them how our various pallets work with automation."

Moving pallets from the end-aisle stand, the SRM automatically stores and retrieves pallets from the rack system. The forks rotate in the aisle so that pallets can be accessed from the sides of the machine. A

For more AS/RS DETAILS AND AUTOMATION STORIES, click on the automation packaging channel on the top of our homepage at www.packagingdigest.com.



command is issued by the end-aisle laptop, alerting the HK3000/RF's on-board controller that a load is ready for pickup and the pallet is automatically located, picked and stored. A laser-positioning device on the machine aligns the forks with openings in the pallets and brings the load onboard, in similar fashion to a turret truck.

The unit can also operate automatically via a scripted routine to move pallets around within the system to simulate automated storage and retrieval of the CHEP pallets, all at speeds to 350 fpm horizontally and 55 fpm vertically.

A five-level-high rack system that's approximately 14 bays long, the Innovation Center stores an assortment of demonstration pallets and has enough room to store 140 of them, single-deep.

The SRM, with its PLC-controlled crane to generate

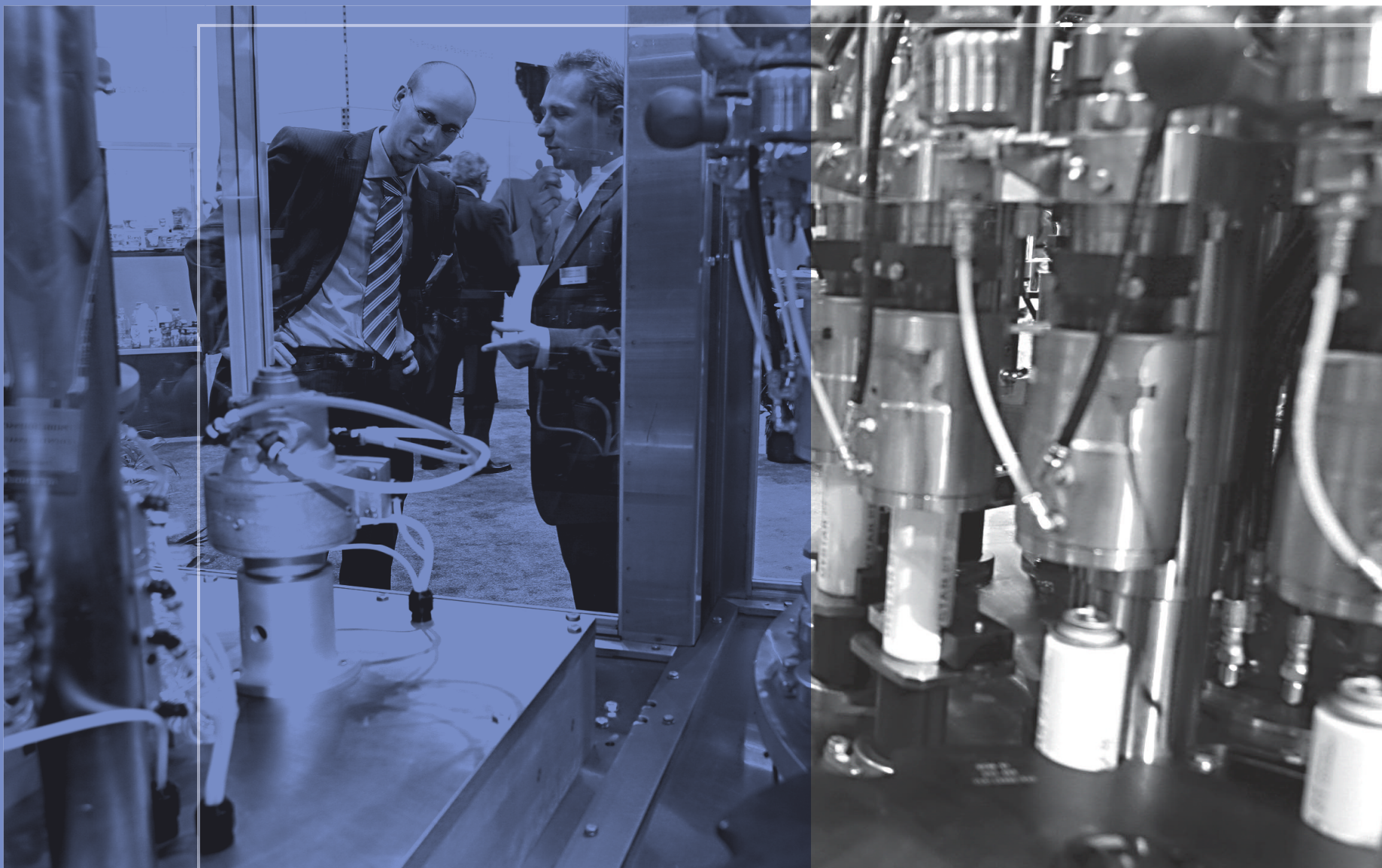
Continued on page 24

BECAUSE SUSTAINABILITY IS NOT JUST A BUZZ WORD.

BECAUSE EFFICIENCY COMES IN ALL SHAPES AND SIZES.

BECAUSE INNOVATION DRIVES GROWTH.

BECAUSE BUSINESS AS USUAL
IS NOT AN OPTION.



There are many reasons to attend PACK EXPO. This is where you'll find the very latest packaging and processing innovations, where new trends and technologies converge, and where professionals connect. Value like that can only be found at PACK EXPO.

Register today! www.packexpo.com



October 5-7, 2009
Las Vegas Convention Center
Las Vegas, Nevada USA



*Leading companies.
Leading solutions.*

movement, can take a load to a storage location, a pick location or another pickup/deposit location. Next, it alerts the host computer that the move is complete and it is ready for another instruction and brings the load onboard, centering the forks in the aisle.

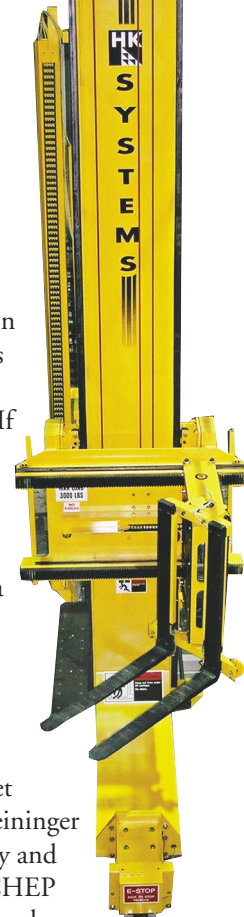
CHEP says it selected the HK3000/RF because it offers a highly configurable platform that can be

adapted to a number of automated picking and placing applications. With some basic operator training, CHEP was able to integrate the system into its operation. "The new equipment allows us to simulate many of the actions that occur with pallets in our customers' AS/RS equipment, which will help our applications engineers resolve issues with automation," explains Matt Phelps, senior vp of

process technology and product engineering at CHEP. "With it, we can also address specific customer pain points quickly and effectively, improving productivity through the supply chain."

Adds Tom Steininger, senior consultant with HK Systems, "CHEP's system is a showpiece used to demonstrate the use of automation with their pallets. Their pallets need

to have consistent dimensions to work well in an automated system, and they have to be strong, because in many cases, the pallets are supported only on the edges of the rack. If a pallet has a problem with the integrity of the boards, they can potentially get dislodged in a rack—a serious problem."



Critical pallet integrity

But that's not an issue. CHEP's pallet integrity is critical, Steininger adds. "The consistency and high strength of the CHEP pallets make them a good match for AS/RS equipment. We are excited to showcase our automated equipment in the CHEP center, as well as reinforce the importance of quality pallets that are suited for automation and interfacing with AS/RS technology reliably."

Adds Hedstrom, "It's really a win-win, because we gained a considerable amount of storage in the facility using this system and got more storage density at the same time. We store everything in it from product samples to customers' products to lumber samples, equipment and all of the things we use every day on the racks. So we use it as any company would. It's working out very well."

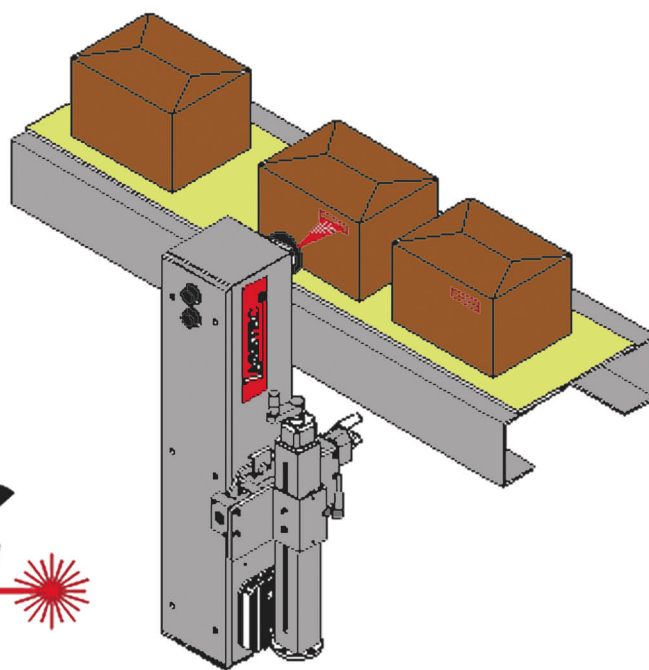


Industrial Dynamics/filtec Inspection and Coding Systems

T: 310-257-3385
www.filtec.com/1002.htm

Code right.
Code quick.
Code with

LASETEC



- Fastest and most reliable vector laser coding system in the industry
- Highest print quality with fully formed characters, unlike dot matrix
- High reliability, low maintenance, NEMA 4X
- Optimized laser tube and optics for PET applications
- Permanent coding without ink mess, expense, and maintenance
- Can install in-labeler in any packing machines (with remote head)
- Can code on glass, PET, plastics, any lithograph material, and labels



Industrial Dynamics/filtec Headquarters - Torrance, CA - USA
filtec Asia - Hong Kong • filtec Canada - Ontario
filtec Europe - Hamburg • filtec Latin America - Mexico City • filtec Philippines - Manila
filtec South Africa - Johannesburg • filtec Russia - Moscow

More information is available:

HK Systems, Inc., 262/860-7000.
www.hksystems.com.



The SRM allows inventory to move quickly, safely and precisely in CHEP's warehouse.



Liquid components are filled on an intermittent-motion, in-line filler that fills eight bottles at a time.

bottling sauces

New line, new bottles

A new packaging line at **CLAUDE'S SAUCES** runs the first PET bottles designed to handle hot products and generates 90 percent less broken or damaged bottles than the previous glass line.

Jack Mans, Plant Operations Editor

Switching from glass to a PET bottle and the installation of a new packaging line is paying big dividends for Claude's Sauces, Inc., El Paso, TX. "Conversion from glass to PET has resulted in 50 percent reduction in freight costs and a 90 percent reduction in breakage/damaged goods charge-backs from retailers," says owner Joe Castanada. "Additionally, due to the standardization to 16-oz from a mix of 12- and 16-oz bottles, production changeover time has gone from four or five hours, down to less than one."

It only takes about an hour to make a line change, instead of the four or five hours it took with glass.

Claude's Sauces, Inc. got started with a mouth-watering brisket marinade developed from an old German recipe more than three decades ago. From that humble beginning, the company now produces a range of Tex-Mex products including seasonings and refried bean products. Owner Joe Castanada takes pride in his unique formulations. He points out that even though Claude's Sauces is a small company, its goal is to "try and keep up with the big boys." With that goal, Claude's recently installed a new packaging line and switched to a new PET bottle.

The packaging line starts with a Model AU6 Orientainer® unscrambler from **Kaps-All Packaging Systems** (www.kapsall.com). Bottles are randomly dumped into the supply hopper,

from which they are deposited into the rotary prefeeder bowl on demand. As the prefeeder turns, the containers are single filed and sent down an adjustable slide chute, where they enter a stand-up unit that orients them in an upright position.

The 16-oz, long-neck PowerFlex™ PET bottles from **Amcor PET Packaging** (www.amcor.com) are conveyed past an accumulation table that provides storage in case of a momentary down-stream stoppage and then enter a Kaps-All Clean-N-Vac bottle cleaner. This machine turns the bottles upside-down and blasts high-pressure, ionized air into the bottles. The ionization neutralizes static electricity, which frees dust and dirt, which is removed by a vacuum system.

Dry and liquid filling

The bottles then travel to a Model 400 intermittent-motion auger filler from **AMS Filling Systems, Inc.** (www.amsfilling.com) that dispenses dry spices into the bottles. The filler is equipped with an Allen-Bradley PLC and an operator panel from **Rockwell Automation** (www.rockwell.com). The operator sets the number of auger revolutions required to dispense the

Continued on page 26



modularconveyorexpress.com

Modular Conveyor EXPRESS



Need Conveyor in a Hurry?

EXPRESS PRICING



Get value pricing right now! Visit our website, click on pricing, register, and use the interactive worksheets to do the calculations for you!

EXPRESS DELIVERY



Hundreds of conveyor components are in-stock! Accessories, bolt-ons and less common components are quickly fabricated for rapid delivery!

EXPRESS INSTALL



Our conveyors are delivered in assemblies. All you need is a hammer, a drift punch and a socket wrench to connect the supports, bolt the assemblies together and install the chain!

NERCON
3972 S. Hwy. 45 • Oshkosh, WI 54903

Call 920-233-3268

modularconveyorexpress.com



A labeling system applies wraparound UV-coated paper labels to the bottles, left. The labeling system is equipped with two stepper-driven label applicators. The bottles then travel to a tamper-evident bander that applies neck bands that go over the edges of the caps and extend down to the shoulders of the longneck bottles.

proper amount of spice for each product, and this data is stored in memory and can be recalled as needed. Bottles are held back at the inlet of the unit, and are admitted to the filling zone one at a time. A signal triggers the operation of the auger when the bottle is in place, and it revolves the required number of times. Spices are delivered to the overhead hopper of the filler from a floor hopper by a screw conveyor that is turned on and off by level switches in the filler hopper.

Next the bottles are conveyed to a Model AESFillAF12 intermittent-motion, inline filler from **Aesus Packaging Systems** (www.aesus.com). The filler can run up to 12 bottles at a time, but during this operation, it was running only eight. At the beginning of each cycle, a gate at the entrance opens to admit the bottles, while a gate at the exit closes to hold them in place beneath the nozzles.

When the bottles are in place, the nozzles, which are equipped with spring-loaded collars, descend and the collars seal against the tops of the bottles. Spring-loaded valves in the nozzles open so product can flow. In this timed, pressure filler, product is pumped from a hold tank by a diaphragm pump to all of the bottles simultaneously through separate hoses. When each bottle is full, excess product flows through a hose back to the product holding

tank. For each product, the time that the pump operates is set by the operator to ensure that no bottle is underfilled. When this time elapses, the pump shuts off. At this point, the valves in the nozzles close, the nozzles rise, and the gates open to allow the filled bottles to leave and the next group of empty bottles to enter.

A PLC and control panel include memory capabilities so that line speed and fill-volume control can be entered and recalled for all products that will be run.

The filled bottles travel to a Kaps-All Model A6 six-spindle capper. An overhead rotary cap feeder orients the caps open-side-down and delivers them down a track to the capping head, where the bottles pick the caps from the track discharge as they enter the torquing section of the machine. The capper features a remote-controlled clutch system. Pneumatically operated torque-limiting clutches allow the operator to adjust the application torque of the caps as they are applied to the containers. They can be adjusted while the machine is in operation, eliminating lost time and the need to adjust each clutch individually. Calibrated dials assure the operator of repeatable torque setting for each capping application without the need of torque wrenches and separate tools.

The capper incorporates an electronic torque monitor that measures the application torque of the caps while they are being applied to the container and signals the operator if the torque is out of spec. The torque is displayed on a liquid-crystal display screen, and a built-in computer with a standard statistical analysis package allows an operator to display the test results.

Wraparound labeling

After the capper, the bottles are conveyed through a Model AM-20 induction sealer from **AutoMate Technologies, LLC** (www.automatetech.com). The user-friendly unit features a digital control panel that allows the operator to easily set up and diagnose the sealer for quick changeovers.

The bottles then pass beneath the printhead of a Model 4900 ink-jet printer from **Diagraph, an ITW co.** (www.diagraph.com), that applies the lot number and sell-by date to the top of the cap. This small-character, continuous printer can store in its memory data for up to 50 items and other running parameters that the operator can easily recall.

Labels are then applied by a Model CP2000 pressure-sensitive labeler from **Universal Labeling Systems, Inc.** (www.universal1.com) that can

Continued on page 28

BELL-MARK

Introduces...

Reliable, Simple, Maintenance Free, Ink Jet Printing!

InteliJet ci

Continuous Ink Jet Printer



- Unique, Low Maintenance, Automatic. Nozzle Sealing System.
- Touch Screen Operation.
- Integrated Graphic, Font & Barcode Editor.
- Requires no external air.
- Clean, Splash Free, Refilling System.
- IP65 InteliJet-cix Available.



www.BELL-MARK.com

InteliJet ti

HP Thermal Ink Jet Technology

- Easy to use Hand Held Controller.
- Self-Contained Ink Cartridge.



- Breakaway Printhead Protection.
- Networking Capabilities.



Call today : 973-882-0202

Ask about a FREE demonstration

See us at EASTPACK Booth #4409

Introducing

PLMA's NEW INNOVATION HALL

**PLMA's 2009
Private Label
Trade Show**

Store brands are jumping off the charts. But private label growth will depend on quality and innovation. And that means store brands have to keep up-to-date on the latest packaging, logistics, market research, and technology. That's why PLMA is introducing an entire hall at the next PLMA Trade Show in Chicago devoted to innovation and the companies that are making new things happen.

If you are one of these companies, then PLMA offers you a unique chance to meet private label retailers, wholesalers, manufacturers and trade suppliers. Innovation categories to be featured include:

- ▶ Software and Technology
- ▶ Design and Graphics
- ▶ Packaging
- ▶ Laboratory Testing and Certification
- ▶ Business Consulting
- ▶ Logistics and Supply Chain
- ▶ Market Research
- ▶ Marketing Services
- ▶ Personnel
- ▶ International Sourcing
- ▶ Financial Services
- ▶ Manufacturing Equipment

PLMA's new Innovation Hall is a show-within-a-show. It will be presented in conjunction with the PLMA's annual private label show where more than 1,000 food and beverages, health and beauty, and household products exhibitors each year meet top retail and wholesale buyers.

How can you participate in PLMA's Innovation Hall? Contact Sharon Davis, Director of Trade Show Development. Telephone (212) 972-3131 or email innovation@plma.com



Nov. 15-17 | Chicago

An exciting new part of PLMA's 2009 Private Label Trade Show

Presented by the Private Label Manufacturers Association



It's the only home we have.

WORKING TOWARDS A GREENER FUTURE



YOUR SUSTAINABLE SHRINK SLEEVE SOLUTIONS

- **Packstar is the Largest Provider of EarthFirst® PLA Shrink Sleeves in North America**
- **Now Offering EarthFirst® R*PLA for Printed and Non-Printed Shrink Sleeve Applications**
- **EarthFirst® R*PLA is the Cost Neutral Renewable Alternative to PVC**
- **Shrink Sleeves made from the Renewable Resource: Plants**



INNOVATOR IN
HEAT-SHRINKABLE FILMS

—
ROTOGRAVURE PRINTING

—
HIGH QUALITY FLEXOGRAPHIC PRINTING
WITH UNPRECEDENTED RESOLUTION

—
AUTOMATIC SLEEVE APPLICATORS
AND SHRINK TUNNELS

—
UNPARALLELED QUALITY AND SERVICE

P A C K S T A R
Flexible Packaging

1.800.808.1688
www.packstargroup.com

apply front, back and wraparound labels. It is also equipped with a print and apply unit that includes a Model 408 thermal-transfer printer from **Sato America, Inc.** (www.satoamerica.com). Claude's runs wrap-around UV-coated paper labels, which are supplied by **Reliant Labels & Printing** (915/544-8884), to its plastic sauce and marinade bottles.

The labeling system is equipped with two of Universal's SL2000 stepper-driven label applicators and features photoelectric label and bottle sensors. The labeling system incorporates Universal's automatic speed-following system and synchronous overhead bottle hold-down system and product positioning in which all of the system's operations change synchronously when an operator changes an operating parameter, such as line speed.

The bottles then travel to a Model EZ-100HSX tamper-evident bander from **Axon Corp.** (www.axoncorp.com) that applies neck bands that go over the edges of the caps and extend down to the shoulders of the long-neck bottles. Film is pulled from a roll mounted on the back of the machine and is pulled over the top of the machine and down through the machine by opposing stepper-driven rollers. The flat film is reoriented by a "bullet" or mandrel, after which a guillotine blade cuts it to the proper length.

Grippers with suction cups then open the film. A photo eye senses the movement of the bottle and synchronizes the application of the film via a pneumatic plunger. Bottles leaving the bander travel through a hot-air tunnel that shrinks the band onto the bottle.

Unsupported bottle wraps

Next the bottles enter a Model 230-60 side-feed shrink bundler from **Tekkra Systems, Inc.** (www.tekkra.com) that produces six, 12 and 24 packs of unsupported bottles. The machine wraps each package configuration in a bull-eye style closure. As the bottles enter the machine, oscillating lane guides distribute them into multiple lanes—two lanes for six packs, three lanes for 12 packs and four lanes for 24 packs.

At the start of each wrap cycle, a clamp holding back the bottles in the lanes opens and releases the bottles. When the correct number of rows of bottles (e.g., three rows for a six pack) has been released, a sensor activates the clamp to hold back the bottles in the lanes until the next cycle. A sensor then triggers a servo-driven pusher assembly that comes in from the side and pushes the bottles through the web of film.

Two rolls of LLDPE film are mounted above and below the machine respectively. The film enters the machine parallel to the direction of bottle travel. Each layer of film passes over a series of dancer bars that maintain tension and control. The

two layers are joined by seal bars; one cold bar from below and one hot bar from above, that meet in the center of the servo-seal frame assembly.

The servo-driven pusher pushes the bottles through the film curtain, and the seal bars come together after the product passes through the

wrapping zone to form the sleeve around the bundle. Knife blades in the hot bar cut the film to separate that bundle and to establish the film curtain for the next bundle. The bottles then enter the shrink tunnel, which tightly shrinks the film around the bottles.

Bundles leaving the wrapper travel past a Diagraph Model PA/4600 print and apply labeler that is equipped with a Sato 408 print engine that applies shipping labels to the bundles. In this



Bundles leaving the wrapper travel past a print-and-apply labeler that applies shipping labels.

operation, a photo eye senses when a bundle is present and triggers the label printing and application. A computer in the unit stores the label details for each product.

"My retailers and distributors reacted very favorably to the new bottles. We were very happy to finally find a bottle that would meet all of our requirements," Castanada explains. The dramatic cost savings associated with the conversion also benefited consumers. The company was able to increase several of the SKUs from 12 to 16 oz and not raise the retail selling price. "Our customers got a heck of a deal," Castanada says. Production was also dramatically affected. "Instead of being down four or five hours to make a glass change, all we need to do now is sanitize, and change the sauce, labels and coders. The whole process takes about an hour," he says.

More information is available:

Amcort PET Packaging-North America,
734/302-2272. www.amcor.com.
Aesus Packaging Systems,
514/697-0053. www.aesus.com.
AMS Filling Systems, Inc.,
610/942-4200. www.amsfilling.com.
AutoMate Technologies, LLC,
631/727-8886. www.automatetech.com.
Axon LLC, 919/772-8383. www.axoncorp.com.
Diagraph, an ITW co.,
636/300-2000. www.diagraph.com.
Kaps-All Packaging Systems,
631/727-0300. www.kapsall.com.
Reliant Labels & Printing, 915/544-8884.
Rockwell Automation, 414/382-2000.
www.rockwellautomation.com.
Sato America, Inc., 704/644-1650.
www.satoamerica.com.
Tekkra Systems, Inc.,
630/226-1550. www.tekkra.com.
Universal Labeling Systems, Inc.,
727/327-2123. www.universal1.com.

sustainability



At the SPC's annual spring meeting last month, it was evident that the discussion of sustainable packaging has expanded its focus to the post-consumer side of the supply chain. The first day of the meeting focused on end-of-life issues, reflecting the coalition's evolution from an emphasis on packaging design toward a greater recognition that the current U.S. recycling system and lack of sorting technology is a barrier to the effective recovery of many types of packaging materials and to developing more sustainable packaging systems.

management of packaging waste with no expectation of a return on the investment of these dollars beyond the service received. Local governments are providers of these services, and taxpayers resent having to pay for them, especially as costs rise. The incentive for local government is to keep the cost for these services as low as possible.

Diverting materials from landfills toward recycling therefore presents a chicken-and-egg dilemma. Who moves first to shift the economic inertia of a taxpayer-subsidized landfill system to a

national landfill directive, action on the part of retailers in 2005 through the Courtauld Commitment, and research and technical support from a publicly funded, non-governmental organization called WRAP. Through the Commitment, which WRAP helped craft, many U.K. retailers committed to design out packaging waste growth by 2008, to deliver absolute reductions in packaging waste by 2010 and to help reduce the amount of discarded food from households by 155,000 tons by 2010. Retailers such as Marks & Spencer committed to use recovered materials and guarantee a price for them—creating a market for recovered material and stimulating investment on the part of recyclers.

This action created the impetus needed to move the system forward. It remains to be seen if there will be a similar commitment or actions in the U.S. If not, we'll likely sit and wait for the cost of landfilling and energy to rise until it forces states and local governments to take action.

How to spur innovation in recycling

One message was clear from the discussions on recovery: There is little incentive to invest in collecting and processing new materials unless there are existing end markets for those materials. Many pointed out that this situation presents a significant roadblock to new material introductions and may stifle material innovation.

A fiscally responsible recycling business isn't going to invest in new technologies if there is not a reasonable opportunity of recouping its investment and making a profit. In contrast, in most communities, we use tax dollars to pay for the

market-based recycling system?

Until recently, recycling in the U.K. looked a lot like the current situation in the U.S. While packaging recycling there has improved steadily since 1998, recycling and technology innovation has increased over the past five years there, especially in mixed plastics recycling, thanks to committed action on the part of U.K. retailers. Several things have contributed to this rapid advance: The U.K.'s

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

What would you put in these? Imagine the Possibilities...

*Composite can manufacturer
for over 72 years*



CANFAB
PACKAGING

Call or visit us at:
www.canfabpkg.com
sales@canfabpkg.com
1.888.5.CANFAB

Giant vibrations for sunflower seeds

Snackmaker **GIANT SNACKS** installs twin vibratory feeders and bucket elevators, automating its sunflower seeds production line to generate 2.5 million lb of product/year.



Lauren R. Hartman, Senior Editor

Some people are so hooked on the taste of sunflower seeds, they'd go to great lengths to get them. But they don't really have to search far, because Giant Snacks™, which specializes in such snacking seeds, sells an abundance of them through distributors who sell them to

the absolute best tasting sunflowers for his customers. His company's dedication to quality continues today. Based in Wahpeton, ND, Giant produces sunflower seeds in a rainbow of flavors and varieties, including roasted and salted, spicy garlic, dill pickle, BBQ, salt and pepper, ranch and more, as well as variety and jumbo packs in bags sized from 0.8 to 14 oz.

production process to make sure that shells aren't broken or dirty, and have a firm texture. And all of our film laminate bags are nitrogen-flushed to assure shelf freshness."

Automating this part of the operation helped Giant to meet productivity and quality goals.

convenience stores across the country. In fact, Giant recently began expanding its marketing of the delectable sunflower seeds into Arizona, New Mexico, California and Texas. Its products are also available online and are shipped throughout the U.S., Canada and internationally. Committed to providing the best seeds possible, Giant dates back to 1958 when Bob Schuler began selecting

To process and package more than 2.5 million lb of sunflower seeds each year and meet growing demand, Giant operates its packaging facility in two eight-hr shifts, five days a week. "Sunflower seeds are a health-promoting snack, with significant amounts of Vitamin E," points out Al Engstrom, plant manager at Giant Snacks. "Quality assurance is important throughout the

Enhancing productivity

For Giant, packaging the seeds accurately and efficiently is just as important as selecting them, says Engstrom. That's why a top priority for the company was to automate its two integrated packaging lines in order to increase productivity. To close its production loop, in January 2008, Giant added twin Model 10-66 vibratory feeders from Gough Econ (www.goughcon.com) to automatically feed the sunflower seeds running on a production line that's also equipped with a pair of Gough Econ "S" Series Swinglink™ bucket elevators. Engstrom notes that automating this part of the operation has helped Giant to meet productivity and quality goals.

The bagging operation begins at a dispensing station, where bulk dispensing Supersacks (from

Quality Seals For All Your Bags and Pouches



OVER 50 YEARS OF SUCCESSFUL PACKAGING EXPERIENCE

ALL PACKAGING MACHINERY, CORP.

90 13th Avenue, Unit 11, Ronkonkoma, NY 11779

Call Toll Free 1-800-637-8808 or visit our Website <http://www.allpackagingmachinery.com>

Full line of bag loaders, heat sealers, and band sealers available.

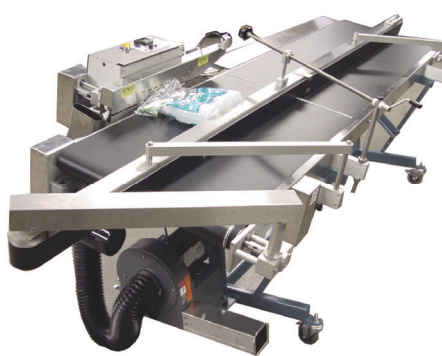
Quality Machinery made in the USA.

APM is dedicated to providing the finest Customer Service and Equipment Engineering to meet your needs.



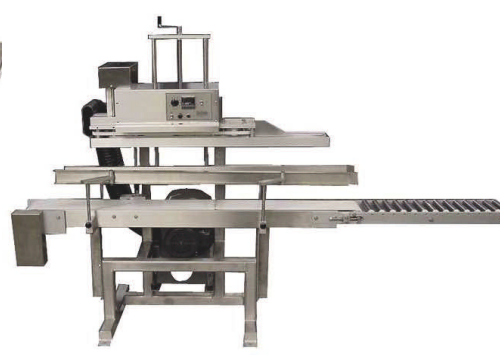
Validatable Sealers

Medical Pouch Sealer supplied with verification ports for FDA validation. Seals Tyvek pouches at 40 FPM.



Horizontal Conveyorized Sealers

USDA approved rotary band sealer supports heavy or bulky packages. **Bag Top Trim** Included. **Continuously Seals** up to 100 FPM.



Vertical Conveyorized Sealers

USDA approved rotary band sealer supports heavy or bulky packages. **Bag Top Trim** Included. **Continuously Seals** up to 45 FPM.

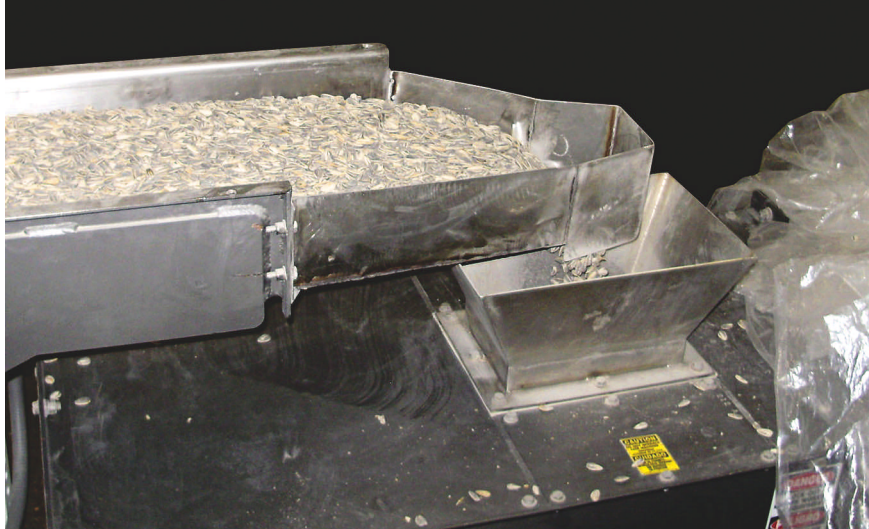


Vertical L Sealers

Uses center folded film to form a bag around your product. **Speeds up to 30** packages per minute.

Come Visit us at the following trade shows:

***East Pack, June 9-11, NYC, Booth # 4138 *Pack Expo, October 5-7, Las Vegas, Booth #C1633**



The seeds are released from bulk sacks to the feeders, top, which use propulsion energy to smoothly and gently convey the seeds to a bucket elevator system with a bucket and chain design, above. The polypropylene buckets are positioned horizontally throughout the packaging circuit until the point of discharge.

Giant's roasting supplier) containing up to 1,300 lb of the roasted seeds are hung over the twin vibratory feeders. An opening on the bottom of the sacks allows them to deposit the seeds onto vibratory feeders that transport at an average rate of 3,000 lb/hr. Constructed with stainless-steel contact surfaces, the

The design ensures that the seeds are free-falling from the buckets without spillage.

feeders each incorporate four coil springs on their frame assemblies that help minimize vibration transfer and gently handle the seeds with minimal breakage.

Says Gough Econ's vp of sales Andy Leitch, the product weight is typically in suspension, so self-propulsion energy is used in the operation for added efficiency. "Under vibration, the seeds are

suspended as the feeder unit runs at five Gs and the product comes back under gravity at one G," he says. "Basically, the product is in the air four-fifths of the time." Dual motors on the feeders operate using a minimum of amps (0.9).

Measuring 10 in. wide and 66-in. long, the vibratory feeders or screens are typically used when applications are beyond the scope

of an electromagnetic drive and in particular when units require lengths in excess of 5 ft and widths greater than 18 in., according to Gough Econ.

Engstrom notes that the feeders have added reliability and flexibility to the production lines and gentle handling. He also says the feeders operate using a minimum of power. Continued on page 32

THERE'S A LOT RIDING ON YOUR LINE.

You put hours of time and energy to bring your product to market. The last thing you want to worry about is the quality of the CIJ equipment you buy. Which is why it's the first and only thing that Leibinger thinks about.

Our CIJ line of equipment is a combination of painstaking ingenuity and cutting-edge technology. **The newest design offers an automatic nozzle seal to prevent ink drying. The state-of-the-art technology in hydraulics, electronics and print head design guarantees minimum use of ink and eliminates daily maintenance.** This is why our newest innovation the Jet 3 out-performs and out-lasts any other line in the market today. Period.

For more information on the Jet 3 or any of our products login into **www.leibinger-group.com**.

DISTRIBUTOR INQUIRIES WELCOME.

LEIBINGER USA

EAST TROY, WI 53120

1 262 642-4030

LEIBINGER



Seeds are discharged over the end of the buckets to a hopper and are then fed to weigh scales before progressing to a bag form/fill/seal machine, above, which works with a gas-flushing system.

Swing-bucket elevation

The feeders discharge the seeds to the S Series bucket elevators. With a patented chain and bucket design, the Swinglink

and remain so throughout the packaging circuit, except at the point of discharge. From there, the seeds are pneumatically discharged over the end of each bucket into

The buckets have a smooth surface that eliminates trap areas and provides an excellent means of transfer into a single plane.

elevator system consists of 180 nine-in.-wide polypropylene buckets, each impregnated with a glass fiber resin to prevent staining and allow the company to easily change product flavors—a key criteria of Giant's, which markets a large line of SKUs.

The buckets are positioned horizontally

a hopper and are gravity-fed into Yamato Data Weight Sigma Plus Series weigh scales, which are part of a Ultima ST Panel View 600 Model 12-19 bag form/fill/seal machine from Hayssen/Sandiacre (www.hayssensandiacre.com), which works with a gas-flushing system from Parker

WMS helps Fisher Nuts

John B. Sanfillippo & Son, Inc., manufacturer of Fisher Nuts and various private-label snack and nut products has opened its reconfigured, 1.06-million-sq-ft headquarters facility in Elgin, IL, and made good use of materials handling technologies and unconventional use of its warehouse management system (WMS), according to an article in *Modern Materials Handling Magazine's* April issue.

By 2005, Sanfillippo's operations dotted the northwest suburban Chicago area with five different facilities within 10 miles of each other, posing a logistical challenge. At the time, the company was running into capacity issues that thwarted its ability to grow.

MMH says that most of Sanfillippo's raw materials and finished goods are palletized, so lift trucks, pallet racks and a semi-automated stretch wrapper are the primary downstream handling tools, which are fairly conventional, right? But in addition to managing inventory and directing the activities of warehouse employees, the WMS, from HighJump Software (www.highjump.com), performs rather unconventionally by linking delivery of a bill of materials to the manufacturing line. It includes the raw nuts, spices and oils and packaging materials that go into a particular batch of product. The WMS also tracks the lot numbers of all of the ingredients and materials used to make a batch of product to meet traceability requirements.

Thanks to the WMS, the company's inventory is 99.7-percent accurate in the warehouse and 99 percent accurate on the manufacturing floor. The WMS system also plays another unusual role: It's part of an allergen/contamination prevention program, and manages storage of raw nuts by type and even lot number when possible.

Now with plenty of room, Sanfillippo can manage raw materials on a first-in/first-out basis, track lots and manage its allergen and contamination program. Once the nuts have been processed, the system tracks ingredients by lot in a batch. Once the product is manufactured, the WMS creates a new SKU for the finished good. MMH says the WMS is used to direct palletizing operations and delivery of a pallet to a stretch-wrapping system. Once the pallet is stretch-wrapped, the WMS receives the new product into a customer-zoned warehouse, and then into full pallet and case-picking areas. Picking and shipping are handled in the usual way. Go to www.mmh.com/article/CA6651023.tml.

Models C-50 & C-100

Stand-Up Pouch Capabilities



LAMINATE OR POLYETHYLENE

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

- high speed C-50: 50/BPM; C-100: 100/BPM
- fast, automatic sealing of bags
- variety of products — automotive, food, electrical, pharmaceutical, toiletries, and more
- easy maintenance and quick change over for minimum down time
- economical to operate — lower power consumption
- servo drive system



A Division of B & M Industries, Inc.

Telephone: 813-754-9960 • Fax: 813-754-9321

E-mail: bodopak@worldnet.att.net

www.bodolaypackaging.com



BIODEGRADATION PROCESS



www.EcoFilm.com
info@CortecVCI.com
1-800-4-CORTEC
St. Paul, MN 55110 USA

Certified 100% Biodegradable & Compostable

EcoFilm® by Cortec® Research Chemists offers universal, biodegradable replacement to traditional plastics and polyethylene films. This patent pending breakthrough meets ASTM D6400 and DIN V 54 900. EcoFilm™ does not contain polyethylene or starch fillers and is up to 300% stronger than non-degradable LDPE. 100% biodegradable, it turns into water and carbon dioxide in commercial composting.

© Cortec Corporation 2008

4 Four things to consider when transporting product (like sunflower seeds):

- Gentle handling
- Cost
- Cleanability
- Product volume required

(www.parker-nni.com) and barrier film bagstocks from **Outlook Group** (www.outlookgroup.com). Maintaining the buckets in a horizontal position keeps them overlapped to prevent product spillage. The lines run at speeds of up to 60 bags/min, Engstrom reports.

The Swinglink bucket system incorporates a heavy-duty, carbon-steel chain designed for durability and reliability. The chain has a 1.5-in. pitch, and the track on which the chain rides is made of folded stainless steel. The finish is an air-dry Steel-It™ polyurethane. "This design ensures that the seeds are free-falling from the buckets and also prevents spillage," explains Engstrom. "The buckets have a smooth surface that eliminates trap areas and provides an excellent means of transfer into a single plane."

Access panels allow each bucket to be cleaned easily with soap and water. Due to its patented chain and bucket design, the elevator system can move the seeds in vertical and horizontal movements without damaging or spilling them.

The scales have 14 heads, each of accommodating weights from 0.8 to

14 oz. When the weight is selected, the bag is filled and sealed.

After the bags are sealed, they are case-packed both manually and on equipment from **Fallas Automation** (www.fallasautomation.com) in counts from 12 to 72 bags. Next, the cases run through a **3M** (www.3m.com) 3M-Matic taper to be sealed. The cases are also bar-coded with a package quantity, a Julian date code, the time packed and who packed them (if applicable) on a **Markem-Imaje** (www.markem-imaje.com) case coder.

Seeds of content

According to Engstrom, Giant Snacks is pleased with its materials handling equipment additions. "The Gough Econ units are a major part of our automation process and have been operating flawlessly," he sums up. "We had an immediate return on our equipment investment. Gough Econ's support has been excellent."

More information is available:

Gough Econ, 800/264-6844.

www.goughecon.com.

Fallas Automation, 254/772-9524.

www.fallasautomation.com.

Hayssen/Sandiacre, 864/486-4000.

www.hayssensandiacre.com.

Markem-Imaje Corp., 800/258-5356.

www.markem-imaje.com.

Outlook Group, 920/727-7999.

www.outlookgroup.com.

Parker, 410/636-7200.

www.parker-nni.com.

3M Co., 888/364-3577.

www.3m.com.



Bulk sacks containing up to 1,300 lb of sunflower seeds, far left, deposit the seeds onto the twin vibratory feeders, which then gently transport them using vibration to a pair of bucket elevators, background. The feeders use a minimum of power.



www.packagingdigest.com

Discover a world of packaging information at www.packagingdigest.com

- News updated every business day
- Packaging products/videos
- Webcasts/Podcasts
- Industry Leaders micro-sites
- Products/Suppliers directories
- Magazine archive library
- Packaging technology channels
- Blogs
- Talkback/Community interactive platform
- White papers
- Events calendar



Boutique bottling

Determined not to use chemical preservatives for its new energy shots, The Healthy Beverage Co. works with a local copacker and an international bottle supplier on a **HOT-FILL** process for **TINY PET BOTTLES**.

Linda Casey, Associate Editor

"We're not all about sex, drugs, and rock 'n' roll as an energy drink or an energy shot company," remarks Eric Schnell, cofounder of The Healthy Beverage Co., Newtown, PA. Founded by Schnell and partner Steven Kessler as a way to reconcile their shared passions for healthy living and sweet sodas, The Healthy Beverage Co. has grown into a triple-bottom-line company that measures its success not only by profits but also by its societal and environmental impacts.

To this aim, The Healthy Beverage Co. sells iced teas, sparkling teas and energy drinks that are USDA-certified organic and Fair Trade-certified. These drinks are sold under the Steaz brand and are accessible to a wide range of consumers worldwide including those in Australia, India, Singapore, South Africa, the Netherlands and the U.S.

Noting the popularity of energy shot drinks, the lack of energy-shot options for its customers and The Healthy Beverage Co.'s reputation as a triple-bottom-line company, one of Steaz' major U.S. resellers approached The Healthy Beverage Co. with a new product idea. "Whole Foods Markets came to us and asked us to design a clean version of a five-hour ENERGY shot," Schnell says. "Clean

means no artificial preservatives, so it would need to be heat pasteurized, and all the caffeine would come from unsynthetic caffeine sources." The energy shots would get front-of-register placement in Whole Foods Markets in addition to inclusion in the stores' supplement sections.

Hot stuff in a small package

When The Healthy Beverage Co. first began looking for small, hot-fill PET bottles and copackers willing to fill them, it nearly rang the phone off the wall. "The first copackers and bottle suppliers that we spoke to had not developed the technology to do this yet," Schnell remarks. "There was nothing on the market that was that small—at the two-oz level—and could withstand the heat, and copackers were only willing to do cold-fill on two- or three-oz bottles, which meant that we would have to add an artificial preservative."

The company continued speaking with vendors until it finally sourced a bottle—a 2.5-oz hot-fill PET container from **Amcort PET Packaging** (www.amcortpet.com)—and a copacker willing to rebuild a bottling line to hot-fill the bottle—**Castle Co-Packers LLC** (castlecopackers.com). "The main issue when you innovate is that issues haven't been solved before," remarks Carlos Valdes, director



of operations for The Healthy Beverage Co. "We work with the different suppliers and solve those issues. We're kind of paving the way for innovation, and that takes a lot of time and effort."

Theory versus reality

According to Amcor project engineer Kirk Maki, there are three critical issues when manufacturing a bottle of this size: (1) controlling the stability of the material; (2) increasing the density of the material; and (3) managing the vacuum as the containers cool. Amcor addressed these issues by driving up the crystallinity in the container by adapting the manufacturing process and machines.

Within less than six months of accepting the project, Castle Co-Packers, a boutique bottler that is both Kosher and USDA-organic-certified, built a

FLEXIBLE

Vision-Guided Robotics (picking packaged & unpackaged items)
Case/Tray Packing
Complete Packaging Automation Systems

(804) 520-5400

www.blueprintautomation.com

Join us online to learn about our F³ commitment!

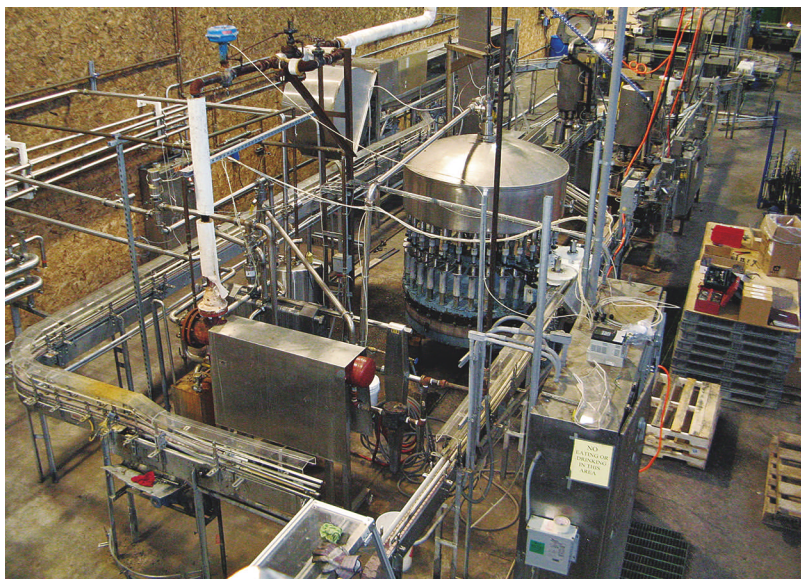
F³
LEXIBLE

hot-fill packaging line specifically to accommodate the bottles' small stature.

An depalletizer from **Ouellette Machinery Systems, Inc.** (www.omsinc.net) pushes bottles one layer at a time into an unscrambler supplied by **Palace Packaging Machines** (www.unscramblers.com). The bottles convey to a **Simplimatic Automation** (www.simplimaticautomation.com) rinser before entering a 32-valve filler from **Horix Mfg Co.** (www.horixmfg.com). Capping equipment on the line includes an overcapper from **E-Pak Machinery, Inc.** (www.epakmachinery.com), a **Sidel, Inc.** (www.sidel.com) cap sorter and a **Alcoa capper** (Alcoa's Packaging Group was acquired by Rank Group Ltd, which operates the business as **Closure Systems Intl** [www.csiclosures.com]). A vision system from **Cognex Corp.**, (www.cognex.com) ensures the integrity of each bottle, which is cooled when transported through a tunnel from **G.C. Evans Sales & Mfg.** (www.gcevans.com). Shrink sleeves are placed by an applicator from **Tripack, Inc.**, (www.tripack.net). A **SMI S.p.A. Via Piazzalung** (www.smigroup.it) bundler completes the rebuilt filling line.

Looking to the multipack market

With the packaging for individual sales firmly in place, The Healthy Beverage Co. continues to refine the Steaz Energy Shot packaging. Projects under development include what the company says will be a first-to-market, 36-count display-off-the-floor case for multipacks of energy shots. According to Schnell, this new packaging will be ripe for the times because "it'll be a value play."



Because the tiny hot-fill bottles were new, many copackers turned away the business citing lack of capabilities. Instead of turning away the work, Castle Co-Packers rebuilt one of its lines specifically for the 2.5-oz PET bottles.

More information is available:

Amcor PET Packaging, 734/428-9741.
www.amcorpet.com.
Castle Co-Packers LLC, 724/339-4040.
www.castlecopackers.com.
Cognex Corp., 508/650-3000. www.cognex.com.
Closure Systems Intl (CSI), 800/311-2740.
www.csiclosures.com.
E-Pak Machinery, Inc., 219/845-5107.
www.epakmachinery.com.
G.C. Evans Sales & Mfg., 501/664-5095.
www.gcevans.com.

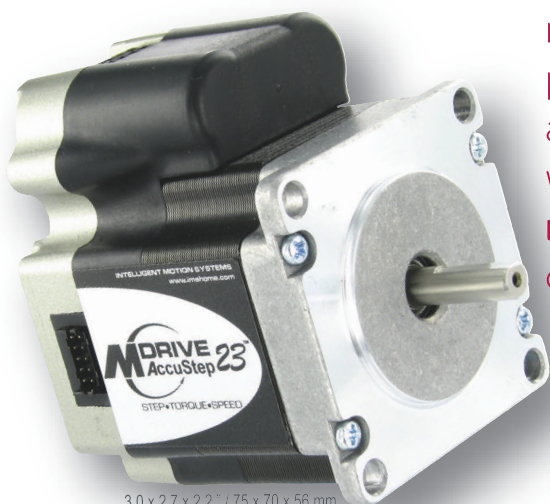
Horix Mfg Co., 412/771-1111.
www.horixmfg.com.
Ouellette Machinery Systems, Inc., 800/545-761.
www.omsinc.net.
Simplimatic Automation, 800/294-2003.
www.simplimaticautomation.com.
Palace Packaging Machines, 610-873-7252.
www.unscramblers.com.
SMI S.p.A. Via Piazzalung, 39 0345 40111.
www.smigroup.it.
Tripack, Inc., 866/900-1255. www.tripack.net.
Sidel, Inc., 678/221-3000. www.sidel.com.

Can your motor do all this?

IMS motion solution partners — helping you achieve your goals
eBook

www.imshome.com/accustep

MDrive® AccuStep™



3.0 x 2.7 x 2.2" / 75 x 70 x 56 mm

motor+driver
plus controller
and encoder
with revolutionary
new
control technology

Compact, powerful and low cost

See us at
EASTPACK
Booth #2354

IMS™ INTELLIGENT MOTION
SYSTEMS, INC.

by Schneider Electric

www.imshome.com Tel: (860) 295-6102

Continuous Motion Multi-Lane Four Sided Seal or Shaped Pouch Machine



Vertical Form, Fill & Seal to produce:

- Four Sided Seal
- Shaped Pouches
- Pouch in Pouch
- Filter Paper

Fillers for:

- Liquid Products
- Dry Products
- Rates up to 5000/ppm
- Pouch size up to 200mm
- 20 + lanes across



fres-co®
SYSTEM USA, INC.

3005 State Road, Telford, PA 18969

Phone: 215-721-4600
equipmentsales@fresco.com
www.fresco.com

The innovative leader in flexible packaging systems

Print Apply Labeling Tamp or Blow Starting at \$6995



OPTIONAL ACCESSORIES

- CORNER WRAP LABELING
- ADJACENT PANEL LABELING
- CONVEYOR SYSTEMS
- BAR CODE VERIFICATION
- RFID ENABLED PRINTERS



3101 Industrial Avenue Two
Ft. Pierce, FL 34946

1-800-634-5376

www.autolabe.com

See us at EASTPACK Booth #4522

Delivering Container Handling Solutions for You!

"Call us to find out how we can help you increase your line efficiencies, reduce change-over time and provide quick turn-around for all your time critical needs. You deserve the best and Morrison can deliver!"

400 cpm Servo-Driven
Container Handling Orienter



Chris Wilson
Morrison Container
Handling Solutions
Engineering Manager

Morrison has over 37 years of unmatched experience in designing and engineering container handling systems. Morrison offers you the best in problem solving, reliable products, technical expertise and customer service.



Morrison... delivering... Container Handling Solutions



335 West 194th Street Glenwood, IL 60425
708.756.6660(p) 708.756.6620(f)
Visit us on the web at www.morrison-chs.com

See us at EASTPACK Booth #4809



system integration



At some point during every packaging automation project, someone has to decide not only what equipment to use, but who is best qualified to make that choice. The integrator? The packager? The end user? That was one of the questions addressed in the "Automation in Packaging" study recently published by *Packaging Digest* and *Control Engineering* (see www.packagingdigest.com/automationresearch).

When it comes to the packaging equipment itself, the obvious answer would seem to be either the manufacturer that is developing the system or the brand owner who will be using it. They're the subject-matter experts, after all. And sure enough, a whopping 69 percent of the system integrators surveyed said that in their experience, it is the packager or the end user who typically chooses the type of packaging equipment to be used.

So what about the automation components? Wouldn't the subject-matter experts for that choice be the automation system integrator?

Who's qualified to decide what equipment to use?

Maybe not. Only 47 percent of the integrators surveyed said they select the automation components for a project. The rest cited the packager (39 percent), the packager's equipment vendor (8 percent) and miscellaneous third parties as the decision maker.

That might seem odd, considering that neither the packager nor the end user chose the steel used to build the packaging facility, nor the wiring used to install the lights. One packager who provided written input to the survey offered some insight into why he might not want to give his integrator carte-blanche authority to choose the automation components. In his advice to integrators he wrote, "Look at all packaging options. Don't just push equipment you're familiar with from a business perspective." Perhaps some packagers aren't ready to trust their integrators to select the required components solely on technical considerations.

But packagers might assume an unnecessary risk if they reserve all product-selection decisions to themselves. One integrator wrote in his advice to packagers, "Allow the integrator to apply new technology so that you can reap the benefits of innovation." In other words, integrators make their living understanding and applying the latest automation technology, so packagers should at least listen to their recommendations when it comes to equipment selection.

That very question was posed in a study by **Bull's Eye Research** (www.bullyenet.com) in 2000. The respondents were integrators serving various automated industries, but the results were just about the same. More interesting was the follow-up question: To what degree would the integrator's decision-making influence increase or decrease relative to the end user's influence in the next five to seven years? Almost half of the respondents predicted their decision-making influence would go up, while 42 percent envisioned no change. This timeframe has elapsed. It seems "no change" was the right answer.

Consulting Editor Vance J. VanDoren, Ph.D., P.E., contributes articles on process control, advanced control and systems integration. Dr. VanDoren also edits *Control Engineering's* and *Packaging Digest's* annual *Automation Integrator Guide*. Dr. VanDoren previously served the industrial automation industry as an applications engineer for General Electric and as a product marketing and development engineer for Texas Instruments' Industrial Automation Division. He currently manages a firm of consulting engineers in Lafayette, IN, where he develops custom control strategies for advanced process-control applications.



2009 EXTENDED TAX INCENTIVES

provide the opportunity to get more value from packaging machinery purchases.

Is now the time to buy?

Extended tax incentives provide the opportunity to get more value from 2009 packaging machinery purchases. The American Recovery and Reinvestment Act of 2009, which was signed into law in February, extends the bonus depreciation and expense deduction tax incentives adopted in 2008. The incentives encourage capital spending for items such as packaging machinery by providing a bonus depreciation on capital purchases for 2009 and by raising deduction amounts.

The accelerated depreciation provision gives companies a 50-percent bonus depreciation on new equipment placed in service during 2009 that would normally be depreciated over many years which, in effect, allows companies to realize improved cash flow. All companies can take advantage of the bonus depreciation.

The increased deduction raises the limit on expenses that businesses can deduct from annual income—from \$128,000 to \$250,000—with a total cap of \$800,000. You may have heard this referred to as Section 179 of the tax plan. Taxpayers must have taxable income to take advantage of the deduction. Deductions cannot be used to reduce taxable income below zero.

Businesses can take advantage of both of these tax breaks, taking a deduction for the first \$250,000 in equipment bought this year, and then the 50 percent bonus depreciation on the rest. Deductions are allowable even if the purchases are wholly or partially financed. These incentives particularly benefit small and mid-sized companies

that have an opportunity to make investments that otherwise would be delayed or impossible to make this year.

How the economic stimulus benefits your company: Capital investments by definition are undertaken with an eye on long-term expansion or upgrades to existing production capacity.

It pays to take advantage early...to prevent an end-of-year scramble to meet incentive provisions.

If you are considering expanding a plant or making investments in equipment, the stimulus package provides help in paying for it by improving cash flow.

Here's an example:

If your company buys a machine that costs up to \$250,000 in 2009, you can deduct the total cost of the equipment. If the equipment costs more than \$250,000, but your company spends less than \$800,000 on capital equipment during 2009, your company can also take advantage of the bonus depreciation. In this scenario where both incentives can be used, a \$300,000 machine with a five-year depreciation would qualify for a \$280,000, first-year deduction (93 percent of the cost); and a

\$500,000 machine could qualify for a \$400,000, first-year deduction or 80 percent of the cost.

Lowering taxable income

With these incentives, your company can lower its taxable income and lower its tax burden. Companies that take advantage of the tax incentives early in the year may also get some benefits with their estimated tax payments as they build the incentives into their financial plans for the year. It pays to take advantage early. Another reason to take advantage early is to prevent an end-of-year scramble to meet the “in service by 2009” provisions of the incentives.

With the increased deductible to \$250,000 many packaging equipment solutions are fully deductible. Companies planning to take advantage of the new tax incentives should consult their tax planner to fully understand the benefits. However, for most companies considering a new equipment purchase, this is an opportunity to strike now, before the end of 2009, to receive the value of new packaging equipment, plus the added value and quicker return on the investment offered with the tax incentives.

This article was prepared by Pro-Mach, a leading provider of integrated packaging products. Pro-Mach provides equipment, training, installation and parts for primary packaging machinery, end-of-line packaging equipment and identification and tracking. For more information, visit www.ProMachInc.com.



Makes Scents founder Joanne Klauber uses an induction sealer, left, to help prevent leaks from filled bottles during shipment. A table-top, air-pillow maker, right, saves valuable shop floor space with its small footprint and just-in-time manufacturing capabilities.

Lowering the cost of success

Linda Casey, Associate Editor

Makes Scents, Columbus, TX, began as the home-based business of founder Joanne Klauber in 2004. Klauber, who at the time was working as a professional secretary, began manufacturing fragrance oils for catalytic lamps after purchasing her first lamp and discovering the high costs of the supplies needed to use it. "I bought one of these lamps a few years ago, thinking that the main investment would be the cost of the lamp," Klauber explains. "Then, I went to buy the fuel. It was \$30 for 32 ounces, and it burns at a rate of about an ounce/hour."

After teaching herself how to make the oils and sourcing the raw materials, Klauber began making then selling her own fragrance oils. "Within three to four months, I made PowerSeller on eBay," Klauber recalls. "Then I started the website. Within 10 months, I was able to quit my job."

Growing pains

The transition from secretary to business owner wasn't without its challenges. "My husband and I stayed up until one or two o'clock in the morning [manually] filling bottles and orders," she recalls.

To help speed up the bottling process, Klauber initially purchased a peristaltic-pump filler. It wasn't long after the purchase that Klauber realized that the peristaltic-pump filler wasn't the best machine for her application.

Then she stumbled upon an ad featuring piston fillers from Vanguard Pharmaceutical Machinery, Inc. (www.pharmaceutical-equipment.com) in a packaging trade magazine. Klauber noted that the company had a showroom in Spring, TX, and took a road trip to get a closer look at the machine. She immediately bought two VLF-125S fillers.

One VLF-125S is kept as backup device; the other is used in a production line, where the air-operated, semi-automatic filler dispenses alcohol from 55-gal drums into PET bottles supplied by another local supplier, Paragon Packaging, Inc.

Texas startup uses just-in-time **AIR-PILLOW MANUFACTURING** to send PS peanuts packing and adds **PISTON FILLERS** to liberate productivity.



In addition to being a more space-efficient alternative, air pillows offer better protection for Makes Scents' bottled lamp oils.

(www.paragon-packaging.com). The bottles are hermetically sealed on one of two Enercon (www.enerconind.com) induction sealers to prevent leaks. Sealed bottles are capped manually then digitally printed labels also are hand-applied.

Capitalizing on cooperative efforts

Initially, Makes Scents used foam packing peanuts to protect its products during shipment. "My entire living room was full of packing peanuts," Klauber remarks. "It was awful, and they didn't protect the product very well."

After researching alternatives to PS loose fill, Klauber decided that just-in-time manufacturing of air pillows offered better protection of her product and could help her reclaim her living room from the virtual sea of packing material.

Unfortunately, the first air pillow maker she purchased simply didn't have the throughput to keep up with Klauber's growing business. "It was a couple of thousand dollars at least, and it was slower than molasses," she remarks. "We would have to set it to run, and let it run for hours to get any kind of volume."

As a new business owner, Klauber considered it a top priority to learn about different packaging technology. To this aim, she attended the 2006 PACK EXPO International show, along with her husband, who operates a candy-manufacturing company with his family. While attending the show, Klauber made a fortuitous business connection.

"I met Steve Moore from FP Intl. (www.fpintl.com), and he introduced us to the Mini Pak'r, which hadn't been released yet," Klauber recalls. "I knew it was going to be a better solution than what we were using, so I begged him to let me know as soon as it was ready. I told him, 'go ahead and send me one—here's my credit card.'"

Because the machine was just a proof of concept at this stage, Moore would not take her money. Instead, he signed her up to be a beta tester.

"I got a machine for about six months to run, and I helped him work out the kinks," Klauber remarks. "It was fantastic. I had just a few little glitches with the FP, but they've worked out those bugs out."

Redied for growth

After beta-testing the device, Klauber bought two Mini Pak'r machines—one for production use and one for a backup. Unlike Makes Scents' first air-pillow maker, the Mini Pak'r provided the productivity needed for Klauber's growing business. The Mini Pak'r can manufacture up to 25 ft/min of air cushions and is capable of making six different air cushions—Novus Supertube, Novus Double Cushion, Novus Quilt Large, Novus Quilt Small, Cell-O 4x8 cushion and Cell-O 8x8 cushion. The Novus air cushions are designed to allow air to move between pockets instead of popping, which



FP Intl. says eliminates deflated bubbles and potential related shipping damages.

After seeing how well the Mini Pak'r air cushions protect his wife's lamp oil packages, Klauber's husband began borrowing the "backup" device. "The only problem I have now is that my backup is at my husband's shop all time," Klauber jokes.

She can be lighthearted about her husband borrowing the "backup" Mini Pak'r because of an uptime guarantee from her film supplier—**Southwestern Packaging** (www.swpackaging.com)—which also is based in Texas. "The cool thing about Southwestern is that if anything ever happens to my machine, I have the promise of my sales rep at Southwestern that he will bring me a replacement machine," Klauber

explains.

With its upgraded filling and packaging processes and a newer 24,000-sq-ft location, Makes Scents has grown mightily from its home-based business roots. Today, the company not only manufactures lamp oil for its own customers but also has a healthy stream of private-label business. Make Scents recently reached annual sales of 300,000 units/year, Klauber proclaims.

More information is available:

FP Intl, Inc., 650/261-5300.
www.fpintl.com.
Enercon Industries Corp.,
262/255-6070. www.enerconind.com.
Paragon Packaging, Inc., 800/899-1010.
www.paragon-packaging.com.
Southwestern Packaging Corp.,
800/392-8699. www.swpackaging.com.
Vanguard Pharmaceutical Machinery, Inc., USA, 281/528-8885.
www.pharmaceutical-equipment.com.

On-demand label printing

Each bottle of lamp oil sold by Makes Scents features a digitally printed label that is manufactured just-in-time and on-demand. This allows the company to supplement its revenue stream with private-label business from gift shops and other small businesses without having to invest in a large inventory of preprinted labels.

Klauber, who also is a self-taught graphic artist and webmaster, designs the labels and prints them using a LX810 color label printer from **Primera Technology, Inc.** (www.primeralabel.com). The labels then are hand-applied to the PET bottles.

The LX810 is an industrial-grade color and bar-code ink-jet printer that images at speeds up to 2 in./min in resolution sets up to 4,800 dpi. A black ink cartridge enables crisp printing of text and bar codes, while a color cartridge is used for full-color printing of graphics. Inks are available in dye- or pigment-base formulations.

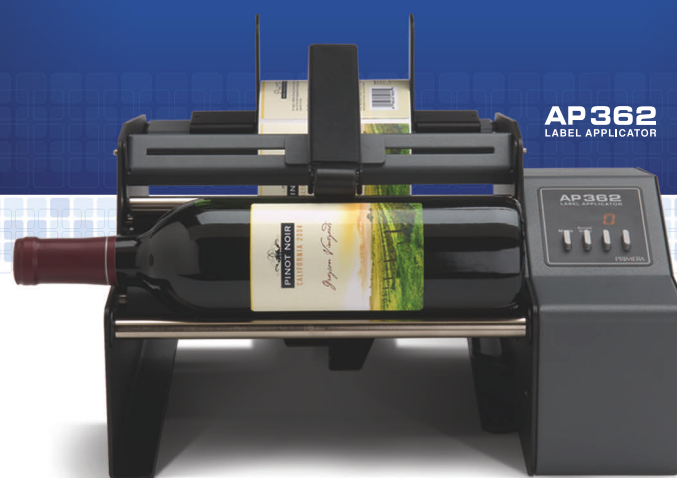
The LX810 can image on a wide range of label and tagstocks in sizes as narrow as 0.75 in., as wide as 8.25 in. and as long as 24 in. Primera's standard stocks include TuffCoat High-Gloss, a smooth, bright white facesheet that is engineered to be very abrasion- and water-resistant; TuffCoat Semi-Gloss, a smooth facesheet that the company says provides some moisture-resistance and excellent abrasion-resistance; TuffCoat matte white polyester, a bright white facesheet with a matte finish; TuffCoat Extreme™ white polyester, a bright white facesheet shiny finish that the company reports as having excellent moisture-resistance; TuffCoat Extreme™ Gloss clear polyester, an optically clear label with a shiny finish that is designed for excellent moisture-resistance; and TuffCoat Tag, which is made with the same top coat as TuffCoat High-Gloss but is not coated with adhesive.

The printer works in both Microsoft Windows and Macintosh environments, and it comes with NiceLabel™ SE Primera Edition design software, which enables operators to print full-color photos, text, graphics, illustrations and many common bar codes such as UPC, EAN, Code 39, Code 128 and 2D bar codes such as PDF417.

More information is available:

Primera Technology, Inc., 800/797-2772. www.primeralabel.com.

Apply Labels Fast and Accurately with an AP-Series Label Applicator



- » Quick set-up and easy operation
- » Up to 1200 containers per hour
- » AP360 one label per container
- » AP362 two labels per container

Online video at
www.primeralabel.com/APvideo

PRIMERA
TECHNOLOGY, INC.

1-800-797-2772
www.primeralabel.com

What are you looking for in a Powder Filler... speed, reliability, low maintenance, fill accuracy? Any of these? All of these?



Inline Auger Fillers
for manual to low
speed applications



Single Head Automatic
for moderate speed
applications



Rotary Auger Fillers
for higher speed
applications



Everything you want from a powder filler is here with the Nalbach line of Powder Fillers. With 60 years of experience, Nalbach has developed a reputation for quality and performance in the design and manufacture of low maintenance and highly reliable powder filling equipment. Hundreds of Nalbach fillers are in use today by leading companies around the world....why?

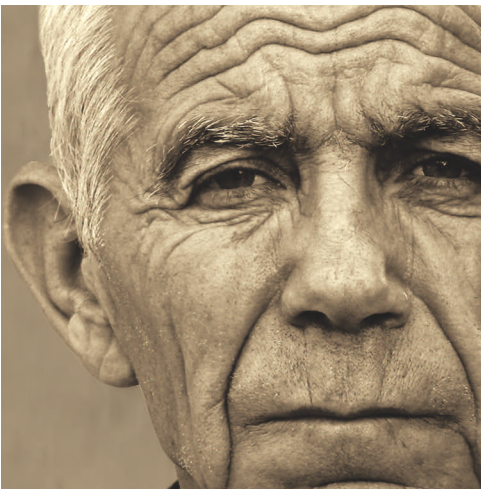
The bottom line is lower costs and higher profits.

nalbach

For more information and specifications call
Nalbach at +1-708-579-9100 or go to
www.nalbach.com

©2009 Nalbach Engineering Company, Inc.

ENGINEERED FOR PERFORMANCE™



PART 2

Sustainable branding and marketing: Millennials to Matures

As Elin Raymond of The Sage Group shows, if you think you can coast down the road toward sustainable branding success with most generational groups, **THINK AGAIN.**

Last month's sustainable branding article, which tapped generations from Millennials to Matures, provided research-based answers to the question, "Do consumers really care if your product and packaging are sustainable?" This month, we apply the research findings to four generational groups: Millennials (17 to 25 years), GenXers (26 to 40 years), Boomers (41 to 55 years) and Matures (56-plus years) and suggests sustainable branding strategies and tactics to reach and resonate with each.

Off in multiple directions

If you think you can amble down a single

road toward sustainable branding success with all generational groups, think again. There are some commonalities among the four groups: (1) They all benefit from sustainability information related to your product; (2) they all rely on friends' product recommendations; (3) and they all want to try a new product before they buy it. And based on the current economic freefall, price is likely a greater consideration than before.

A Millennial who has just moved back in with mom and dad, a genXer who has been down-sized, and a recently retired couple who have lost a chunk of retirement income are likely to react to price in



TUBE FILLERS

1st

- In On-Line Support & Service
- In Proven Performance
- Servo-Driven System

Leading The Way In Innovative Designs and Customer Satisfaction



ProSys INNOVATIVE PACKAGING EQUIPMENT

800-231-3455 • www.prosysfill.com



Our Customers Say... Just Handle It!



From components to custom end-of-arm tooling you can count on >SAS< to have engineered solutions to keep your packaging line up-and-running, versus you up-and-running.

getagrip@sasgripper.com
www.sasgripper.com
Toll free: 888-SAS-EOAT(727-3628)



Robotic End-of-Arm Tooling

Add to cart

the same way: Drop it! In fact, how you price your product could mean the difference between a consumer's forgoing it or considering it an affordable "luxury."

On the other hand, as the feedback shows, the groups' purchasing-decision drivers differ. Price is the primary driver for Millennials, who regard themselves as poor. And because this group often has an inherent mistrust of corporations and is always "plugged-in," Millennials are highly reliant on friends' recommendations and digital media. Unless TV and print ads are very clever and non-condescending, they don't sway Millennials.

GenXers regard personal recommendations as the *sine qua non* in product decision making. They're also more likely to go to a company website or a product category URL to learn more. With kids in college and retirement looming, Boomers are also price-focused. They're also more open to traditional product advertising. Matures are eager to learn and have the time to dedicate to knowledge enhancement. Articles, TV news and the Web are their preferred vehicles.

How do these different decision drivers affect your sustainable branding and marketing initiatives? It depends on whom you're targeting.

Millennials and GenXers—the well connected

While these are different generations, both are

always Internet-connected—and you must be too, if you want to create brand connections with them. If creating an online life and friends for your brand, here are a few tactics to consider:

- Keep these consumers engaged via two-way social media. Eighty-five percent of them use it, and more than 300 major companies employ it in their branding and marketing.
- Conduct online contests: Create an ad; design



All of the groups benefit from sustainability information related to your product.

a container or a package. Again, these groups trust "friends" rather than companies, so user-generated media wins with them.

- Create a brand/product Facebook page; use it to share environmental tips revolving around your product, to make special offers, and convey news about your brand.
- Name an official "Tweeter" and tweet about your brand's environmental attributes, brand

extensions, etc., on Twitter.

• Help target consumers to try your brand. Offer downloadable free/discount coupons on your Facebook page and website, as well as other websites or blogs favored by target consumers.

• Integrate your online and traditional marketing. Place educational articles with a sustainability focus in college papers, on your Facebook page, and targeted online and print publications. All submissions should direct readers to your website and reward them with special offers.

• Submit brand and product press releases electronically to environmental and industry blogs. Helps your search engine rankings and sustainable educational efforts.

• Get truly sustainable products included in GoodGuide, Inc.'s app for iPhone, which includes more than 65,000 safe, healthy and green products.

• Continue brand-management best practices. Track what blogs and forums are saying about your brand and products via sites like YackTrack.com. Respond or correct statements as appropriate.

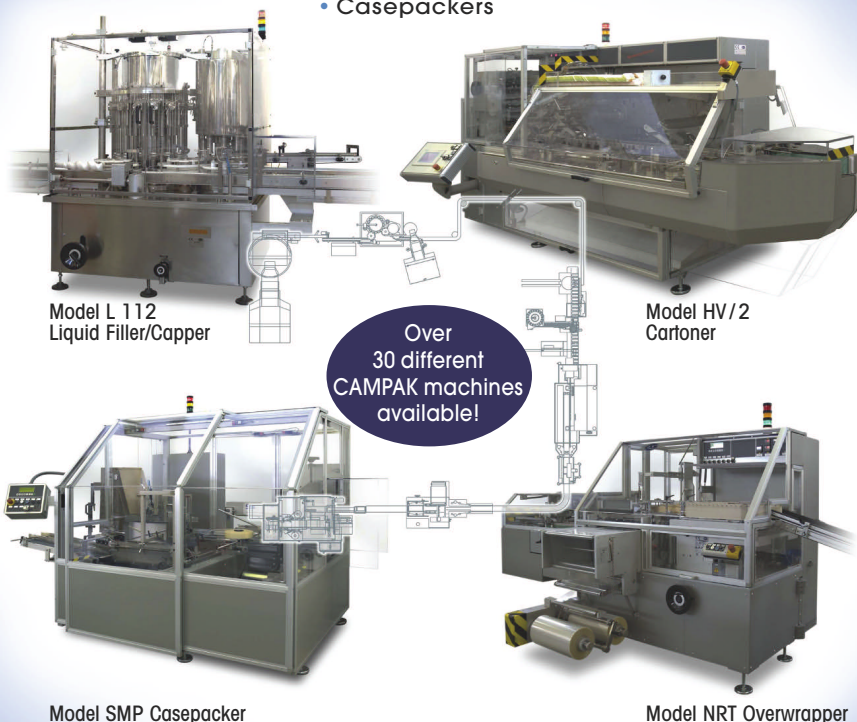
• Sponsor environmental or cause-related events in target geographic markets. Videotape the events, upload them to YouTube and your website. Include a video link on Facebook. Conduct product tests as part of the event with T-shirts, free products and other swag as "pay."

Continued on page 42

WRAP IT • PACK IT • STACK IT

Maximize your production with CAMPAK and handle any size job no matter what the packaging process. Integrate two or more of our machines into a complete, high-speed packaging line delivering the lowest possible cost-per-finished-package!

- Blister Packers
- Liquid/Powder Filling & Capping
- Cartoners
- Overwrappers
- Tray Forming/Filling
- Casepackers
- Palletizers
- Bundlers/Shrinkwrapping



www.campak.com

Contact us today:
Tel: 973-597-1414
Fax: 973-992-4713
Info@campak.com



CAMPAK INC.
119 Naylon Avenue
Livingston, NJ
07039



QWIK Configuration
QWIK Setup
QWIK Delivery
QWIK Bottom Line Results



FLEXIBILITY

The QWIK Conveyor System set the standard for flexibility. Now we've raised it.

Straights, curves and NEW Z-frames • Single-drive conveyor system • Modular plastic chains

- Just minutes to set up • Flexible frame design • No conveyor-to-conveyor transfers
- Standard units, delivered in days • Fast repurposing

To learn more about Dorner's QWIK Conveyor 5200 Series and to request sales literature, visit www.dorner.com



Boomers and Matures—the sustainable savviest

Boomers and Matures are the most committed to environmentalism. One study participant summed up this position: “I simply believe in environmentally oriented anything!” By all measures, Matures are the generational champions of sustainability and enthusiastically engage in eco- and energy reduction practices—if they are aware of them. Not surprisingly, the Boomer/Matures are information-hungry and most have the time to commit to learning.

The eco-masters program

Consider these tactics when targeting Boomers and Matures:

- Place ads, articles, TV news spots in media outlets and publications favored by mature consumers of your products. Your initial research should help you zero in on influential media.
- Focus on environmental education. Become a sustainable resource.
- Drive them to your website for downloadable product discounts, special offers and environmental

information designed to take them to the next level of environmental involvement and make them aware of your brand’s sustainability score and eco-attributes.

- When they visit your site and download information or offers, collect contact information, including

Brands that research participants classify as eco-friendly applied advertising principles to packaging.

email addresses.

- Load email addresses and data into your CRM system to make special offers and enable them to test “improved” products or line extensions.
- Ask for their e-feedback on your products and brand. Reward their input. Use these very involved consumers to help develop new products and the marketing strategies that support them.

Strategies and tactics

The strategies and tactics

suggested here and driven by the research findings de-emphasize traditional consumer branding and media—print and television advertising, for example. They also aim directly at the target consumer as a product-development resource. Taking advantage of consumer

ideas, innovation and input not only enhances your chances for success, it may also reduce research and development costs. Virtually all of the strategies and tactics presented here are less costly than traditional alternatives if executed correctly with an eye to authenticity. Read: No green washing.

The sustainable branding baseline

Successful sustainable branding and marketing features generational targeting and the examples represented by the “green giants.” Companies and brands emblematic for their environmentalism often have one or more of the following marketing/branding practices in common: As far as making sustainability a key brand attribute, eco-leaders know that sustainability and ethics can’t be compartmentalized; they must be an integral part of corporate culture. Many sustainable standouts have created an executive-level position dedicated to ethics and the environment (E&E). They’ve drawn up E&E policies and goals, which they make available via the Web or in print to all constituent groups. Their sustainability policies may even be viral, e.g., delineating vendor and supply-chain sustainability standards, etc; green also colors their research and development operations and distribution systems. Everyone is held accountable for achieving sustainability success, and well-regarded external environmental certifications and awards verify progress.

Rely on research to identify brand eco-disconnects and direct strategic sustainability initiatives. Companies with a sustainable corporate culture determine their sustainable brand baseline and subsequent progress by conducting periodic brand perception research with target customer segments.

Research results are measured against internal brand standards; internal/external disconnects are identified; and a strategic, sustainable branding plan is developed or modified to create connections and build brand strength—authentically.

Today, nothing communicates a company’s brand and values more than its Website. It’s a venue for creating brand connections and providing eco-educational opportunities. Include customer testimonials throughout the site; videotape the best and upload to both the site and YouTube. According to a Nielsen 2007 poll, nearly 80 percent of consumers trust the advice of other consumers. Authentic testimonials fall into this classification.

- Depending upon your brand category, create an engaging eco-blog or customer forum where participants direct the course of “conversation,” share eco-tips and relevant personal experiences.

- Use the blog or forum to listen to and learn from customers as Dell and Starbucks do. Encourage them to become involved in the course of product development as Procter & Gamble does.

- Encourage participation and site visits by offering “members” special offers, discounts or freebies (product trials).

Stand-out, sustainable packaging

The brands that research participants classify as eco-friendly have all applied advertising principles to their containers, packaging or labels. Like a good ad, their packaging communicates key brand attributes, in this case, “green,” while providing product information that adheres to the Federal Trade Commission Green Guides. Many eco-leaders have taken their packaging to the next level, honestly evaluating their carbon footprint, recyclability, reusability, materials minimization and biodegradability. These “green giants” know that standout package design and sustainability are no longer mutually exclusive, but nonetheless, are essential.

Elin Raymond is president of branding/marketing firm, The Sage Group, Inc. For more information, contact her at eraymond@sagegrp.com or 612/321-9897 or visit www.sagegrp.com.

You can see the difference in a

FOGG

3455 John F Donnelly Dr
Holland, MI 49424
Phone: 616-786-3644
www.foggfiller.com

Fogg's goal is to provide you with cutting edge filling technology to make your lines run more efficiently. Fogg highlights features to improve sanitation and efficiency:

- Safety & Sanitation Guarding - Class 100 HEPA
- Semi-Automatic One-Way Recovery Trough
- Rinsers - Single or Dual Turret
- Microb-Blaster™ (Cap Sanitizer)
- Sanibar Spray™ System
- Base Flush System

learn more at www.foggfiller.com

June 23-26
2009
Banamex
EXPO PACK
Mexico

Visit us at booth
#1810



Machinery & Materials



FRAIN GROUP

NEW ARRIVALS EVERY DAY!



5E3790 Buhler Maig 3-roller Dispersion Mill 400 lbs/hr
 5E3260 B&H Roll Stock Glue/Shrink labeler 500 cpm
 5E3940 Columbia Full Case Palletizer Rated to 20 cpm
 5E1165 Circle Liquid/Paste Filler 60 cycles per minute
 5E3900 Doboy Auto Flow Thru Horiz Shrink Wrapper
 6K0101 Douglas Auto Wrap Around Case Packer 21cpm
 5E1371 Econocorp Semi Automatic Cartoner 25 cpm
 6R0083 Elliot Auto Top Case Sealer Capable of 20 cpm
 5E3751 Filler Capabilities Auto s/s 10hd Filler 30gal/min
 5E3130 FMC Horiz Flow Thru Shrink Wrapper 160ppm
 5E2728 Focke & Co Case Erector/Packer/Sealer 15 cpm
 5D9943 Hartness Automatic Drop Case Packer 30 cpm
 5E0598 Hayssen Auto Horiz Inverted Wrapper 100 ppm
 5E2382 Imar Multi-lane Vertical form / fill / seal 180ppm
 5E1040 Kaps All Automatic 4 spindle Capper 80 cpm
 R23241 Kiss Pkg Semi Auto (6) spindle capper 150cpm
 5E0950 Kisters In-Line shrink bundler w/tunnel 120cpm
 6M1980 Lock s/s 1.5" H x 24"W Aperture Metal Detector

6R0088 New England Secondary Bottle Orientator 300 bpm
 6M1993 Quadro S/S Particle Size Reduction Mill 800 lbs/hr
 5E0220 Posimat 14 Pocket Bulk Bottle Unscrambler 200bpm
 5D9121 Prototype 28 Head Pic N Place Case Packer 600ppm
 5E0528 Ramsey S/S Dual Lane Checkweigher 165 feet / min
 5D9147 Randles Tuck Tray Former 25"L x 16"W x 4"H 65cpm
 5E1770 Raque Complete Tray Filling/Sealing Line 110 tpm
 6M1122 Rasch Semi Auto Fold/Bunch Foil Wrapper 70 wpm
 5E3620 Renneco Semi Auto Hori L Bar Below Sealer 30 bpm
 5E1630 Ross Vertical Double Planetary Paste Mixer 200 gal
 5E0876 Rovema Continuous Motion Form/Fill/Seal 160 bpm
 5D9085 Safeline Metal Detector 25"Aperture 2 3/8"Clearance
 5E0122 Saga Auto Double Fill Plastic Tube Filler 120 tpm
 5D9991 Scandia Semi Auto Horiz Hot Melt Cartoner 100cpm
 5E3501 Seitz 16 Head Rotary Counter Pressure Filler 75bpm
 R23312 Sergeant Semi Auto L Bar Sealer & Shrink Tunnel
 5D9591 Shanklin Flow Thru lap seal shrink wrapper 100ppm
 5E3810 Shorewood Auto Inline S/S P/S Front / Back Labeler

Chicago AREA (630) 629-9900 www.fraingroup.com

Relax...

Whether you are looking for a reliable and affordable container-handling solution, or need a complete system, let **FEMC** take the worry out of your decision-making process.



216-663-1208
www.femc.com

- Bottle & Cap Handling
- Change Parts Storage Carts
- Used & Rebuilt Equipment
- Installation & Design Services
- Machine Repair Parts
- Experts in Rebuilding Consolidated and Resina Capping Equipment



CHANGE PARTS INC
 231-845-5107
www.changeparts.com

Serving "Family Owned" to "Fortune 500" companies

DJS Enterprises

NEW AND USED PROCESS AND PACKAGING EQUIPMENT

Bartlett Model IM7-14 Intermittent Motion Powder and Liquid Filling Form Fill Seal Machine
 Tisma Vertical Cartoner Model TC-50E BL • S-T Kwik-Sort Bottle Unscrambler BSF-30
 Fill By Weight Auger Filler GR-W3000V-C • Kalish Swiftpack 8 Channel Counter SPCSP
 API DURatech 2700 S/S Shrink Bundler S-PH • KWT 500k Table-Top Heat Induction Sealer
 CLI Uni-Pharma Wraparound Labeler • Brunner Horizontal Cartoner CMI-11
 Austin-Gordon Pouch/Desiccant Dispensers PD-202 • Alloyd 6S-EEC 6 Sin Blister Machine

Complete Packaging Lines for Tablets, Capsules, Liquids, and Powders
Process Equipment: Mixers, Tanks/Kettles, Granulators, & Coating Pans

www.djsent.com • email: sales@djsent.com
MOST EQUIPMENT CAN BE INSPECTED IN TORONTO!!!

2700 - 14th Avenue, Unit 6 Phone: 905-475-7644 Toll Free: 888-DJS-245
 Markham, Ontario L3R 0J1 Fax: 905-475-7645

SEE THESE MARKETPLACE ADS ON
www.packagingdigest.com
Call: Melissa Berke @ 630-288-8541



World's Largest Supplier of Rebuilt and New Processing & Packaging Machinery

UNION
 STANDARD EQUIPMENT
www.unionmachinery.com
 718.585.0200
sales@unionmachinery.com

Family Owned • Since 1912

PACKAGING EQUIPMENT
 NEW & USED PACKAGING MACHINERY
 YOUR MIDWEST CVC DEALER
"Complete "turn-key" line integration"



MIDWEST PACKAGING SYSTEMS
 PH/FAX: 636-225-1555
 E-mail: midwestpak@aol.com
www.midwestpackagingsys.com

- Inline Liquid Filling & Capping Systems
- Volumetric Gravity, Volumetric Pressure/Gravity & Pump Filling Technologies
- Thin to Thick Liquids including Molten & Foaming Products
- Food Grade, Sanitary, Pharmaceutical, Hazardous & Corrosive Environments



E-PAK MACHINERY INC
 219-393-5541
 Check us out > www.epakmachinery.com

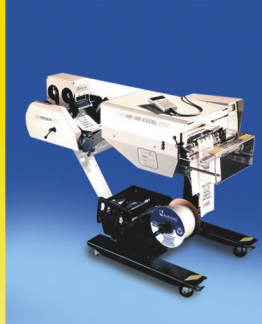
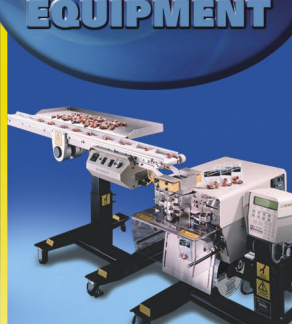
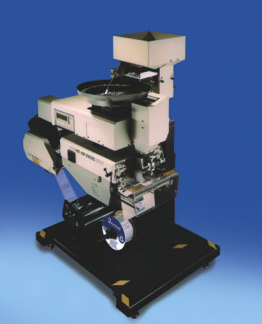
Serving "Family Owned" to "Fortune 500" companies

marketplace

Standard classifications are: Machinery & Materials; Contract Packaging; Career Opportunities. Other more specific classifications may be requested. 2009 rates are \$325.00 net per column inch (1 time frequency), \$310.00 net per column inch (3 time frequency), \$295.00 net per column inch (6 time frequency), \$285.00 net per column inch (12 time frequency). Add \$30.00 net per column inch for second color. Colors available are: Standard Red, Blue, Green, Yellow and Magenta. All rates are non-commissionable. Blind Boxes are available for a \$25.00 fee. Deadlines: 5th of the month preceding issue. Please send all materials, insertion orders to:

PACKAGING DIGEST Marketplace Sales Manager
 2000 Clearwater Drive, Oak Brook, IL 60523 • Fax: (630) 288-8536
 Attn: Melissa Berke • Phone: (630) 288-8541
 E-mail: melissa.berke@reedbusiness.com



- **Certified** to be rebuilt using only Genuine Autobag® components.
- **Certified** to original specifications by factory-trained technicians.
- **Certified** to pass a minimum 20-point inspection for quality.

Automated Packaging Systems, Inc.
Certified Rebuilt Equipment Center
 HS 100 Excel • H100 • HS 211 • PI 4000
 Precision 200/300 • Accu-Count 118/124 • DAC 1000
 Accu-Scale • Kit-Veyor • Maximizer

We Buy, Sell and Rent



Automated PACKAGING SYSTEMS

www.remanufactured.autobag.com
 Call for a Quotation 800-316-6993



Pre-opened Bags-on-a-Roll



- Quality Guaranteed
- Many Sizes in Stock
- Custom Printing
- Fastest Delivery

Your Best Bag Price

Call Us for a Free Quote
800-505-2247 • www.polyrol.com

marketplace

Machinery & Materials

See how Edhard can fill all of your dosing needs!

Request your free *DVD* at
www.edhard.com



- * 101 clips
- * 15 seconds each
- * Live and unscripted at user facilities

Help Wanted

BROKERS/AGENTS

NEEDED TO SELL FLEXIBLE PACKAGING EQUIPMENT

North and Central American territories available

Please email resume to
Melissa Berke Barnhart
melissa.berke@reedbusiness.com
Blind Box #PD05091

LABELING MACHINES

PRESSURE SENSITIVE & PLAIN PAPER



WWW.ADVENTMACHINE.NET
FOR MORE INFORMATION AND ONLINE VIDEOS
ADVENT MACHINE LLC • T: 800-846-7716 • F: 323-728-2443

WHEN PERFORMANCE COUNTS



VOLUMETRIC FILLERS

Liquids, Pastes & Powders
- direct draw fillers starting at \$2,250.00
- table top and multi-cylinder automatics
- heated hoppers, agitators, no drip nozzles, conveyors, hand cappers, etc.

www.packagingenterprises.com

GEYER Packaging Enterprises Inc.
Philadelphia, PA
since 1914 800-453-6213

WATERLESS CAP SEALER®
Automatic & Semi-Automatic Induction Sealers

- Advanced "SMART SEAL™" digital induction sealer technology
- Compact/user friendly/stainless steel construction
- Complete inspection and quality assurance systems
- Maintenance and trouble-free
- Cost effective, seals a wide range of containers and caps
- Originator of the "Waterless Cap Sealer"

AutoMate TECHNOLOGIES LLC
www.automatetech.com
34 Hinda Blvd., Riverhead, NY 11901 USA • Tel (631) 727-8886 • Fax (631) 369-3903

Don't
Forget To
Advertise!

Place your classified ad
TODAY!

Call Melissa Berke at
630/288-8541
Fax: 630/288-8536

Machinery & Materials



FLEXPAK
Bags Pouches Tubing Sheeting

**YOUR COMPLETE SOURCE
FOR ENGINEERED FLEXIBLE
PACKAGING SOLUTIONS**

KNF FLEXPAK CORP.

Phone: 570-386-3550 • Fax: 570-386-3703
www.KNFcorporation.com
sales@knfcorporation.com

Since 1880



Equipment & Appraisal Company

The Ultimate Tool

- Buying, Selling, Renting and Leasing High-Quality Processing and Packaging Equipment
- Certified Market Value Appraisals
- Equipment Warranties
- Asset Management Services
- Liquidating Single Machines and Entire Facilities
- High-Risk Leveraged Equipment Financing
- Reconditioning and Set-Up Services

Call Us At 1-800-560-LOEB

www.loebequipment.com (5632)
sales@loebequipment.com

ULTRASONIC SENSORS

Economically Priced!
Cross Referencing Starting at \$79
Yours With Ours!

- Over 150 Models
- Intrinsically Safe
- Measurements from 1 in. to 100 ft.
- Semi Custom Designs & Housings
- Tank Level Control

Send us your specs or current model # - we can match it for less

800-990-1195
info@migatron.com

www.migatron.com

Sensing Our Customers' Requirements

Your Source For Vacuum Cups

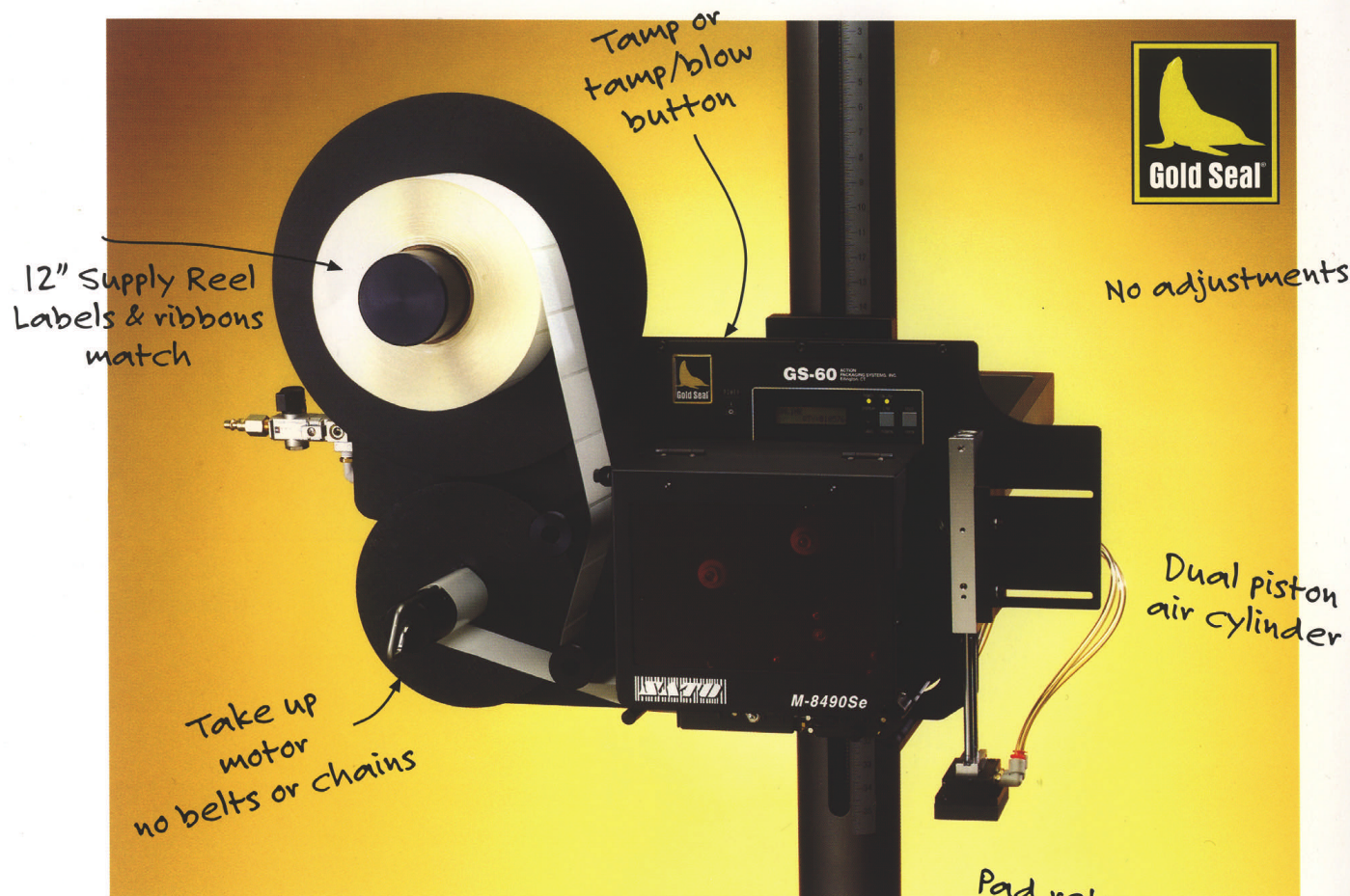


VI-CAS
MFG. CUP
SUPER

8407 Monroe Ave.,
Cincinnati OH 45236

www.vi-cas.com • 513-791-7741

GS-60 Printer Applicator



So easy to operate, it
is "second-shift-proof."



**ACTION
PACKAGING SYSTEMS, INC.**

374 Somers Road
Ellington, CT 06029

Phone: 860-872-6311
Fax: 860-875-4293

Visit us at: www.actionpkg.com



ADVERTISING



CONTACT:
MELISSA BERKE

Ph: 630-288-8541 • Fax: 630-288-8536
melissa.berke@reedbusiness.com

COMPLETE BOTTLING SYSTEMS ... since 1941

Get the Reliability, Flexibility,
Accuracy and Versatility you
need in Packaging Machinery

www.kapsall.com

- Unscramblers
- Orienters
- Bottle Cleaners
- Liquid Rotary and Straight Line Fillers
- Cap, Parts Feeders
- Automatic Cappers
- Conveyors
- Torque Monitoring
- Induction Foil Sealers
- Inspection Systems
- Complete Packaging Systems

The Proven Standard @ ... Since 1941.

KAPS-ALL
PACKAGING SYSTEMS INC.

KAPS-ALL CAPPER ® FILLS ALL ®
FEED SYSTEMS ® ORIENTAINER ®

200 Mill Road, Riverhead, NY 11901 USA • Tel (631) 727-0300 • Fax (631) 369-5939

marketplace

Machinery & Materials

ACCENT
PACKAGING EQUIPMENT
WE MAKE IT WORK!

Home of Your Packaging Equipment Needs

WWW.ACCENTPACK.COM

USED FOR COFFEE, SPICES, BLUEBERRIES, TOMATOES, PEPPERS, MARBLES, JELLY BEANS, POPCORN, RICE, FLOUR, VEGETABLES, HARDWARE, POWDERS, PILLS OR CAPSULES, POTATOS, SYRINGES, SALADS OR ANYTHING ELSE THAT HAS WEIGHT AND IS FREE FLOWING

**BEST ACCURACY!
EASIEST OPERATION!
REAL PEOPLE!
REAL HELP WHEN YOU NEED IT!
BUILT TO SUIT YOUR NEED!**

**PERFORMANCE GUARANTEE
BECAUSE
WE MAKE IT WORK!**

604-495-1997
sales@accentpack.com

SEMI AUTOMATIC WEIGH FILLING

FULLY AUTOMATIC WEIGH FILLING

Printing

OOPS...

Roll Printers, Have You Ever Left Out a Net Wt. or Some Other Printed Image and Rendered Your Otherwise Perfect Print Job Worthless? We Will Add This For You in Register and Restore the Job to its Original Value. Cover-up and Reprint Also Possible.

Cincinnati Convertors, Inc.
Post-Print Dept. • 1730 Cleneay Ave.
Cincinnati, OH 45212 • (513) 731-6600
www.cincinnaticonvertors.com

Modular Framing

80/20 **80/20 Inc.** **NEW!**
The Industrial Erector Set HT Series™

For The Full Story...

www.8020.net

Toll Free: 877-248-8020
Fax: 260-248-8029

www.8020.net Modular T-Slotted Aluminum Framing!

Services

**PRINTED SHRINK LABELS,
CUT BANDS, ROLLSTOCK,
MULTI-PACKS
IN LESS THAN 4 WEEKS!**

- 9 COLOR ROTOGRAVURE
- 8 COLOR FLEXOGRAPHIC
- 4 COLOR PROCESS CMYK



• PVC • PLA • PET-G •
SHRINK FILM

SOURCE ONE
PACKAGING LLC

1-866-612-1740
S1PKG@AOL.COM

Contract Packaging

BRINGING YOUR PRODUCTS TO MARKET FROM CONCEPT TO CONSUMER
SPECIALIZING IN SUPPLY CHAIN SOLUTIONS

Aldelano Packaging Corp.
Outsourcing Solutions

Contract Packaging ▶ Anywhere in the US ▶ Test Market or ongoing	Material Procurement ▶ Source & Purchase Materials ▶ Manage Releases & Deliveries ▶ Many Industry Partners
Manufacturing Support ▶ On-Site Project Staffing ▶ Material Handling ▶ Laboratory testing	Warehouse Logistics ▶ Fulfillment ▶ Foreign Trade Zones

Marketing

- ▶ Packaging Design
- ▶ New Product/Display Concepts

Services Provided In Your Facility Or Ours
1-800-9PACK99 (1-800-972-2599)
www.aldelano.com

Ask us about corrugated & packaging supplies!

Cup Pac ****Portion Control!****
Contract Packaging

- ♦ AIB Superior, Kosher, HACCP
- ♦ Hot, Cold, Viscous, Cheeses, Liquids, Powders, Dry, Pre-wrapped
- ♦ Turnkey solutions from concept to consumer. No minimums
- ♦ Separate peanut/tree-nut packaging facility

Toll Free: 877/347-9725 www.cuppac.com info@cuppac.com

SOMETHING TO SELL?
Contact: Melissa Berke
630-288-8541 • Fax: 630-288-8536

THE visual pak companies

Integrated Packaging Capabilities that are Wide and Deep and
Wrapped Up with Highly Personalized Service

Contract packaging & design	World-class customers
Liquid blending & filling	25+ years experience
Shrink wrap & assembly	Warehouse club specialty
Thermoforming	CPG expertise
Chipboard & paperboard	Abundant capacity

We invite you to get to know The Visual Pak Companies
Packaging Solutions for the World You Live In
877-689-0001
www.visualpak.com sales@visualpak.com
Chicago Appleton Atlanta

Why Isn't Your Brand In a Stick Pack Yet?

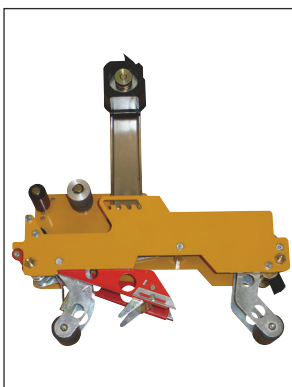
T.H.E.M.
Contact Melyssa at:
800-322-8436 x51
www.them.net

The Stick Pack Authority

www.packagingdigest.com

info showcase

For more information, contact **Melissa Berke** at (630) 288-8541, melissa.berke@reedbusiness.com



Innovative NEW TAPE HEAD!

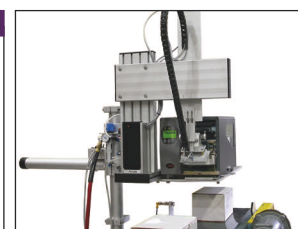
Replacing your sealer may not always be an option. At \$623.50 the Piranha Tape Head is a cost effective way to fix your old sealer. The most important function of the sealer is the tape head. We are so confident in our tape head that we offer a no risk 30-day guarantee! Try the Piranha or Barracuda tape head in your machine and see for yourself. Lightweight packages? No problem, we can seal EMPTY boxes! Visit our website at www.absealer.com for a video on the Piranha Tape Head.

A.B. Sealer, Inc.
920-885-9299 or e-mail sales@absealer.com

PA1200 Printer/Applicator

The Tharo PA1200 Label Printer/Applicator is designed to be universally compatible with nearly any thermal transfer label printer. The PA1200 applies labels to the top or side of a product, and is available in front apply, dual tamp and corner wrap configurations. It can print and apply labels as small as 3" wide x 1" high and as large as 4.5" wide x 13" high. For product information, please visit: http://www.tharo.com/printer_applicators.php#pa1200.

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



info showcase

Achieving a Perfect Seal Everytime - Free Webinar

Join us for an informative webinar on troubleshooting induction sealing application issues. Learn the basic principles of the induction sealing process, review common application issues and how to remedy them, and provide you with tips and techniques used by the pros to maximize line efficiencies. Register at www.sealingseminar.com.

Enercon Industries

262-255-6070, info@enerconind.com,
www.enerconind.com



Sanitary Bag Dump Station

New Sanitary Bag Dump Station for pneumatic conveying systems collects airborne dust from dumping activities. Tool-free cleaning is made possible by optional rocker arms that support the hood assembly above the hopper rim, and by a stainless rotary airlock valve at the hopper discharge with integral support rails, allowing the rotor assembly to separate from the valve body.

Flexicon Corporation

888-353-9426, sales@flexicon.com, www.flexicon.com



Phantom Miro Digital High-Speed Cameras

Decrease dwell time. Increase line speed. Reduce scrap. Identify the cause of jams. Capturing digital images at up to 65X faster than ordinary video cameras, the Phantom Miro high-speed camera sees the endplay, sticking, bending, bunching, twisting, tearing, dragging and binding hidden in every machine process. With a Phantom Miro camera you can see in slow motion what ordinary machine vision can't show.

Vision Research, an AMETEK Company

973-696-0560, www.visionresearch.com

Canfab Packaging Inc.

In business since 1936, is North America's largest Specialty composite can manufacture. Among other canisters, we manufacture glued-in sifter tops in 7 diameters. Imagine the Possibilities! Dry food products (grated cheeses, breadcrumbs, flours, baking powders, spices, salts & peppers), flower seeds, dry chemical powders (carpet deodorizers, insecticides), cosmetics (baby & body powders, talcs) and more.

Canfab Packaging Inc.

888-5CANFAB (888-522-6322), sales@canfabpkg.com



The Latest in Palletizer Technology

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

Columbia Machine, Inc., Ph: 800-628-4065
pallsales@colmac.com, www.palletizing.com



Century Foods

We have the capacity and flexibility to meet virtually any need. Packaging sizes range from grams to 1,000 kilo totes. Filling options range from bulk to consumer size, allowing for packaging of nearly any size or type. Products may be packaged in plastic jars or pails, standard or gusseted bottom pouches, composite cans, poly bags and bottles. We have the capability to provide pressure-sensitive adhesive labels and shrink labels. Also, we take care of your security needs by providing tamper evident seals, neckbands and induction seals.

Century Foods International

800-269-1901, www.centuryfoods.com



The Choice is CLEAR.

New YUPO Clear In-Mold Label Substrate is here! Whether you need a no-label look on colored or clear bottles, YUPO Clear is sure to grab your attention. Available in grades for both offset and flexo printing.

- Super Smooth
- Waterproof
- Holds ink with razor-sharp precision
- Durable
- Prints consistently and effortlessly

Yupo Synthetic Paper

1-888-USE-YUPO, www.yupo.com

Horizontal F/F/S Machines

The Bodolay Models C-50 and C-100 horizontal f/f/s machines are compact, high-speed and feature exceptional precision along with quick change over for versatile operation. Fast, automatic sealing of bags from 50/ to 100/BPM for a variety of products including food, pharmaceutical, toiletries, automotive, electrical and more. Laminate or polyethylene bags. Servo driven with low power consumption.

Bodolay Packaging Machinery

813-754-9960, Fax: 813-754-9321
www.bodolaypackaging.com



Hitachi High Performance AC Drives

Hitachi introduces the full line of the SJ700 Series of inverters. Hitachi reasserts its technological leadership with an improved sensor-less vector (SLV) control algorithm that enables the SJ700 to develop more than 200% starting torque at 0.3 Hz. Another enhancement to mention is EzSQ (Easy Sequence) built in programming function. It's like having a PLC built into the inverter!

Hitachi America, Limited/Industrial Systems Division

262-787-4975, inverterinfo@hal.hitachi.com
www.hitachi-america.us/inverters



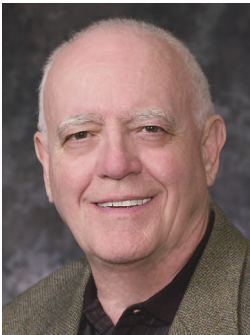
Essential eLetters for Key Packaging Markets



- Food & Beverage Packaging
- Pharmaceutical Packaging
- Sustainable Packaging
- Automation & Controls
- New Packaging Products
- RFID in Packaging
- Smart & Active Packaging
- Package Design

Subscribe to PACKAGING DIGEST eLetters at www.packagingdigest.com

www.packagingdigest.com



NEW blog from the Pack Rat!
Enjoy the rants and ramblings of our plant operations editor Jack Mans as he takes you on a colorful trip through the world of packaging past, present, and maybe the future. His unique take on the field is sure to entertain and educate. Visit today!
www.packagingdigest.com/packrat



Packaging plant explosion

An explosion in a Philippine expanded-polystyrene (EPS) packaging plant killed at least 12 workers and injured three others. The blast was said to be so powerful that it destroyed half of the building. www.packagingdigest.com/explosion

Sex-line cereal box

Whoops! What's *that* doing on there? A typo on Peace Cereal's packaging resulted in a phone-sex line being posted on the box, instead of the company's 800 number. The mistake sent callers to a line with an illicit recorded message saying...
www.packagingdigest.com/cerealbox

463,000,000

That's the number of pounds of greenhouse gases the Progressive Bag Affiliates of the American Chemistry Council hopes to save with its new Full Circle Recycling Initiative. The program's goal is using 40 percent recycled content in plastic bags by 2015, with at least 25 percent post-consumer-recycled plastic. www.packagingdigest.com/bagrecycle

Ball closes two PET bottle plants
Ball Corp. recently announced that it will permanently cease manufacturing operations at PET plastic packaging plants in Baldwinsville, NY, and Watertown, WI. The company plans to supply customers of those plants from larger Ball facilities...
www.packagingdigest.com/ballpet

BPA danger: Consortium rejects FDA opinion
An international consortium of industry, academic and government scientists has rejected the U.S. Food and Drug Administration's case that bisphenol A (BPA) is safe. The group, which met in Germany, is working to release a consensus statement...
www.packagingdigest.com/bpadanger

KFC sues over flammable chicken packaging
Fast-food chain KFC is suing a supplier because of packaging that allegedly catches fire when microwaved. The containers, used for KFC's popcorn chicken, are said to burn when reheated for a relatively short time in a microwave oven...
www.packagingdigest.com/kfcfire

ad index

	PAGE	CHEP USA	C-3	Leibinger	31	QuickLabel Systems,	
		Columbia Machine Inc.	4	Milex	12	an Astro-Med Product group	3
A1 Webcams	22	Cortec Corp.	32	Morrison Container Handling	36	RSI Systems LLC	C-4
A-B-C Packaging Machine Corp.	10	CTM Labeling Systems	16	Nalbach Eng. Co.	39	SAS Automation	40
Advanced Poly-Packaging, Inc.	4	Dorner Mfg. Corp.	41	National Assn. Container Dist.	5	Sato America Inc.	13
All Packaging Machinery, Corp.	30	Festo Corp.	1	Nercon Eng. & Mfg. Co.	25	SEW Eurodrive Inc.	Sup-7
Auto Labe Booth Mfg. Co.	36	Fogg Filler Co.	42	PACK EXPO Las Vegas 2009	23	Squid Ink	8-9
Beckhoff Automation LLC	15	FoxJet	21	Packstar	28	Tray-Pak Corp.	11
Bell-Mark Corp.	26	Fres-Co System USA Inc.	35	Primera Technology Inc.	39	U.S. Tsubaki Inc.	18
BluePrint Automation Inc.	34	Gilbreth	C-2	Private Label Mfrs. Assn.	27	Visipak	7
Bodolay Packaging Machinery	32	Industrial Dynamics Co. Ltd.	24	Pro-face America	Sup-8	W.A. Hammond Drierite Co.	12
Campak Inc.	41	Intelligent Motion Systems Inc.	35	Prosoft Technology Inc.	Sup-4	Yupo Corp.	19
Canfab Inc.	29	Kaesar Compressors Inc.	14	ProSys	40		

Heed Business Information, A Division of Heed Elsevier Inc. • Specialized Business Magazines for Building & Construction • Computer and Communication • Electronics • Entertainment • Furniture Mfg/ Retail Furnishings • Hospitality • Manufacturing • Medical/Scientific and Processing Publishing • and Printing/Packaging.

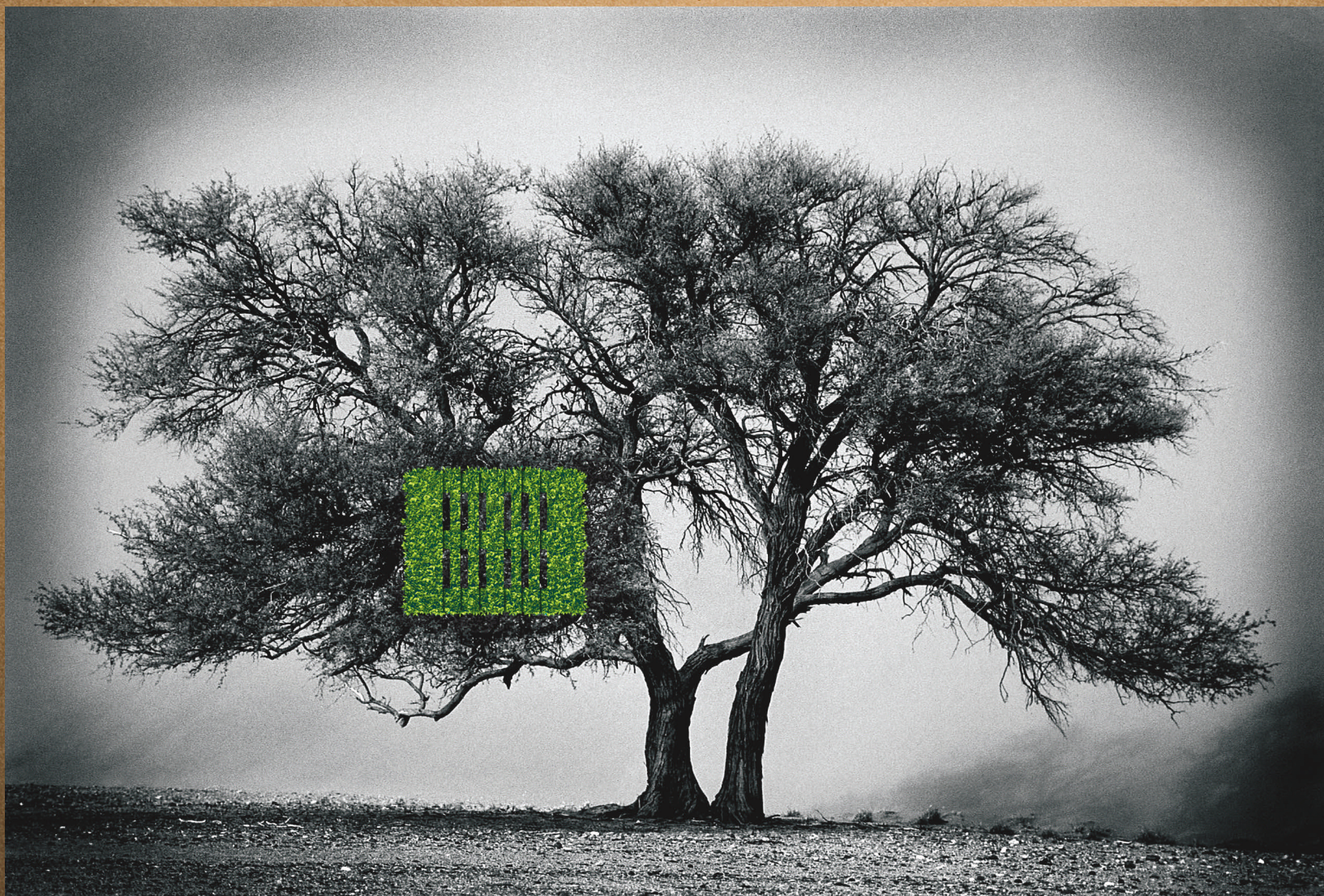
PACKAGING DIGEST® (ISSN 0030-9117) (GST# 123397457) is published monthly by Reed Business Information, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345. Reed Business Information is a division of Reed Elsevier Inc., is located at 360 Park Avenue South, New York, NY 10010. Tad Smith, CEO, Jeff DeBalko, President, Business Media, John Poulin, Senior Vice President, Finance. PACKAGING DIGEST copyright 2009 by Reed Elsevier Inc. All rights reserved. PACKAGING DIGEST® is a registered trademark of Reed Elsevier Properties Inc. used under license. Periodicals postage paid at Littleton, CO 80126 and additional mailing offices. Circulation records are maintained at Reed Business Information, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345. Telephone: 303/470-4445. POSTMASTER: send address changes to PACKAGING DIGEST®, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345. Publications mail agreement No. 40685520. Return undeliverable Canadian addresses to: RCS International, Box 697 STN A, Windsor, Ontario N9A 6N4. E-mail: subsmail@reedbusiness.com. Rates for non-qualified subscriptions, including all issues: USA, \$132.99 1-year, \$158.90 2-year; Canada, \$177.99 1-year, \$228.90 2-year (includes 7% GST, GST#123397457); Mexico, \$163.99 1-year, \$210.90 2-year; foreign surface, \$250.99 1-year, \$298.90 2-year; foreign air \$226.90 1-year, \$402.90 2-year. Except for special issues where price changes are indicated, single copies are available for \$10 USA and \$15 foreign. Please address all subscription mail to: PACKAGING DIGEST, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345.

Printed in USA

Reed Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever

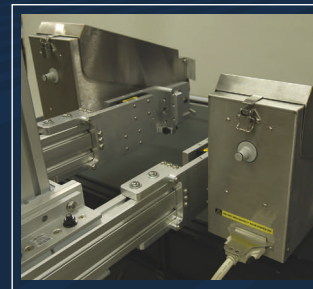
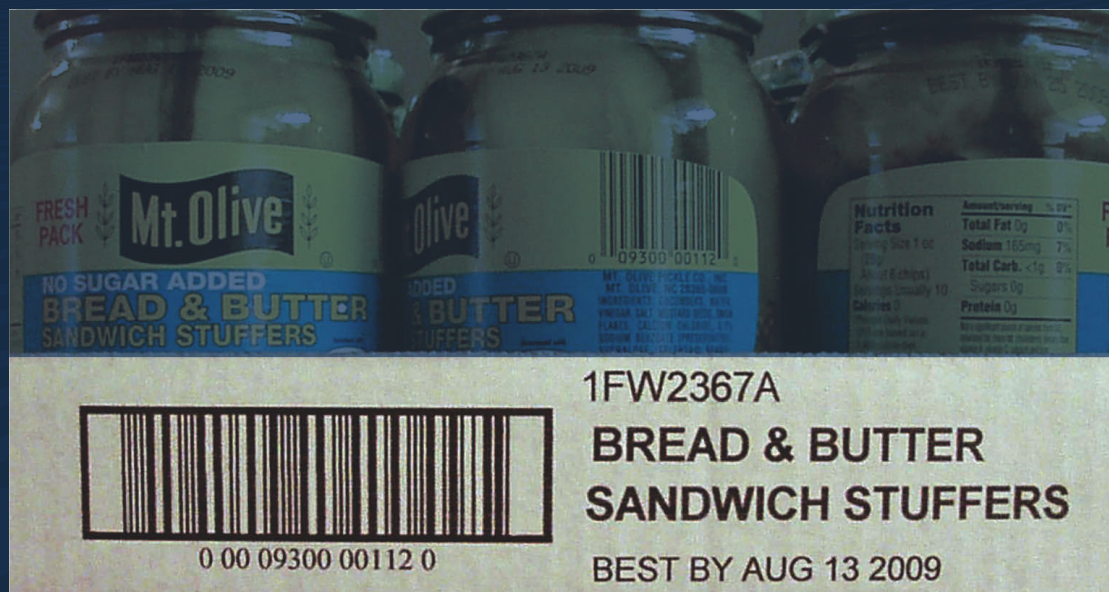
Vol. 46 No. 5

CHEP -
PRESERVING THE ENVIRONMENT
AND YOUR BUSINESS.
ONE PALLET AT A TIME.



Thanks to its customers, CHEP saved 2.5 billion pounds of solid waste from ending up in landfills in one year alone*. To see just how, and to calculate how CHEP can help grow your company's profits and environmental profile, visit CHEP.com/onepallet.

© 2008, CHEPUSA. All Rights Reserved. * Study by Franklin Associates. Based on 2007 total CHEP network volume versus one-way whitewood.



NO ONE ELSE CAN MATCH OUR NEW CASEJET™ MVP COMPLETE CASE CODING SYSTEMS

- ☐ Clean and reliable HP thermal inkjet technology for consistently high-quality barcodes
- ☐ Rugged enclosures and mounts protect printheads and controllers from dust, moisture, vibration
- ☐ Easy-to-use software and single buffer mode ensures right message goes on right case
- ☐ Unique adjustable printhead mount for scannable barcodes every time
- ☐ Ink management system that cuts ink waste and downtime
- ☐ Built-in serial, TCP/IP and OPC interfaces for simple integration
- ☐ Economical entry-level MVP system and more powerful MVP Plus and MVP Pro
- ☐ More uptime and fewer rejects give MVP systems the lowest total cost of ownership in their class

RSI - Your best source for reliable inkjet coding systems

Call us today!

1-866-PRINT HP (1-866-774-6847)

8345 Beechcraft Ave. Suite J
Gaithersburg, MD 20879

sales@rsipro.com
www.rsipro.com

Promo code: casejet4u_pd

Inkjet
Technology by



invent