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June 2009

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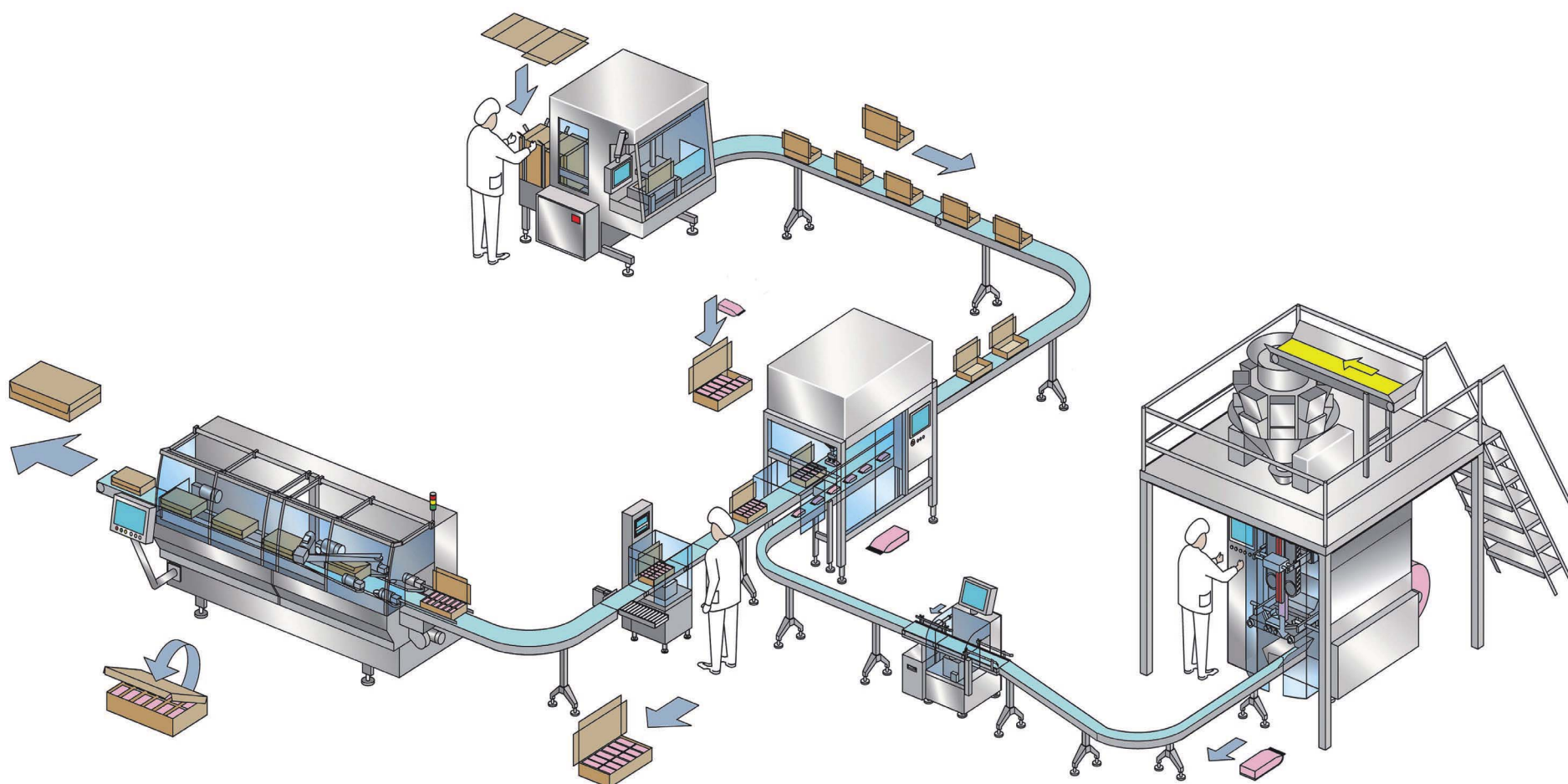
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# design trends

## Del Monte adds fruit bowl package

As many moms say, “eat your fruit and vegetables.” And as consumers strive to add more fruit and vegetables into their diets, Del Monte can help with its new Citrus Bowls. The refrigerated bowls take the guesswork out of shopping for fruit. Packed at the peak of ripeness, the fruit is easily seen in the clear, plastic bowls, which feature a paperboard sleeve label. **CBX, (www.cbx.com)** a strategic branding consultancy, was selected to create a packaging design for Citrus Bowls, and wanted to help Del Monte grow the brand within the value-added section, located around the perimeter of the store where consumers look

for healthy, new items. The package acts as a window within which to see the fruit.

The round bowl is made of a barrier PP and is supplied by **RPC Bebo (www.rpc-bebo.nl)**. The paperboard sleeve surrounding the 20-oz bowl provides a backdrop

for minimal, elegant graphics. A closeup image of fruit on a fork stands out prominently on a white background, along with the message, “Ready to enjoy,” and the Del Monte brand logo, which rounds out the graphics.



## Bread bags get colorful

Across the Pacific Northwest, Silver Hills Bakery is unveiling a new look for its bread bags, as well as a rebranding of the whole-grain breads available at grocery stores in the U.S. and Canada. Replacing mostly transparent bags, the revitalized, color-coded opaque packaging and image makeover were produced by **Karacters Design Group (www.karacters.com)** to appeal to a wider, health-intending demographic to boost sales and broaden the customer base. Converted by **Alpha Polybag Corp. (www.alpapolypolybag.com)**, the new bags debuted in April. The biodegradable

PE bagstock is treated with a nontoxic additive from **Oxobioplast Inc. (www.oxobioplast.com)** so that when it's discarded in the presence of light, oxygen, heat and micro-organisms, it will ultimately oxobiodegrade into naturally occurring components, Silver Hills reports. Flexo printed in six spot colors, including white for opacity, the bag graphics are flooded with bold, solid matte colors to set them apart on store shelves.

Says Brad Brousson, CEO, “It's important that our creative platform supports our vision and helps differentiate our brand and what it stands for in a competitive category...we wanted this to be reflected in the new packaging.”

The bakery also gains recognition with revised bread names like Squirrely; The Kings Kamut; Hemptation; The Big 16; Little Big Bread; Hardy Hearty Harvest; and Mack's Flax. Witty, lighthearted illustrations evoke the new names visually and cleverly incorporate captivating bread windows to display the product.



## Organic meal replacement in RTD pack

Orgain Inc., Irvine, CA, has created what it claims is the first doctor-developed, ready-to-drink organic meal replacement. The nutritional beverage blends organic protein, organic complex carbohydrates, fiber, Omega 3s and a “synergistic immune and vitamin combination” in an 11-oz bottle that can go practically anywhere. “We wanted to create a drink that would far surpass anything on the market,” says Dr. Andrew Abraham, Orgain founder. Orgain contains 24 vitamins and minerals, and has the antioxidant equivalent (ORAC value) of 10 servings of fruits and vegetables. Its eco-friendly Tetra Prisma container from **TetraPak (www.tetrapak.com)** holds Creamy Chocolate Fudge or Sweet Vanilla Bean flavors. Label graphics, flexo-printed in six colors, were created with help from brand designer **Moxie TM (www.moxietm.com)** and promote the “gain health, gain energy, gain life” message.



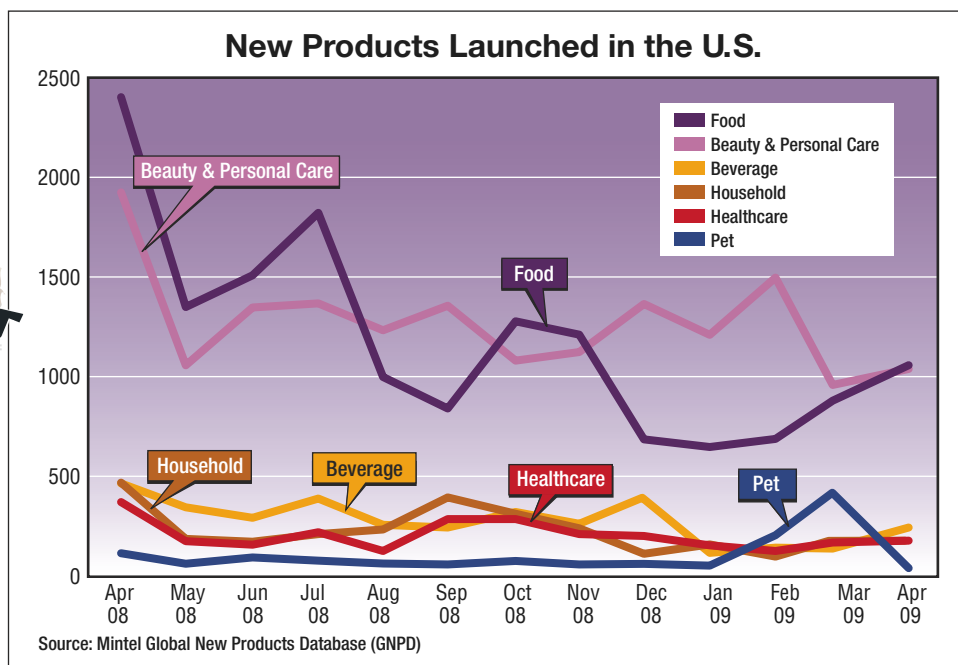
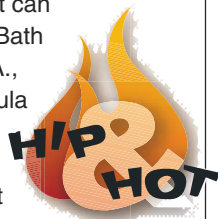
## Launch pad

New Product of the Month

### Bulb bottle lights up for locks

Everyone wants shiny hair from products that can give a shimmering result. Iyosei Capillary Light Bath from the Argentine-based company, Xeristal S.A., give consumers with an exclusive haircare formula that highlights and intensifies shine, but also encloses the shampoo in an illuminating bottle.

The white plastic bottle is shaped like a light bulb (to play up the shine idea) and has a flat edge to stand on. The bottle is housed in a pink carton with a large film window on the front panel, and is printed in pink, white and gray. Xeristal hopes the bottle will brighten up sales as well as consumers' tresses.





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# design trends

## food packaging



### Subway slims salad bowls to reduce enviro impact

Isn't it interesting how a simple change can lead to big gains in conserving resources? Such was the case recently when sandwich chain Subway began turning its efforts toward a healthier environment. With the help of thermoformer, **PWP Industries** ([www.pwpindustries.com](http://www.pwpindustries.com)), Subway slimmed down its plastic salad bowls and lids from 10 to 9 in. dia, yet the new containers still hold the same 32-oz amount of salad. The container materials were also changed from OPS to PET resin, combined with 10-percent post-consumer recycled (PCR) content. The recycled content mainly consists of soda and water bottles that have been reclaimed, washed and recycled back into usable, FDA-

compliant raw materials, PWP reports. Ira Maroofian, president and COO of PWP says: "The challenge was to provide a package that encompasses [the right] materials and dimensions and still creates an innovative product that communicates perceived premium value to the consumer eyes." The new two-piece thermoformed bowl/lid combo reduces the amount of plastic material used annually by a whopping 711,780 lb, saving the equivalent of 5,488 barrels of oil annually and cutting the use of 19,540 corrugated shipping cases annually. This means that the package's carbon footprint is cut by 20.9 percent or by 84.8 kg of carbon dioxide equivalent per thousand containers produced. The redesign also achieved a dramatically different look with an added swirl design that trims the surface area versus the previous bowl's straight walls.

### 'Green' gift bags made from limestone

Gift bags for wine may not often carry a high price tag for consumers, but they tend to have a huge one for the planet. The associated cost of producing paper products can be high in terms of natural resources, water-born waste, atmospheric emissions and electrical energy consumption. That's why Joy Harding, Sarasota, FL, is giving the eco-minded consumer a perfect alternative with the Earth Balance Bag, Harding's line of tree-free "paper" bags. The proprietary bagstock uses paper made of limestone in Taiwan and combines inorganic mineral powder from pulverized limestone with a small amount of HDPE as a binder. Graphics range from the simple and monochromatic to festive, edgy patterns and messages, with many more designs in the works. All are offset-printed with vegetable-based inks. The sturdy bagstock alternative is both sustainable and chic. For every ton of tree-free "paper" produced, Harding says 20 trees are saved, 42 lb of water-born waste is eliminated, 236 lb of atmospheric emissions are eliminated, 16,000 gal of water are conserved and 36,000 BTU's of energy are saved. So far, the bags are available in wine stores in Texas, New York and Florida.



### 360 Vodka shipped in a recyclable container

Continuing its commitment to the environment, the Earth Friendly Distilling Co., Weston, MO, has begun shipping its 360 Vodka in reusable, blue recycle-bin containers, similar to those used in curbside recycling programs. "Our new blue-bin totes are the perfect shipping containers for 360 Vodka," says Ed Pechar, chairman of the Earth Friendly Distilling Co. "As the world's only eco-friendly luxury vodka, we are dedicated to sustainability, and these containers not only provide our customers with reusable, recyclable solutions, but encourage others to make small changes that can have a big impact on the environment." Designed to promote recycling at home and work, the blue bins will also be a more sustainable and a welcome addition to the stacks of boxes wholesalers currently provide to their customers for carrying home their purchased goods. Earth Friendly Distilling Co. packs the bottles in six-packs of the 1.75-L size, 12-packs of the 750-mL size and 24-packs of the 375-mL bottle size in each blue container. **Fibrex Group** ([www.fibrexgroup.com](http://www.fibrexgroup.com)) supplies the HDPE container, which contains 25 percent post-consumer HDPE, and **Smurfit Stone** ([www.smurfit.com](http://www.smurfit.com)) supplies the

tapered partitions that go inside the containers and the lids for the containers, which have sides that fit down inside each bin.

According to Earth Friendly Distilling, these moves help advance its position as an environmental leader. The company uses biodiesel-fuelled machinery, state-of-the-art distillation

equipment and recycled materials for its swing-top glass bottles and labels and donates to "green" charities for every bottle closure returned to it for recycling.

### There's nothing fishy about Gorton's zip bags

Gorton's Seafood, Gloucester, MA, has its seafood meals in the bag. Equipped with easy-open/reclosable zippers, the company's new standup bags allow consumers to access only what they need and freeze the rest, so that the product will stay fresh and protected against freezer burn. Containing the same popular frozen products as Gorton's traditional folding cartons, the flexible laminated PE bags are available for battered fish sticks, breaded fillets, battered fillets and beer-battered fillets. The flexible, collapsible bags

also help provide more storage space in the freezer. Packaging details are proprietary, Gorton's says. But Cindy Scally, marketing manager, notes: "We listened to consumers who wanted the flexibility of resealing the package. They see the new bags as more convenient and a better way to keep the product fresh." She says Gorton's has had a tremendously positive response to the packaging. The bags went into the market in January 2009 and are now available nationally. Gorton's says it bags the products in-house.





# design trends



## Classic Wonder Bread bag gets a new take

When the needs of a changing marketplace say it's time to update for a slightly older and more health-conscious consumer, Interstate Bakeries Corp., the makers of Wonder Bread, listen. **Willoughby Design** ([www.willoughbydesign.com](http://www.willoughbydesign.com)) knew that the change wouldn't be a reinvention, but an evolution. Maintaining Wonder's brand promise of healthy fun and goodness for more than 80 years, Willoughby wanted to update the brand identity with a fresh, contemporary graphic system for both existing and new products, including more than 60 bread, bun and dinner roll items. The firm also developed POP materials, displays and other elements to create a unified look and feel across all of the brand's consumer touchpoints. The new film bag, top right, has a red runner that says, "Classic White." The Wonder bags are currently printed flexo by **Pliant Corp.** ([www.pliantcorp.com](http://www.pliantcorp.com)) and **St. Johns Packaging** ([www.sjpack.com](http://www.sjpack.com)), and vary from six to eight colors.

## Water in a retro bottle



Summit Spring, which obtains water from one of the oldest and most revered free-flowing springs in North America, has unveiled modernized packaging that it says pays homage to the storied heritage of the spring. The amber longneck bottle, which looks more like a glass bottle for beer, features a label dating back to the company's roots. "The limited-edition, retro-glass bottle reminds consumers of the roots of Summit Spring, one of the purest natural water resources in the world for centuries," relates president N. Bryan Pullen. The company's history has long been an integral part of its marketing and bottling components, and the new bottle teams a contemporary edge while also maintaining the historic value behind Summit Spring. **T. Doc Creative Design** ([www.tdocdesign.com](http://www.tdocdesign.com)) took the record of the brand into consideration when it redesigned the gold label with its iconic eagle. The pressure-sensitive label, which is supplied by **Lion Labels** ([www.lionlabels.com](http://www.lionlabels.com)), is flexo-printed in six colors.

## High-tech look for laundry conditioner

Bottles of Unilever's new Comfort Concentrado 3D (Comfort Concentrated 3D) fabric conditioner for the Brazilian market have an attractive, swirled shape and striking jewel-toned visuals created by Brazilian agency **REX Design** ([www.rexnet.com.br](http://www.rexnet.com.br)). The product is claimed to be three times more concentrated than the diluted version. REX developed the package design to escape from traditional home and personal care pattern products, approaching a more cosmetic look. To attract consumers at point of sale, it uses a high-tech theme and a swirled neck design inspired by cosmetics packaging. Icons convey performance and premium product positioning. The 500-mL PET bottles' rather sinuous shape is also easy to grip. Printed on film sleeve labels, the new graphics integrate artwork with form in deep purple and blue colors.



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# comment

John Kalkowski, Editorial Director

## Recession can't contain growth in food packaging



If the forecast by The Freedonia Group is right, by 2013, Americans will use a staggering 300 billion food containers each year. The recent Freedonia study, *Food Containers: Rigid & Flexible*, predicts that U.S. demand for food containers will grow by 2.5 percent annually over the next five years to a total value of \$25 billion versus \$22 billion in 2008. Americans like their food.

Rigid containers are the predominant container type, with total sales of about \$12.7 billion in 2008. However, the packaging material of choice is rapidly changing as plastic rigid containers, the use of which grew at 10.2 percent over the last five years, are expected slow down to a healthy 4.8 percent annual growth before 2013. Metals and glass, on the other hand, are expected to see gradual declines.

Demand for bags and pouches has grown by a robust 5.9 percent annually, from \$6.9 billion a year in 2003 to \$9.3 billion last year. Despite an anticipated drawnout economic recovery, the demand growth for bags and pouches is expected to be a steady 3.3 percent annually over the next five years.

Joe Iorillo, a packaging analyst at Freedonia, points to several related trends in the report. He says the proliferation of convenience and single-serving food packaging has been a trend that has been gathering steam. Several factors have

made such packaging popular, including smaller average household sizes, the increasing maturity of the U.S. population and rising numbers of dual-income and single-parent households.

Meanwhile, Iorillo says, the recession has bolstered warehouse clubstores, which typically sell food products in larger packaging formats at more economical prices than traditional supermarkets.

While many packaging innovations have been imported, the analyst pointed to examples from U.S. companies, including a microwaveable steel can known as Fusion-Tek, developed by Ball Corp. in 2006 and Constar's Diamondclear monolayer oxygen-scavenger technology in 2007, which is being used in PET bottles. This technology allows lighter-weight bottles with strong barrier properties required for many perishable foods.

Since food is a necessity regardless of the economic climate, Iorillo says, the food packaging demand is insulated from macro-economic cycles. So, even if there's dramatic economic improvement, the effect on food packaging likely won't be equally dramatic. A surge in population growth would likely have a more beneficial effect upon packaging demand, he said, as an expansion of the customer base naturally leads to greater demand for food.

*John Kalkowski*

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# new products equipment

## Filling & Feeding

**Thermoforming** The R105 and R125 models are compact thermoform/fill/seal packaging systems. The R105 and the larger R125 offer the advantages of fully automatic packaging at an affordable price for smaller, growing businesses. Choosing thermoform packaging is one way to reduce material and labor costs, boost output and substantially improve the reliability, functionality and esthetics of the package, the co. states. These two new compact thermoformers allow smaller companies to compete head-to-head both in the manufacturing facility and on the retail shelf. Built with standard tooling, the two models are available for immediate shipment.

**Multivac Inc.,**  
800/891-0555.  
[www.multivac.com](http://www.multivac.com)



**Aseptic filler** The Combi Predis™ FMa, a dry preform decontamination system, initially used for beverages distributed in the cold chain, can now also be used for products sold at ambient temperatures. In response to consumer preferences and increasingly strict food regulations, aseptic filling creates the opportunity for sensitive beverages packaged with preservatives to reformulate naturally. The filler blows bottles and fills them with sensitive products in aseptic conditions. The key feature is its “dry preform technology.” Bottle rinsing is replaced with dry preform sterilization at the oven entrance, using hydrogen peroxide vapor.

**Sidel, 33 2 32 85 81 33. [www.sidel.com](http://www.sidel.com)**



**Filler** The SP-160 filling station clamps directly to the discharge fitting of cooking kettles to cleanly and accurately fill a wide range of flowable or semi-flowable products into pouches, tubs or pails. The filler features large port openings for gentle handling of particulate products such as soups, stews or meatballs in sauce. A rigid, stainless-steel discharge line elevates the positive shutoff spout to operator working height. The filler can be quickly disassembled without tools for sanitizing, the co. states. For casings, the fill station is available with a casing clipper, waste bins and a thermal-transfer printer. For sealing premade pouches, the fill station is equipped with a heat-sealing station.

**Hinds-Bock Corp., 877/292-5715. [www.hinds-boost.com](http://www.hinds-boost.com)**



**Tablet filler** The BellatRx Rx-Fill is a versatile tablet count-and-fill system that can be configured for manual, semi-automatic and fully automatic production runs. The sleek design of the Rx-Fill offers minimal changeovers for an even quicker changeover, which is good for small production runs and stability batches. Speeds up to 25 bottles/min at 100 count are achievable on the Rx-Fill. The Rx-TwinFill and Rx-QuadFill configuration offer a cell of two or four counters respectively, capable of operating in unison to achieve higher speeds. Product and container recipes can be saved into memory to allow for rapid changeover of production runs.

**BellatRx, 514/630-0939. [www.bellatrx.com](http://www.bellatrx.com)**



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



**Sorter/capper** Model

NERPS/NERPC, rotary pump sorter/pump capper eliminates a subsequent cap tightener. The rotary pump capper now applies the correct torque upon placement of the pump onto the container. One of the benefits of the change is a smaller footprint for the system through the elimination of a second machine. The new design also includes a change in the positive guidance of a dip tube while inserting it into the container. The new model is now able to straighten the diptube curvature up to  $\frac{1}{3}$  its overall length. The benefit of this change will allow the machine to more easily handle diptubes with a greater curvature, thus improving machine efficiency, the co. says.

**New England Machinery, Inc.**, 941/755-5550.

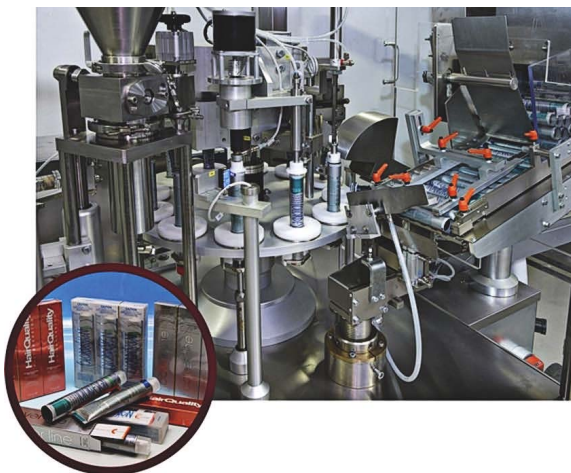
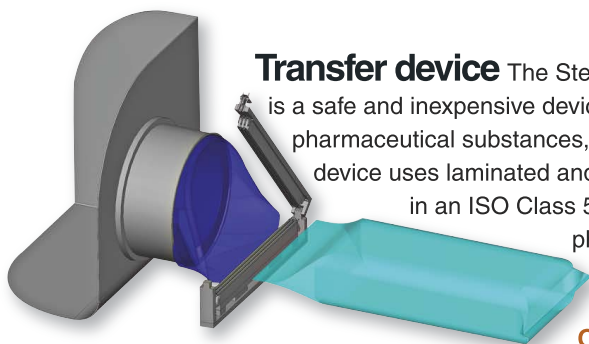
[www.neminc.com](http://www.neminc.com)

**Transfer device**

The Stericon transfer system for sterile products and materials is a safe and inexpensive device that applies precision welding technology to transfer pharmaceutical substances, vials or plugs to an isolator-protected zone. The device uses laminated and presterilizable foil products that are manufactured in an ISO Class 5 cleanroom. Stericon features a bag filled with sterile pharmaceuticals, containers or closing materials that are fed in or fed out of an isolator, and an endless foil tube as the transfer connection.

**OPTIMA Machinery Corp.**, 920/983-3125.

[www.optima-usa.com](http://www.optima-usa.com)

**Robotic tube filler/loader**

The TaskMate™ robotic loading system incorporates a Fanuc robot and ESS-designed end-of-arm tooling (EOAT) to load the infeed of Model TF 100, which automatically fills and closes up to 100 metal, plastic or PE/foil tubes/min. The robotic infeed system keeps pace with the tube fillers, allowing the TF 100 to run at maximum production levels. Multi-axis robots fitted with custom-designed EOAT provide the dexterity required to prevent damage to the tubes. This reduces scrap and increases machine uptime, the co. says. An empty-tube case-accumulation system on the robotic loader allows the filler to operate unattended for long production runs. Suitable for pharmaceuticals and cosmetics.

**ESS Technologies Inc.**, 540/492-1088.

[www.esstech.com](http://www.esstech.com)

**Divider/placer** A new rack open divider placing technology maintains control of a bottle divider from the time bottles are picked from the magazine until it is placed between the products, increasing case-packing production speeds to 60 cycles/min. Higher speeds are achieved by adding more divider placers. The enhanced control also ensures accurate blank placement between products for uninterrupted operation and increased operating efficiencies. The magazine is conveniently located for easy access when loading blanks, eliminating overhead blank loading and improving ergonomics. Quick-attach replacement heads are all that's needed when changing product sizes, resulting in quick, tool-free changeovers.

**Douglas Machine Inc.**, 320/762-6243.

[www.douglas-machine.com](http://www.douglas-machine.com)



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# new products equipment



**F/F/S machine** The Hassia THM Series of cup form/fill/seal machines packages products such as pudding, baby food, yogurt and other ready-to-eat foods packaged in single-serve cups. The compact cup form/fill/seal machine meets customer requirements for a small footprint and features servo technology for performance and flexibility. The smaller forming surface is compensated for by its high speed of up to 40 cycles/min, so the machine's capacity exceeds that of a bigger, more conventional system. The short drawoff allows the machine to run quietly. The machine's labeling system creates attractive single-sided, double-sided and wraparound labels and sleeves.

**Oystar USA Inc.**, 732/536-8770. [www.oystarusa.com](http://www.oystarusa.com)



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### Bulk-bag filler Model 'CS'

'Spirofil' bulk-bag filler is now available offering bag filling by volume. Bags are inflated prior to filling so that they are fully extended and without folds or creases that reduce capacity, cause instability or create discharge problems. The filler offers an efficient, economical way of filling bags for removal by lift truck in many industries, from chemical to food, dairy and pharmaceuticals to animal feed, plastics, minerals and aggregates. The filling rates are up to 20 one-ton bags/hr and the bags are filled without spillage to the desired level, the co. says.

**Spiroflow Systems Inc.**,  
704/291-9595.  
[www.spiroflowsystems.com](http://www.spiroflowsystems.com)

### Cartridge printer

The MicroJet HRP, an HP cartridge-based printer applies one- and two-line codes. Is designed for applications where print quality is crucial. Is made of a sealed, industrial-grade housing with built-in photo sensors that detect product speed and direction. The printer features 300-dpi vertical and horizontal resolution. Reaches speeds to 200 ft/min.

**Loveshaw Corp.**, 800/572-3434.  
[www.loveshaw.com](http://www.loveshaw.com)



## Vision system

The KEYENCE CV-5000 vision system offers ultra high-speed image processing for any production line. The high-speed 5 megapixel camera transfers ultra high-definition images

(2432 x 2050 pixels) in 61.2 msec. The series also allows simultaneous use of several other camera types. The

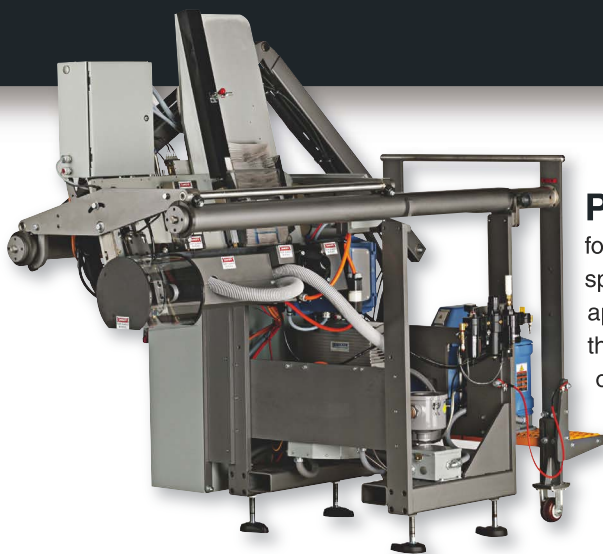
14 models include ultra-compact standard and megapixel, as well as standard (640x480) and high speed 2 megapixel (1600x1200), which can transfer images in 4.7 and 29.2 msec, respectively.

**Keyence Corp. of America,**  
888/539-3623.  
[www.keyence.com](http://www.keyence.com)

## Bagging machine

The 3CM-PDS high-speed automatic bagging machine handles up to 2,000 bags/hr. Bags weigh 20 to 110 lb. The machine features two spouts for simultaneous filling, along with an automatic bag feeder and an optional servo-motor lateral bag-transfer drive that increases capacity and reduces air consumption. The machine handles a wide variety of bag materials including paper, woven cloth and PE and a variety of closure styles such as plain sewing, sewn-over-tape or heat-sealed. The bagger also comes in a single spout servo version that's rated at 1,200 bags/hr.

**American-Newlong Inc.,**  
317/787-9421.  
[www.american-newlong.com](http://www.american-newlong.com)



**Paper-handle applicator** A new paper-handle applicator for paperboard packaging applies an entire line of paper handles at speeds of up to 200 cartons/min with an accuracy of +/- 0.06-in. The applicator mounts next to any folder/gluer and offers design features that make cleaning, adjustment and setup easy. Quick access for operators to key components, such as the applicator's Nordson four-gun glue system and its transport conveyor, ensures optimum uptime. The handles come in three sizes: 6.5-, 7.5-, and 8.5-in. long with standard or reinforced structures.

**Roberts PolyPro,** 800/269-7409. [www.robertspolypro.com](http://www.robertspolypro.com)

# Fill one bulk bag per week or 20 per hour at the lowest cost per bag

*Flexicon's extra-broad model range, patented innovations and performance enhancements let you exact-match a filler to your specific cost and capacity requirements*

### FILLER FOR PALLET JACK BAG REMOVAL

Low profile version of patented TWIN-CENTERPOST™ filler allows removal of filled bags using a pallet jack, eliminating the need for a forklift or roller conveyor. Low cost standard models offered with many performance options.

### BULK BAG FILLER USES PLANT SCALE

Full length forklifting tubes allow positioning of this TWIN-CENTERPOST™ filler model on a plant scale as needed, allowing you to fill by weight without investing in load cells and automated controls.

### FILLERS WITH AUTOMATED FEEDING SYSTEMS

Every Flexicon filler is offered with pneumatic (shown) or mechanical (bottom right) feeding/weighing systems, as well as inlet adapters to interface with optional overhead storage vessels.

### COMBINATION BULK BAG/DRUM FILLER

Patented SWING-DOWN® filler features a fill head that lowers and pivots down for safe, easy bag spout connections at floor level, and a swing-arm-mounted chute for automated filling and indexing of drums.



### PATENTED SWING-DOWN® FILLER

Fill head lowers, pivots and stops in a vertically-oriented position, allowing operator to safely and quickly connect empty bags at floor level and resume automated filling and spout-cinching operations.

### CANITILEVERED REAR-POST FILLER

Offered with performance options including: powered fill head height adjustment, pneumatically retractable bag hooks, inflatable bag spout seal, dust containment vent, roller conveyor, and vibratory bag densification/deaeration system.

### BASIC FILLER FOR TIGHTEST BUDGETS

A lighter-duty version of the economical TWIN-CENTERPOST™ filler, the BASIC FILLER reduces cost further still, yet has an inflatable bag spout seal and feed chute dust vent as standard, and a limited list of performance options.

### PATENTED TWIN-CENTERPOST™ FILLER

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# new products materials

## Bottles & Closures

**Sport cap closure** The 28-mm Original Sport Cap closure is ideal for single-serve bottled beverages. The sport cap features a tamper-evident, easy-grip tearband that helps ensure product safety. A hinged flip-lid allows for easy one-handed dispensing. The body and spout can be customized with any color combination for eye-catching visual appeal. Other sports cap features include a standard neck finish, a 47-mL/sec flow rate, a PE body with an organeleptic PE spout and the ability to hold up to 45 psi of pressure.

**Seaquist Closures**, 262/363-7191.  
[www.seaquistclosures.com](http://www.seaquistclosures.com)



**Smooth closures** An expanded smooth closure line, available in "top stack" and patented TaperStack™ versions, comes stacked into "logs" that protect their shape during shipping and warehousing and improves case utilization. The unique TaperStack design enables innovative molding to reduce

the gram weight of the closures while maintaining high structural integrity. The closures feature a stacking shelf inside the skirt that enables them to nest together. The closures also feature a ledge on the top that allows the closures to stack. Customers can choose between "top stack" and TaperStack versions based on closure



size and their esthetic preference. Widely used for cosmetics and hair care products, the smooth closures are also suitable for other products including foods, beverages, pharmaceuticals, nutraceuticals and chemicals.

**Innovative Molding**, 707/829-2666.  
[www.innovativemolding.com](http://www.innovativemolding.com)

**Tamper-evident lid** The EcoServe tamper-evident lid made with NaturesPLastic® bio-resin fits all sizes of the co.'s EcoServe Square containers and eliminates the need for shrink bands. Many disposable food containers require a shrink band for product safety. Without using a shrink band and eliminating heat-tunnel energy for installing the bands, the new lid offers a safe, sustainable package by adding less energy and less material to the wastestream. The tamper-evident lid is made with Ingeo™ biopolymer (made from plants), which results in less fossil fuel and less greenhouse gases used when producing plastic biopolymer than traditional oil-based plastics.

**Wilkinson Industries Inc.**, 800/456-4519. [www.wilkinsonindustries.com](http://www.wilkinsonindustries.com)



**Plastic containers** Twist & Lock easy-open rigid plastic pail containers for swimming-pool chemicals, building products and a wide range of other industrial and consumer products open with the push of a tab and a twist of the cover. The containers are available with a choice of four decorating/labeling options, including offset

printing, screen printing, pressure-sensitive labeling and heat-transfer printing, which the company says provides photo-quality graphics and a bar-code scanning rate of 100 percent. The sleekly designed pails can incorporate various graphics and a decorating process that best enhance their visual appeal.

**Plastican Inc.**, 978/728-5000.  
[www.plastican.com](http://www.plastican.com)



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**Skyline bottle** New 250-mL PE Skyline bottle features a neat, square snap-on flip-top cap. This new 250-mL standard offers a larger range of opportunities than the previous, smaller 200-mL bottle. The tall, square shape complements any hair or body care product, and gives a distinctive point-of-difference on shelf, the co. states.

**M&H Plastics**, 540/504-0028.  
[www.mhplastics.com](http://www.mhplastics.com)

**Spa jars** The new Spa Jar line includes two low-profile PP cosmetic jars in 150- and 250-mL sizes. The jars have a custom 94-mm screw



cap with a disc insert to keep product in place. The lids provide ample room to promote product through screen printing,

hot stamping or labeling, and all jars come in natural, but can be custom ordered in an array of colors. These cosmetic jars are perfect for a family of salt scrubs, body butters, lotions and more health/beauty and body care applications.

**Kaufman Container**, 216/898-2000.  
[www.kaufmancontainer.com](http://www.kaufmancontainer.com)

**Biodegradable technology** New water bottle infused with Reverte™ Back to Nature® additive reportedly will biodegrade usually within 10 to 20 years. The bottles are shelf-stable and recycling-compatible. The co. explains that its Planet Green Bottle reverts back to nature through molecular degradation triggered by photo initiation, followed by microbial activity.

**Planet Green Bottle**, 888/941-9955.  
[www.planetgreenbottle.com](http://www.planetgreenbottle.com)

**Dessert containers** Indulge™ dessert containers feature versatile size options with a common lid and a swirl pattern to showcase frosty treats such as ice cream, gelato, frozen yogurt and sorbet. The dessert containers are composed of a minimum of 20 percent post-consumer-recycled PET and are entirely recyclable. The containers are clear for product visibility, have printable surfaces for branding opportunities and are available in 5-, 8-, and 12-oz sizes.

**Fabri-Kal**, 800/888-5054.  
[www.f-k.com](http://www.f-k.com)



ADVANCING

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## Peelable Ends:

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## PET Wine Bottles:

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# Compostable bag has its day in the sun

PepsiCo's Frito-Lay is rolling out compostable packaging for its SunChips snack line bit by bit this year, with a **FULLY COMPOSTABLE BAG** due by Earth Day in 2010.

**Lauren R. Hartman**, Senior Editor

Just in time for Earth Day, PepsiCo's Frito-Lay Div. is rolling out compostable packaging bit by bit this year, with a fully compostable bag due out on Earth Day in 2010. Applied to bags of its SunChips brand, a popular line of multigrain snacks, the plant-based, biodegradable material is a structure made of NatureWorks' ([www.natureworksilc.com](http://www.natureworksilc.com)) polylactic acid (PLA) film, said to decompose over 14 weeks when placed in a hot, active compost bin or pile—at home or at an industrial composting site.

The PLA film is made with NatureWorks Ingeo™ biopolymer resin made from plant sugar.

Frito says it's the first in the convenience-food industry to introduce such packaging. Reports Thomas Oh, director of the SunChips brand, "Consumers very much want a healthier snack, and we realized a couple of years ago

is also posting a time-lapse video that shows the bag decomposing.

## Taking the first step

Currently, the SunChips brand is taking the first step toward transforming its packaging by revamping the existing 10.5-oz bag to include a renewable-material outer print layer of an extrusion-laminated, reverse-flexo-printed bag.

But for Earth Day 2010, Frito-Lay says that it plans to roll out a SunChips snack bag that incorporates all of layers made from PLA, so that the package will be 100-percent-compostable.

## Environment is a top packaging priority

The company has been paying attention to consumer

snack-food bag has three layers: the flexo-printed outer layer that now contains the matte PLA material, an inner metallized PP layer, which serves as a barrier to maintain the quality and integrity of the product; and a middle layer LDPE that joins the other two layers together. Currently, Bryce Corp. ([www.brycecorp.com](http://www.brycecorp.com)) converts all of the SunChips packaging material for Frito-Lay, including the PLA-containing SKUs, says Todd Fayne, a Frito-Lay engineer in advanced materials research. "The PLA film is manufactured out of

Korea by SKC [[www.skcfilms.com](http://www.skcfilms.com)]. They are currently the only large-scale manufacturer of PLA film that suits our requirements," Fayne says.

Graphics on the current bag's front panel feature a callout indicating, "Renewable materials make up 33 percent of

Continued on page 20



**Today's launch of packaging made with renewable materials is an important first step...**

that those same consumers have an interest in what's healthy for the planet," he says.

"From an organizational standpoint, SunChips is the lead brand for communications around sustainability initiatives."

Frito-Lay also intends to eventually adopt bags for all of its chips that are made of the new material. "Right now, we are literally inventing the technology, and there is just not enough material in existence for the entire portfolio," says Oh. "As we continue to develop and invest in the technology, the economies of scale will enable this to be spread across the rest [of Frito Lay's product line]." The brand's website, [www.sunchips.com](http://www.sunchips.com),

requests for such packaging.

"We know environmentally-friendly packaging is a priority for our SunChips consumer," notes Gannon Jones, vp of marketing at Frito-Lay North America. "Today's launch of packaging made with one-third renewable materials is an important first step to having a fully compostable chip bag in the market by Earth Day of 2010."

Displayed by NatureWorks at Walmart's Packaging Sustainability Expo in April (see related story on p. 24), the current SunChips





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visible interaction consumers have with Frito-Lay's brands," adds Jay Gehring, vp, packaging R&D, at Frito-Lay North America. "To make packaging that would interact differently in the environment, we had to change the composition of the packaging and invent key technologies. Using plant-based, renewable

materials, we have a promising solution that will transform packaging and significantly impact the billions of snack food bags produced annually."

When the 100-percent-compostable bag launches, the company anticipates that the switch will lead to reduced greenhouse gas emissions in the production of the packaging and the elimination of petroleum-based packaging material.

Continued on page 22



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## Ten green actions from Frito-Lay

Frito-Lay says it tries to celebrate Earth Day all the time. It discusses how it does this on its Snack Chat™ blog, one of its online outlets that tell its story.

Snack Chat, at [www.snacks.com](http://www.snacks.com), among many other things (like the launch of giant-sized Cheetos), recently posted 10 things the company is doing in its commitment to conserve and preserve our planet:

1) Established Green Teams of employees located at each of its plants who focus on ensuring the highest environmental compliance;

2) Eight Frito-Lay locations use solar power. The solar field in Modesto, CA, for example, reduces CO<sub>2</sub> emissions by 1.7 million lb/yr;

3) Since 1999, it has cut electricity use by 21 percent, natural gas use by 33 percent and water use by 40 percent for each bag of snacks it makes;

4) A strong push for programs in the plants to reduce landfill waste, with the goal of diverting 99 percent from landfills;

5) Saves 5 million trees/yr by reusing and recycling shipping cases used to transport snacks;

6) Added 1,200 fuel-efficient Sprinter vehicles to its truck fleet—trucks that get 50 percent more miles/gal than previous models;

7) Partnering with TerraCycle to help keep its chip bags out of landfills and "upcycle" the bags into tote bags and school supplies;

8) Eight of the company's production sites have been named to the U.S. Environmental Protection Agency's Performance Track program for outstanding environmental performance, and as part of PepsiCo, Frito-Lay has been named an Energy Star Sustained Excellence partner;

9) The packaging developments with its 10.5-oz bags of SunChips being made with 33 percent renewable materials, and its scheduled launch of a fully compostable PLA bag by Earth Day 2010; and finally,

10) Retrofitting a facility in Casa Grande, AZ, to be a state-of-the-art site that operates almost entirely on renewable energy sources and recycled water.



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packaging material.

The new bag campaign is being launched with help from several partners, including **Hornall Anderson Design Works** ([www.hadw.com](http://www.hadw.com)), which was involved in the packaging visuals.

### Only the beginning

Over the past few years, Frito-Lay's packaging initiatives have made

some significant strides in reaching its sustainability goals. This includes reducing the amount of plastic in packaging by 10 percent over the last five years, and thereby eliminating 12 million lb of materials used annually to make the snack bags. What's more, Frito-Lay says it will be the first snack-food company to fund the collection and upcycling of its used packaging through a program in conjunction

with **TerraCycle** ([www.terracycle.net](http://www.terracycle.net)) [see PD, Sept. '08, p. 42].

The launch of PLA packaging is yet another small step in the SunChips brand's sustainability journey.

On Earth Day of 2008, the SunChips brand celebrated a major milestone by inaugurating a solar concentrator field at Frito-Lay's Modesto, CA, facility where the

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Frito-Lay materials research engineer Todd Fayne stands next to a SunChips display at Walmart's Sustainability Expo.

To make packaging that would interact differently in the environment, we had to **change the composition** and invent key technologies.

power of the sun is harnessed to help in the production of SunChips snacks. The Modesto plant is one of seven Frito-Lay plants across the country that makes SunChips snacks. More details on Walmart's Sustainability Packaging Expo can be found in a related article in this issue and in podcasts on our website at [www.packagingdigest.com](http://www.packagingdigest.com).

#### More information is available:

NatureWorks, LLC, 952/742-0580.

[www.natureworkslc.com](http://www.natureworkslc.com).

Bryce Corp., 800/238-7277.

[www.brycecorp.com](http://www.brycecorp.com).

Hornall Anderson Design Works,  
206/467-5800.

[www.hadw.com](http://www.hadw.com).

SKC Films Inc., 678/342-1000.

[www.skcfilms.com](http://www.skcfilms.com).

TerraCycle Inc., 609/393-4252.

[www.terracycle.net](http://www.terracycle.net).



# sustainability



This spring, the U.K.'s Waste and Resources Action Programme (WRAP) introduced its new consumer label after pilot testing, and partnered with the British Retail Consortium (BRC) to administer the recycling label system through a subsidiary company. The goal the first year is to have 60 companies commit to use the label and pay a nominal fee for upkeep of the data.

The Sustainable Packaging Coalition continues to explore how a similar labeling system can work

## U.S. needs consistent labeling to explain package recovery

in the U.S. through a number of partnerships. Though the drivers for participation aren't the same in the U.S., the goal is similar: To establish a harmonized and transparent messaging approach for all materials and packaging formats to encourage greater participation and to incentivize development of better recycling infrastructure.

Despite this desire for consistency, confusion on recycling in the U.S. continues, particularly since local governments responsible for recycling have turned to material-specific labels in lieu of a viable harmonized alternative. A prevailing example are

the Society of the Plastics Industry (SPI) codes, which combine a material identification number and initials with the classic chasing arrows symbol, which many recognize as a recycling-related symbol. These codes complicate the messaging landscape by reducing the myriad of polymer densities, compositions, shapes, additives, etc., into seven numbers that inadequately address a growing number of polymer types and applications; they also have the unintended consequence of stifling innovation for comprehensive plastics collection.

The SPI codes are a default standard because 39 states require their use in packaging. Most consumers have the impression that the material can be recycled and is recycled—anywhere. The SPI is explicit in saying the codes aren't meant to be recycling guides: their guidance states, "do not make recycling claims in close proximity to the code, even if such claims are properly qualified." In reality, they're commonly used that way in municipal collection.

Using the SPI codes as recycling labels, we're asking consumers to ignore what they universally understand about the chasing arrows, and replace it with a highly variable understanding of the nuances of recycling. The American Society of Testing & Materials (ASTM) Intl. is working with SPI, the states with code laws to revamp the codes and GreenBlue in that process. Some committee members agree that the chasing arrows aren't appropriate as a part of the resin code; others have stated that costs associated with the retooling of molds and machines makes changing the code nearly impossible, or at least astronomically expensive. Eliminating the recycling symbol from the SPI codes is just the first step. However, we must also adopt a clear packaging labeling system that can adapt over time to reflect improvements in and implementation of better polymer recovery collection and sorting technology.

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



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Clockwise from top: Jeff Madrzak at the CPT Go-Green booth; James Einstein of Alliance, with POP displays; R. Derek Trader, at the Sonoco exhibit; visitors on the exhibit show floor; Ronald Sasine, at the MWV Packaging/ MeadWestvaco booth, demonstrating pharma packages; and another scene of visitors perusing the enviro-friendly exhibits at the Walmart expo.



# Walmart



## Sustainability leads the pack at Walmart expo

As part of its global commitment to sustainability, Walmart Stores Inc. began celebrating Earth Month by staging its fourth annual **PACKAGING SUSTAINABILITY EXPO** at its home base in Arkansas.

**Lauren R. Hartman**, Senior Editor

Walmart Stores Inc., Bentonville, AR, kicked off Earth Month in April with a bang to encourage its suppliers to help sustain the environment by hosting its fourth annual Packaging Sustainability Expo in Rogers, AR. Open to all packaged goods companies that supply Walmart stores, the expo was attended by the company's buyers, who visited exhibitor booths and talked with suppliers to help find sustainable packaging solutions.

The expo housed exhibits from more than 165 suppliers of packaging materials and services—a 13-percent jump from last year's figures. Walmart says by 2025, it aims to eliminate waste by reducing, recycling or reusing everything that comes into its 4,100 stores and reduce the amount of packaging in the supply chain by 5 percent by 2013.

### Exhibits

*PD* attended the expo, which included exhibits from many Walmart suppliers. Some of them include **MWV Packaging/MeadWestvaco** ([www.meadwestvaco.com](http://www.meadwestvaco.com)), which displayed Shellpak® unit-dose medication packaging that allows its customers to ship medications and other products

in bulk without the use of bottles or corrugated shippers and Natralock tear-resistant blister-pack board, which is a renewable material that uses up to 60 percent less plastic on average than clamshells. **NatureWorks, LLC** ([www.natureworkslc.com](http://www.natureworkslc.com)) presented various environmentally friendly packaging options, such as PLA-containing snack bags that Frito-Lay will begin using next year for its Sun Chips (see *PD*'s Top Stories article online at [www.packagingdigest.com](http://www.packagingdigest.com) and the SunChips story in this issue), **Sonoco** ([www.sonoco.com](http://www.sonoco.com)) produces a number of environmentally friendly packaging materials including composite cans with reduced environmental impact. Sonoco says some 60 percent of the raw materials it uses in making its products are recovered materials and its Sonoco Recycling facility reclaims or recovers some 3.5 million tons of material/year. **CPT (GoGreen) Inc.** ([www.gogreenpackaging.com](http://www.gogreenpackaging.com)) creates barrier food trays that reduce its carbon footprint by 21 percent and eliminate the need for labels and sleeves. The trays include self-venting PP versions for the Kids Organic line of microwavable meal kits for kids (see *PD*, Jan. '09, p. 40).

**Placon** ([www.placon.com](http://www.placon.com)) provides post-consumer-recycled PET thermoforming sheet

and exhibited various examples of its RPET packaging capabilities. **Vanguard Companies** ([www.vanguardpkg.com](http://www.vanguardpkg.com)) offered new, lightweight paperboard liners and single-face laminations that can reduce paper content, while its designers create containers that help remove unsustainable materials from a project. **Klöckner Pentaplast's** ([www.kpfilms.com](http://www.kpfilms.com)) sustainable packaging includes recyclable plastic pizza trays and thermoformed blisters for toothbrushes made with PCR PET (see *PD*, April '08, p. 22), **Alliance, a Rock-Tenn div.** ([www.alliancerocktenn.com](http://www.alliancerocktenn.com)), demonstrated assorted point-of-purchase packaging displays and merchandisers that use as much as 35 percent less paperboard, are easy to ship and are collapsible. Alliance also helped develop a package for the Xbox made with 100-percent paper-based packaging, and many other exhibitors.

### Connecting key decision makers

Robert Parvis, Sam's Club packaging manager of house brands, and member of the company's sustainable value network leadership team, gave *PD* and other media members a tour of the expo with a few visits to suppliers' booths. "To give you a quick overview of what we're doing at the show,



we see this as an event that will drive more sustainable packaging through connecting the key decision makers—Walmart buyers, packaging suppliers and products suppliers within our network. We can accelerate and broaden our efforts within packaging sustainability. We have 165 booths on the floor, and about 1,500 product supplier representatives at the event, there are Walmart and Sam's Club associates present to connect with those suppliers and discuss key things they're working on and what improvements can be made on their packaging scorecard," he says.

### Walmart's Sustainability Value Network

The company also conducted a packaging Sustainability Value Network meeting during expo week, Parvis adds. "This week, we'll be discussing Phase Two of our scorecard and about how we can further clarify our next steps around packaging reduction goals," he says.

"We continue to make progress toward our five-percent reduction of packaging by 2013, and want to start talking about what's next and where we can get more focused. The scorecard is set for Phase One. When we get into Phase Two, there are a few key topics we'll discuss. We need to make sure that we talk to and involve key stakeholders, product suppliers, packaging suppliers and trade associations to make sure we're moving in the right direction."

### Informational sessions

Along with the exhibits themselves, there were 18 informational breakout sessions over two days, conducted by Walmart and Sam's Club staff and packaging material trade associations. Topics covered packaging and sustainability, the Federal Trade Commission's Green Guidelines, plastics fundamentals, biodegradability, polymers, bioplastics, corrugated materials, compostability, green

claims and greenwashing and transportation and logistics.

Presenters hailed from Procter & Gamble, Unilever, Clorox and many others. Walmart sponsored a number of the informative sessions,

**More than 155 packaging suppliers exhibited—a 13-percent jump from last year's figures.**



which seated twice as many visitors as the 2008 event. Expo registration was on target with last year's registration, Parvis says.

The most popular session by registration was one on scorecard metrics given by several Walmart product suppliers who have made upgrades to their packaging, which have raised their scorecard metrics, including P&G, Unilever, and Clorox.

Walmart gets a lot of questions from its distribution network about reducing its packaging. "This is where package testing can really help balance that. In order to reduce our packaging and have it perform throughout distribution is to have a way to ensure that it fits within our system. Package testing in a lab is an important way to balance that out. You can have a better design and less damage," Parvis tells PD.

### A growing event

Attendance and participation has grown each year, with more than 165 booths demonstrating packaging materials and services, Parvis adds.

"We at Walmart look forward to using this as an opportunity to further accelerate our packaging endeavors by educating our people. It's great to have so much representation from so many suppliers, and Walmart departments that all help us work together to keep our sustainability efforts moving forward in packaging."

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Klöckner Pentaplast, 540/832-3600. [www.kpfilms.com](http://www.kpfilms.com).  
MeadWestvaco Corp. (MWV), 212/318-5605. [www.meadwestvaco.com](http://www.meadwestvaco.com).  
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# Fishing troller tray-pack does double duty

An award-winning thermoformed tray stays the course for Minn Kota Motors, securing a module for electric boat motors and **ASSISTING WITH INSTALLATION.**

**Lauren R. Hartman**, Senior Editor

Trolling for and outsmarting fish has become more of a science than a sport these days with a barrage of electronic devices, components and instruments available.

Minn Kota Operations, a \$100-million, global division of Johnson Outdoors Marine Electronics LLC, an S.C. Johnson company, manufactures electric trolling motors.

With durability and quality, the Mankato,



MN-based company produces motors designed to withstand the most demanding conditions. Offering a complete line of electric trolling motors, battery chargers, marine accessories and more, Minn Kota products include the Minn Kota® AutoPilot™, a patented, plug-in navigation module that keeps boaters headed in the right direction by intelligently and automatically helping to “steer” the boat. Available for salt water and fresh water, the module has a compass that locks onto a heading to keep boaters on track, through wind, waves and current, so they can concentrate on their goal: Catching fish.

**We wanted a package with strong consumer appeal and **real stopping power.****

With AutoPilot, fishing enthusiasts can troll along a current line or over a shelf or a ledge, hover in place over schooling fish, troll parallel to the shoreline or repeat a productive angling maneuver with a hook and a line through the water. The instrument and its attached network cable snaps onto a trolling boat motor to assist with global positioning system (GPS) navigation. The plug-in module for both Minn Kota’s Terrova and Riptide ST modules is now packaged in a thermoformed tray that makes installation of the boat motor accessory quick and

easy. Securing the device, the clear tray is inserted into a printed outer carton with an automatic bottom. Both the tray and the carton are produced by Grand Rapids, MI converter, **Display Pack** ([www.displaypack.com](http://www.displaypack.com)).

Winning a 2008/2009 AmeriStar award in the electronics category for the package from the **Institute of Packaging Professionals** ([www.iopp.org](http://www.iopp.org)), and an AmeriStar award in 2007 for its unusual six-sided carton for Mary Beth’s Apple Pie Co. (see PD, July ’07, p.34), Display Pack says it offers comprehensive converting services, such as design, tooling, warehousing and logistics.



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Thermoformed RPET insert holds a compass/board assembly, a locking mechanism, screws and cables.

cheap, and are retail priced at about \$250, says Bartelt. Minn Kota's other objectives called for a package that's completely recyclable, sustainable and stackable, and could stand on its own or be hung on a rack in stores. It also had to be sealed effectively to prevent pilferage.

The packaging would also have to contain the module securely, to prevent damage during shipping, and act as a secondary installation device that could allow consumers to install the module easily, with little risk of damage to the delicate ribbon cables and electronics.

And the company required that two of the packages fit into a master shipping case. Minn Kota loads the

product into the thermoformed trays by hand. The trays are also placed into the secondary cartons by production personnel.

Display Pack's full-service mix of offerings include a creative services department, which immediately got involved by choosing a team of designers, CAD and tooling specialists, manufacturing experts

Continued on page 28

## Stay the course

Developed as an aftermarket accessory, the module and network cable are connected and the tray can be removed. The component is then ready to operate, Bartelt explains.

The plug-in module automatically maintains a course setting without the use of a foot pedal or a hand-held remote control device.

The product can be installed in a quick, four-step method. First, the user removes the control head cover on the boat motor, positioning its clear tray over the exposed control head and locking it into place.

In addition to the tray, the durable yet slim outer carton includes an eight-page user's manual including finely detailed instructions and product details, warranty information and more.

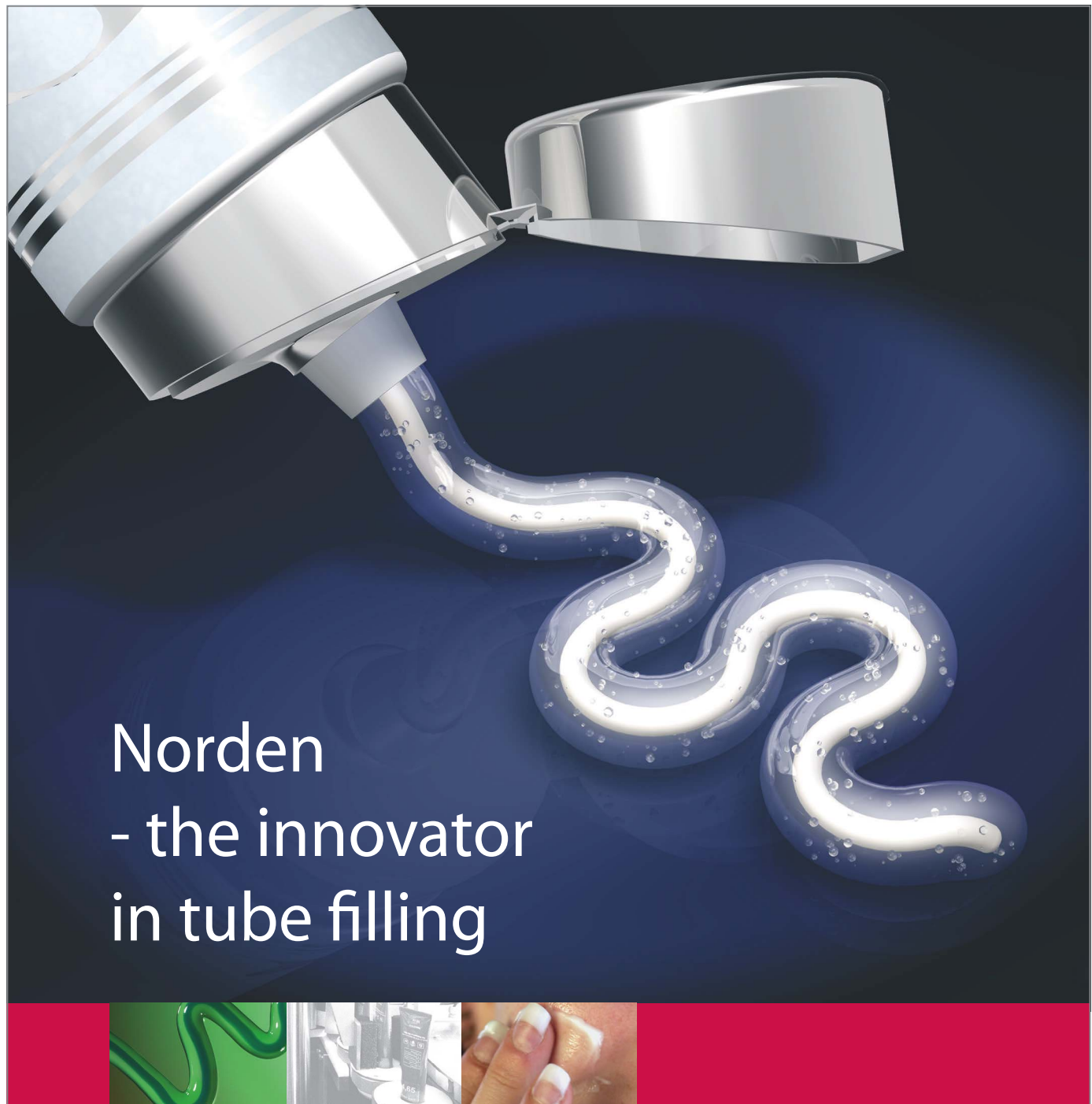
Familiar with Display Pack from past projects, S.C. Johnson Outdoors Inc./Minn Kota began working with Display Pack in April 2007 on the packaging

**We were brainstorming on how we could make the packaging an installation tool and yet protect the internal contents.**

project, says Debra Bartelt, senior commodity buyer at Minn Kota Operations. "We liked the package design Display Pack had done for a Johnson Outdoors sister company. This application is a new product in a new package."

Adds Dan Peplinski, CPP, Display Pack's sales representative, "This was our first packaging design project together, and we have been working with Minn Kota on multiple packaging design projects ever since."

Product protection is a must. The motor components do not come



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and other individuals with specific knowledge of the processes.

Display Pack's thermoforming division in Grand Rapids, MI, also got involved. The department created rough sketches showing the orientation and geometry of its brainstorming ideas.

After Minn Kota selected some of the designs that could move forward, full-color renderings were

produced by Display Pack's in-house packaging design team, which worked with manufacturing engineers to create design concepts that were quickly transformed into actual, manufacturable packages.

### Hooking the fishermen

"Our typical accessory packaging has a two-color label," explains Bartelt. "This is an exciting new product,

so we wanted a package with strong consumer appeal and real stopping power at the store level."

After receiving its guidelines, the Display Pack team gathered six departments within its home office and in California, and also gathered fishing enthusiasts from the production plant to get involved with packaging design and brainstorm package ideas geared toward the

consumer. The designs were rendered in full color with an Adobe Creative Suite of software (the team has since moved to Strata 3D software, providing photo-realistic renderings).

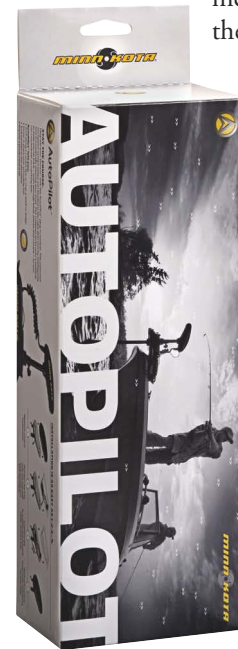
Display Pack's paperboard group created a simple yet effective carton that holds the thermoformed insert snugly and also uses extensions from the tuck flaps to help position and hold the insert tray in place.

For the tray-as-installation-vehicle, Display Pack's design team engaged CAD engineers and the thermoforming group to make the concept possible. Adds Bartelt, "We were all brainstorming on how we could make the packaging an installation tool for the customer and yet protect the internal contents at the same time. We knew the general consumer could be nervous handling a bare-potted circuit board, so we thought of housing the circuit board for installation."

A prototype evolved in May 2007 for Minn Kota to test, Peplinski remembers. "There were four revisions for both fit and function. Minor changes were made to adjust the tray to accommodate the compass part, the locking

mechanism to the part and the overall tray size to the carton so our design department played a big part in the project."

A more aggressive snap fit was made for the cavity holding the compass and board assembly, Bartelt recalls. Measuring



approximately 11 in. long, 3¾ in. wide and 2½ in. deep at its deepest point, the custom insert tray is shaped like a sleigh. Display Pack uses a Sencorp ([www.sencorp-inc.com](http://www.sencorp-inc.com)) 2200 thermoformer with a drape assist to produce the clear tray of 18-mil recycled PET sheet from Klöckner Pentaplast ([www.kpfilms.com](http://www.kpfilms.com)). The transparency of the RPET shows off the device to its best advantage while the crisply printed carton catches the eye on crowded displays at sporting goods stores, where differentiation is

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critical. A narrow inner tray within the thermoformed structure has a long center cavity that secures the plug-in module's control board assembly (at the front of the package) and magnetic compass (at the other end).

Both product devices are covered with white adhesive tape printed with a cautionary statement of, "Do Not Remove, Follow Installation Instructions."

Inside the middle valley of the tray is a folded plastic film bag containing four stainless-steel BT Phillips head screws for the control board and room for the plug connector. The same tray footprint is used for the Riptide ST motor unit as for the Terrova unit.

### Seaworthy carton graphics

The resulting tuck-top folding carton structure is made of a sturdy .024 recycled SBS board (from multiple sources) that maintains Minn Kota's sustainable materials usage efforts. "To that end, we used the full front panel as a lifestyle platform to draw consumer attention," Bartelt explains. "The back panel conveys the application and features."

Display Pack offset-prints the carton stock in five colors using enviro-friendly vegetable-based inks and aqueous coatings and a **Komori** ([www.komori.com](http://www.komori.com)) six-over-one-station, 44.5-in.-wide sheetfed press equipped with two coating stations. The carton is finished on a **Bobst** ([www.bobst.com](http://www.bobst.com)) die-cutter and gluer, using custom dies produced by Display Pack.

Graphics, created by S.C. Johnson Outdoors with assistance from **Swanson Russell** ([www.swansonrussell.com](http://www.swansonrussell.com)), incorporate descriptive product capabilities and help communicate the use of the inner tray in the installation process.

For the Terrova fresh-water module, the design is executed mostly in black and white with accents of gold and gray. The elements are slightly different for the ST module and appear in brown, white and green.

The dramatic front panel features a crisp black-and-white photograph of a boating vignette, with two fishermen casting off atop their boat. The motor is pictured in the center, above the AutoPilot name in large, bold white type. Instructions are illustrated on the outer main panels and present benefits printed in French and English. The top of each carton is die-cut with a hanger hole, so that it can be rack-merchandised.

### A prize catch

The final packaging structure took six weeks to come together. Fishing enthusiasts took the bait when the products went into the market in late 2007. They're available in various sporting goods outlets including Bass Pro Shops, Cabela's and Gander Mountain.

"We're very pleased with the package," concludes Bartelt.

"It's a marked departure for us," she says, "and the response to the package has been favorable. Consumers and our trade-channel customers have had very positive feedback on the look and versatility of the new package."

### More information is available:

**Display Pack**, 616/451-3061. [www.displaypack.com](http://www.displaypack.com).  
**Bobst Group North America**, 973/226-8000. [www.bobst.com](http://www.bobst.com).  
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Aggressively hopped West-Coast style ales were relatively unknown in the Atlanta market when SweetWater began brewing in 2007.

# Sealing 'sweet' suds

**ADHESIVE MELTER** helps Atlanta-based microbrewery save time and materials as sales heat up.

**Linda Casey**, Associate Editor

Founded by two former college roommates—Freddy Bensch and Kevin McNerney—with the encouragement of and partial funding from their friends and family, SweetWater Brewing Co. began as a tiny operation in Atlanta's West Fulton industrial park less than a mile from Sweetwater Creek. When the duo began brewing their intensely hopped ales on Feb. 17, 1997, the Big Peach still basked in the glow of the 1996 Summer Olympics. While opportunity buzzed in the air like electricity in Atlanta, knowledge and appreciation of West-Coast style ales did not.

To boost demand for its brews, SweetWater aggressively promoted the company and its ales using a grassroots marketing campaign. These marketing efforts were conducted after days of brewing then bottling the ales in a less-than-efficient packaging line. "For our first seven years, we used what was basically garage sale equipment," jokes Steve Farace, marketing director for SweetWater.

## Keeping up with demand

The brewer's marketing efforts paid off: SweetWater boasts that its sales were up 37 percent in 2007, when sales for the small craft beer market as a whole was up 12 percent.

To meet the increased demand for its brews, SweetWater doubled its production capabilities in 2008. At the same time, the company began re-evaluating its packaging line, which primarily consisted of equipment acquired from a closing brewery in California.

The adhesive melter, a Nordson ([www.nordson.com](http://www.nordson.com)) Series 3500 melter, was a solid performer on the line. When Nordson customer service engineer Bill Podomnik introduced the brewer to an improved melter that could maximize SweetWater's productivity while helping reduce its adhesive waste, he met with a receptive audience.

**The machine's automatic daily startup, standby and shutdown features have further salvaged SweetWater packaging operators' time.**

## Small size fits just right

The improved machine is the Nordson ProBlue melter, which is designed with a smaller size. The melter has a service envelope to fit a packaging line sized for large consumer packed goods corporations to relatively smaller companies such as SweetWater. The ProBlue's design is based on the Nordson Series 3000 melter, which the supplier says enables maximized uptime while reducing operating costs. Flexibility is a key ProBlue feature: Melters are available in tank capacities of four, seven, 10, 15, 30 and 50 liters and offer two-, four- or six-gun operation using plug-in hose/gun modules.

The series' Leading Zone Concept is engineered to prevent any control-zone temperature from exceeding the leading zone temperature, causing all zones to reach setpoint temperature simultaneously. A graphic user interface is designed to simplify operation with system status at-a-glance and continuously updated temperature monitoring.

A standard, patented automatic pressure discharge improves operator safety by releasing residual system pressure when the pump is turned off. The

large tank opening, which can be filled from three sides, helps reduce adhesive spilling and waste. Because the ProBlue is compatible with previous-generation Nordson products, it enables SweetWater to minimize parts inventory.

## Continuous improvement

The ProBlue 10 P/N 1022234, with two hoses and two H-202 guns, is part of a larger packaging line upgrade that SweetWater was installing at time of publication. Because the line is in flux, the brewer could not provide PD with equipment information for the complete bottling line. SweetWater did inform PD that the new packaging line is expected to enable the brewer to better manage bulk glass bottles.

A Simplimatic ([www.simplimaticautomation.com](http://www.simplimaticautomation.com)) 400-2D depalletizer moves long-neck nonreturnable bottles, which are supplied by O-I ([www.o-i.com](http://www.o-i.com)), onto SweetWater's bottling line.





There, a **Krones** ([www.kronesusa.com](http://www.kronesusa.com)) Mecafill TK1440 VKPV fills up to 270 bottles/min. A pry-off cap tops each bottle.

Each bottle of SweetWater's brew sports a colorful label, which is offset-printed by **Inland Label and Marketing** ([www.inlandprinting.com](http://www.inlandprinting.com)). A Krones Solomatic Type 018 applies the labels to the bottles.

Filled bottles are unitized into six, 12 or 24 packs. **Sierra Packaging Co.** ([www.sierrapackaging.com](http://www.sierrapackaging.com)) manufactures SweetWater's six-pack carriers from 100-percent-recycled paperboard. The carriers are erected by a proprietary machine built specifically for the brewer by O-I. A **Hartness** ([www.hartness.com](http://www.hartness.com)) 825 drop-packer places filled bottles into the carrier cells.

SweetWater also uses direct-printed case-cartons and 12-pack trays made from 50-percent or greater recycled materials supplied by **Rock Tenn** ([www.rocktenn.com](http://www.rocktenn.com)). A **Pearson** ([www.pearsonpkg.com](http://www.pearsonpkg.com)) CE35 erects the cases which is constructed by a tray former from **SWF Companies** ([www.swfcompanies.com](http://www.swfcompanies.com)).

The 12-pack carriers also are manufactured by Rock Tenn, but they are made using a preprint process that has enabled SweetWater to cut costs and improve the print quality of the graphically intense outer sheets. The new system uses rolls of

the preprinted outer sheet that Rock Tenn then cuts and applies to the carriers, Sweetwater production manager Devon Kreps explains.

A low-level palletizer from **Priority One Packaging Ltd.** ([www.priorityonepackaging.com](http://www.priorityonepackaging.com)) stacks and layers the packages for shipping.

### Saves adhesive, labor

The line revamp project is consuming much of the packaging team's time, but the consistent performance and automatic features of SweetWater's new melter are helping the crew.

"The Nordson machine is one that I don't ever have worry about," remarks Brad Shell, who led Sweetwater's packaging team when the ProBlue was installed. "Everything works just as it did on day one." After a year of ownership, Shell reports that, other than changing the filters once, the ProBlue melter has required no maintenance and has run consistently with no problems.

The machine's automatic daily startup, standby and shutdown features have further salvaged SweetWater packaging operators' time. "Every morning at seven, it kicks on before everyone gets here," says Shell. "It's ready to go whenever we get here, and I don't ever have to think about it."



To keep up with demand for its ales, SweetWater currently is revamping its bottling line.



Brad Shell, who served as "Captain Packer" during the installation project, is all smiles. The new adhesive melter uses less adhesive, requires less labor and offers higher throughput.

### More information is available:

**Nordson Corp.**, 770/497-3700. [www.nordson.com](http://www.nordson.com).  
**Hartness Intl. Inc.**, 800/845-8791. [www.hartness.com](http://www.hartness.com).  
**Inland Label & Marketing Services**, 608/788-5800. [www.inlandprinting.com](http://www.inlandprinting.com).  
**Krones Inc.**, 414/409-4000. [www.kronesusa.com](http://www.kronesusa.com).  
**O-I**, 567/336-5000. [www.o-i.com](http://www.o-i.com).  
**Pearson Packaging Systems**, 800/732-7766. [www.pearsonpkg.com](http://www.pearsonpkg.com).  
**Priority One Packaging Ltd.**, 800/387-9102. [www.priorityonepackaging.com](http://www.priorityonepackaging.com).  
**Rock-Tenn Co.**, 770/448-2193. [www.rocktenn.com](http://www.rocktenn.com).  
**Sierra Packaging Co.**, 626/284-6262. [www.sierrapackaging.com](http://www.sierrapackaging.com).  
**Simplimatic Automation**, 800/294-2003. [www.simplimaticautomation.com](http://www.simplimaticautomation.com).  
**SWF Companies**, 800/344-8951. [www.swfcompanies.com](http://www.swfcompanies.com).

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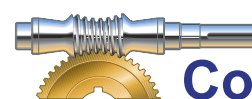
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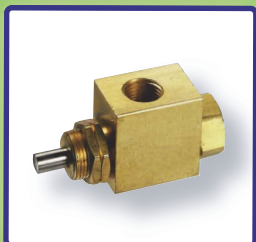
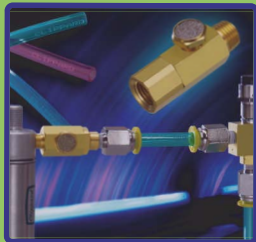
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Compact and highly transparent, the tray's lid has a chipboard printed with graphics corresponding to one of four fragrance groups. The insert card acts as an easel to prop the lid up during demonstration parties.

# Candle packs light the way to sweet sales

A clear, sturdy PVC thermoformed tray-pack replacing cumbersome candle-sample trays in home-demonstration kits, facilitates display of smaller sample jars, **IS EASIER TO USE** and is more protective.

**Lauren R. Hartman**, Senior Editor

Gold Canyon Candle Co. has no shortage of candles to celebrate its 10th anniversary, based on its home-demonstration sales of scented candles, aromatherapy and jar candles. The party plan company, which also makes decorative accessories, personal care products and home fragrances, with more than 25,000 independent demonstrators across North America, generated \$85 million in revenue in 2006.

Headquartered in Chandler, AZ, Gold Canyon began at the kitchen table of Curt and Karen Waisath to become a multi-national sales firm whose products are available throughout the U.S. and Canada.

Demonstrators sell Gold Canyon products through home and catalog parties, the company's website and fundraisers, using customer kits that offer various scents of nearly 100 fragrances the company releases seasonally. Originally, the demonstration samples tins had been carried to parties in cartons. Custom luggage housed 11 cartons of 3-oz candle tins (the candles are sold in various sizes, including the 3-oz size).

Gold Canyon began to realize that the kits could use an update to make them more manageable at the parties, and devised a

new multi-level business plan that called for demonstrators to own their kits. The candle fragrance samples were reduced in size from the 3-oz tin to a ½-oz plastic jar topped with a gold-toned screw cap. They also no longer incorporated candle wicks. These smaller samples are carried in large, open shoulder bags along with actual sales products.

The sample jars needed a new outer package that could hold 10 different scents. Gold Canyon came up with a two-piece tray and snap-fitting lid design with help from custom thermoformer **Flexpak Corp.** ([www.flexpakcorp.com](http://www.flexpakcorp.com)), which handled the project. The tray and lid are made from Pentaform® M280/14, a 20-ga vinyl provided by **Klöckner Pentaplast** ([www.kpfilms.com](http://www.kpfilms.com)).

## Waxing functional, protective

Using a computer-aided design (CAD) process, Flexpak crafted a number of structures and revisions, selecting Klöckner Pentaplast's rigid vinyl film for its visual appeal. The final

Continued on page 34



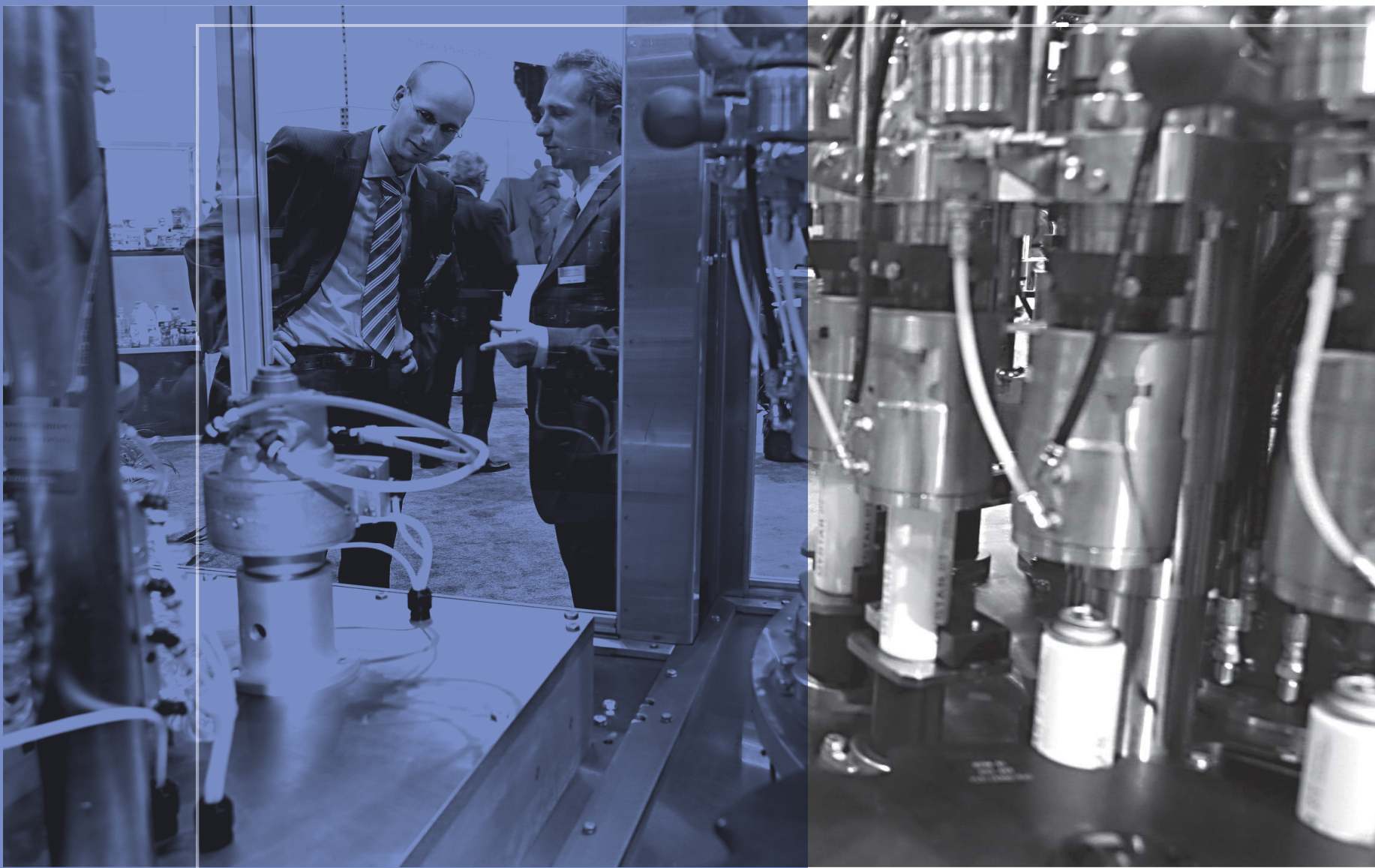


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results that Gold Canyon approved of took about nine months to develop. Flexpak design engineer Scott Richert says the secret to the whole project was achieving a perfect fit for the small fragrance jars. "The fit had to be snug so that the fragrance sample jars wouldn't fall out. Also, the lid had to be snug, too. That made the [container] design a real matter of trial and error."

That's because when the lid is removed, Gold Canyon wanted the lid to be able to slip under the tray for demonstration purposes. The lid had to lie flat under the tray in order to be functional and effective. The two piece structure uses a friction-fit design that provides a tidy, compact package that eliminates the chance of the lids being misplaced at the parties. And the entire tray-pack had to be



The vinyl tray and lid had to be snug so that the jars of candle samples don't fall out. Stackable and nestable, the base holds two rows of five candle jars.

clean-looking, durable and stackable.

The sampler package is used repeatedly, and is constantly brought in and out of the shoulder bag. A chipboard insert card that snaps into the lid of the tray is printed with graphics that correspond to products in one of four fragrance categories:

**The lid had to fit the tray perfectly, both on top and when slid underneath.**

Fruits & Citrus; Aroma Gold; Baking Line; and Clean & Fresh. A foldout "leg" on the back of the easel card acts to prop it upright, similar to a photo frame. Flexpak built notches into the design of the lid to secure the easel card in place.

### No 'special-of-the-month'

Measuring 9x4<sup>1</sup>/<sub>8</sub> in., the tray-pack stands 1 in. high. Tabs on both the base and lid hold the sampler set together. The base has two rows of five cavities that cradle each jar.

"Decidedly, the greatest challenge was getting the pieces centered," notes Ed Berger, vp of business development at Flexpak. "The lid had to fit the tray perfectly, both on top [of it] and when slid underneath. And the fragrance sampler kits have to stack on top of each other in the shoulder bag. So essentially, the tray and lid components have to be nestable, economical, functional and highly transparent."

Berger says that Flexpak designed bumpy protrusions on the base tray to facilitate nesting. Such precise, structural elements for a snug fit couldn't be achieved without consistency in the thermoforming material, he adds.

Klößner had already developed Pentaform M280/14 PVC rigid film specifically for Flexpak when Flexpak needed forming films that

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could be adapted to run at high speeds on new machinery. Suitable for converting methods such as gluing, stamping and metallizing, Pentaform films are designed to have exceptional cutting ability that decreases knife wear and knife-changing times. The films are sealable using radio frequency, heat and ultrasonic methods.

Flexpak uses a Model 2500 in-line thermoforming system from **Sencorp** ([www.sencorp-inc.com](http://www.sencorp-inc.com)) to vacuum-form both the trays and lids using a plug assist. The converter ships the components about 25 miles across town to Gold Canyon where the packaging, or kitting, is performed at Gold Canyon's headquarters in Chandler. The sample jars are filled with scented waxes, labeled and placed by hand into the tray-packs. The paperboard easels are also snapped into the lids, which are then manually applied to the base trays.

### Sweet results

The M280/14 rigid film grade was well suited to the sample-packaging project, states Klöckner Pentaplast's Peter Gianninny, business manager for thermoforming films. "The same film formulation and process are available to all of our customers, but Flexpak was the catalyst. This grade worked especially well here because it's a highly versatile sheet formula that balances the need for high esthetics with durability, machinability and reliable processing performance."

Adds Berger: "Klöckner Pentaplast supplies all of our vinyl films. We order thousands of pounds of film from them. For the

you're buying millions of pounds of film per year. But with films from Klöckner Pentaplast, we know we're getting a certain yield from a certain amount of pounds."

With 775 demonstrators joining Gold Canyon each month, it's easy to see how Flexpak will keep the midnight candles burning to churn out sampler tray-packs. Demonstrators select their sampler

sets from a variety the company offers and a number of the fragrances vary from season to season. But the packaging size remains the same for the hundreds of scents. That's why a universal size for the sampler tray-pack was best, Berger explains. "The package has the same footprint with any fragrance Gold Canyon can create," he says. With it, the future shines bright for Gold Canyon.

### More information is available:

**Klöckner Pentaplast**,  
540-832-3600.  
[www.kpfilms.com](http://www.kpfilms.com).  
**Flexpak Corp.**, 602/269-7648.  
[www.flexpakcorp.com](http://www.flexpakcorp.com).  
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thinnest gauge with the deepest draw possible, they are go-to. With the shallow lid-and-tray unit, we needed a consistent thickness and width as well as high yields. Other film converters might have bought a resin 'special-of-the-month' from an untried vendor, with the result that the film is thicker in some places.

"We have to still pay for film [that may be wasted] and that we don't end up using," Berger continues, "and a couple of wasted pounds here and there add up when





The bulk-bag filler is mounted on loadcells that transmit weight information to a controller that stops the conveyor once the filler has reached a user-selectable weight. After filling, bulk bags are moved to a storage area or to the bulk-bag unloader at the bagging line.

# Improved malt handling

An automated operation that includes flexible screw conveyors, a bulk-bag filler and an unloader improves productivity, while reducing manpower requirements and downtime at **MUNTONS MALT, A DIV. OF BRITAIN'S MUNTONS PLC.**

**Jack Mans**, Plant Operations Editor

Muntions Malt, a division of Britain's Muntions Pl.c., began manufacturing malt (fermented cereal grains that contain sugars) and liquid malt extracts in 1921 for brewing, distilling and food industries worldwide. The company currently sells more than 231,500 tons of malt annually and is one of the U.K.'s five major malt producers.

In producing dried malt, a vacuum band dryer converts liquid malt extracts into a coarse powder, which undergoes final granulation in a cone mill. Originally, the final granulation was fed from the cone mill into 1,764-lb tote bins that were then stored in a 200-bin capacity holding area until the product was bagged. A worker filled orders by moving a tote bin by fork lift to a mezzanine, where a second worker transferred the bin to a tipping unit, which unloaded the malt into a bagging

machine. The empty totes were then cleaned to comply with Muntions' strict hygiene standards. On the bagging line, another operator applied labels to empty 55-lb bags and fit each bag to the fill head on the bagging machine. The filled bags were sealed, palletized and shipped.

Downtime on the manual bagging line frequently led to backups on the tote-filling line, which disrupted product shipment to customers, raising operating costs and adversely affecting operating efficiency. The downtime also interrupted the operation of the band dryer, which would necessitate a costly and time-consuming washdown that would vastly increase wastewater treatment and water use.

## System fills 55-lb bags

To replace this manual operation, Muntions installed a complete new automated bagging

operation from **Flexicon (Europe), Ltd.** ([www.flexicon.com](http://www.flexicon.com)) in a new, hygienic packaging room built directly beneath the cone mill. Consisting of an in-line conveying system, a Twin-Centerpost™ bulk-bag filler and a bulk-bag discharger that fills 55-lb bags, the new system ensures an uninterrupted work flow from the band dryer to the bagging machine, resulting in improved reliability, higher throughput and reduced labor.

In the new in-line system, the dried malt extract exits the cone mill via two feed chutes into a pneumatically operated Y diverter valve, which allows the operator to direct the flow to the new bagging line or, should the bagging line be shut down for service, to a bulk-bag filler that loads the malt into 1.1-ton bags for temporary storage. The new system enables Muntions to now supply malt in bulk bags as well as 55-lb bags.

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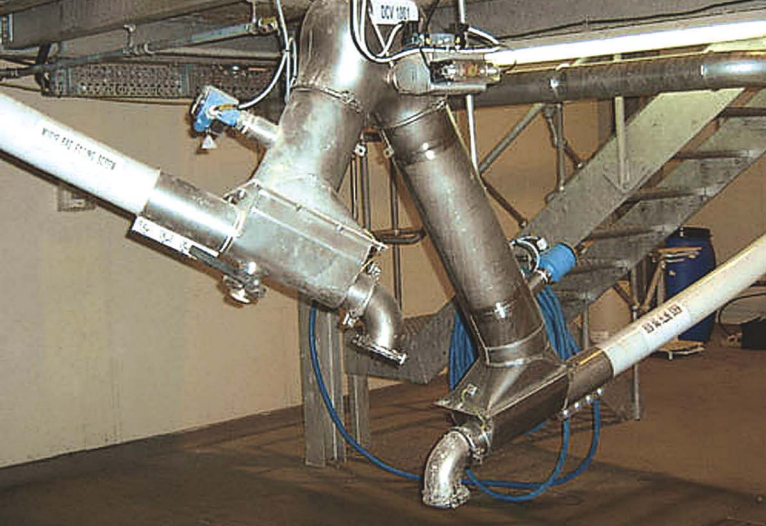
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Two flexible screw conveyors transport powdered malt from the cone mill to the bagging line or, in the event of a bagging-line shutdown, to the bulk-bag filler.

and the other 13-ft-long, transport the malt from the cone mill to the new bagging line and the bulk bag filler. Both conveyors, which have a flexible, round wire screw rotating in a polymer tube, are at a 45-deg incline,

The Twin-Centerpost™ bulk-bag filler is mounted on loadcells that transmit weight information to a controller that stops the conveyor once the filler has reached a user-selectable weight. An inflatable inlet seal connects the bulk bag to the

**The new system ensures an uninterrupted work flow from the band dryer to the bagging machine, resulting in improved reliability, higher throughput and reduced labor.**

filler, after which a bulk-bag liner inflator expands the bag to remove wrinkles prior to filling. An exhaust port allows for dust collection during filling, and when the bag is full, it is tied closed and released from pneumatically retractable bag hooks.

#### Activators promote flow from bags

When product is needed, a filled bulk bag is retrieved from storage and positioned in the bulk-bag discharger. The operator inserts the bag spout through an iris valve, and then closes the valve and unties the bag. The operator then opens the valve slowly to minimize dust discharge. A collection plenum above the iris valve helps reduce the release of dust into the plant environment.

The discharger is equipped with

Flow-Flexer™ bag activators that raise and lower the opposing bottom edges of the bags to promote material flow from the bulk bag. As the bag empties, the Flow-Flexer stroke increases, raising the bottom of the bag into a steep V-shape that eliminates dead spots and promotes complete evacuation from the bag. From the hopper beneath the bag, a flexible screw conveyor transports malt powder to the bagging line at a rate of 140 cu ft/hr.

The powdered malt material, although

free-flowing, is hygroscopic and can generate a potentially explosive dust. The in-line equipment at Muntions meets European Union standards for potentially explosive atmospheres and has product-contact surfaces of 304 stainless steel manufactured to a food-grade finish.

More information is available:

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

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# Labeler is a sweet solution for cone maker

New label printer/appliator helps **JOY CONE**, an ice-cream-cone manufacturer, modernize its case labeling and warehouse management operations, streamline its production and increase its productivity.

## Jack Mans, Plant Operations Editor

An ice-cream cone is a timeless treat that children of all ages love. For adults, an ice-cream cone might serve as a tasty reminder of quaint and old-fashioned times of their youth. However, for the Joy Cone Ice Cream Cone Co., Hermitage, PA, quaint and old-fashioned are words it doesn't want describing its packaging and warehouse operations, which handle 1.5 billion ice-cream cones/year in two facilities. It prefers modern and efficient, thanks to a recent warehouse-automation and printer/appliator labeling project completed with help from supply-chain automation/integrator **Peak Technologies** ([www.peaktech.com](http://www.peaktech.com)).

Joy Cone began practicing the art of cone baking in 1918, soon after the official birth of the ice-cream cone. Serving retailers, grocers and restaurants, the family and employee-owned company prides itself on time-honored quality. Running more than a dozen product lines and more than 350 SKUs, it is the largest ice-cream cone company in the world.

To improve customer satisfaction and reduce operating costs, Joy Cone implemented new bar-

code printer/appliators and labeling systems as part of its overall warehouse-modernization projects at its 215,000-sq-ft warehouse in Hermitage and its 90,000-sq-ft Flagstaff, AZ facility. Previously, Joy Cone had been experiencing a variety of labeling accuracy issues, mostly because it relied on a system of manually recorded product data. According to Joy Cone director of logistics, Brent Fisher, customers were asking for better labeling, with more information and improved accuracy, on the shipment cases.

"We had to track our finished goods more accurately to meet regulatory and customer requirements in the event of a product recall," says Fisher. "In addition, our order-fill accuracy was lower than it is today, and it subjected us to chargebacks or fines for inaccurate shipments."

Previously, all out-of-date coding had been handled via hand-stamp or dot-matrix printing. Inventory records were written into a notebook, and all production information was entered into a computer database using handwritten tags with one tag per pallet. This led to errors, such as incorrect labels being applied to the product or labels being brought to the wrong product line. During

the busiest season, errors might run 200 to 300 pallets/day, so efficiency and accuracy needed to be improved.

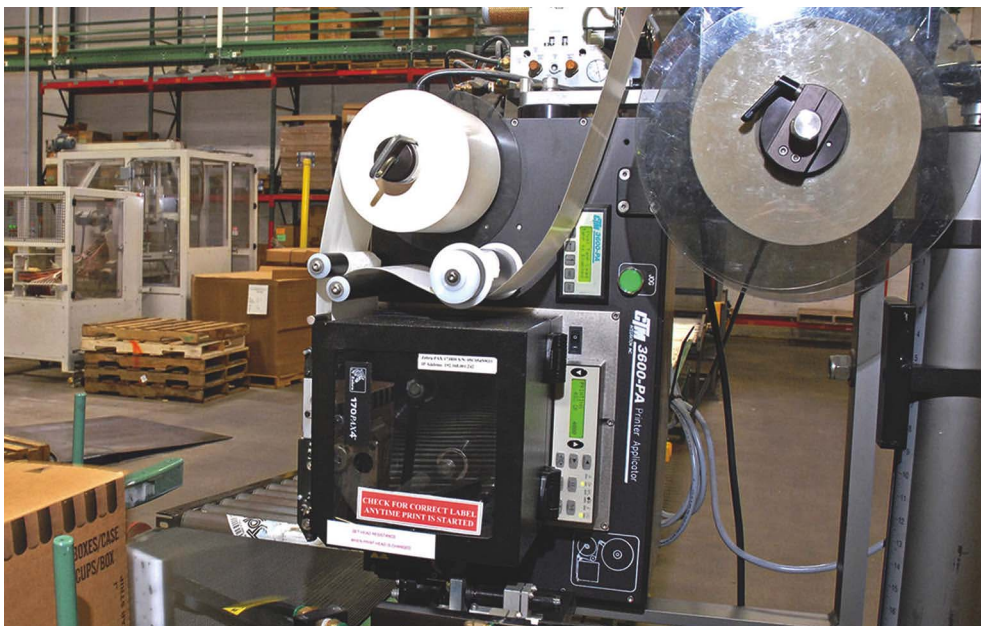
## Optimizing label-application methods

"We experienced some issues fulfilling shipments," explains Fisher. "Everything was manually labeled and tracked. We would refer to a manual log to locate products in the warehouse, create a pick list and hand-write the case's location. Joy Cone always prides itself on delivering quality cones, so in some instances we had to dispose of product that may have been on the shelf a bit too long, because our labeling system made the cases hard to locate."

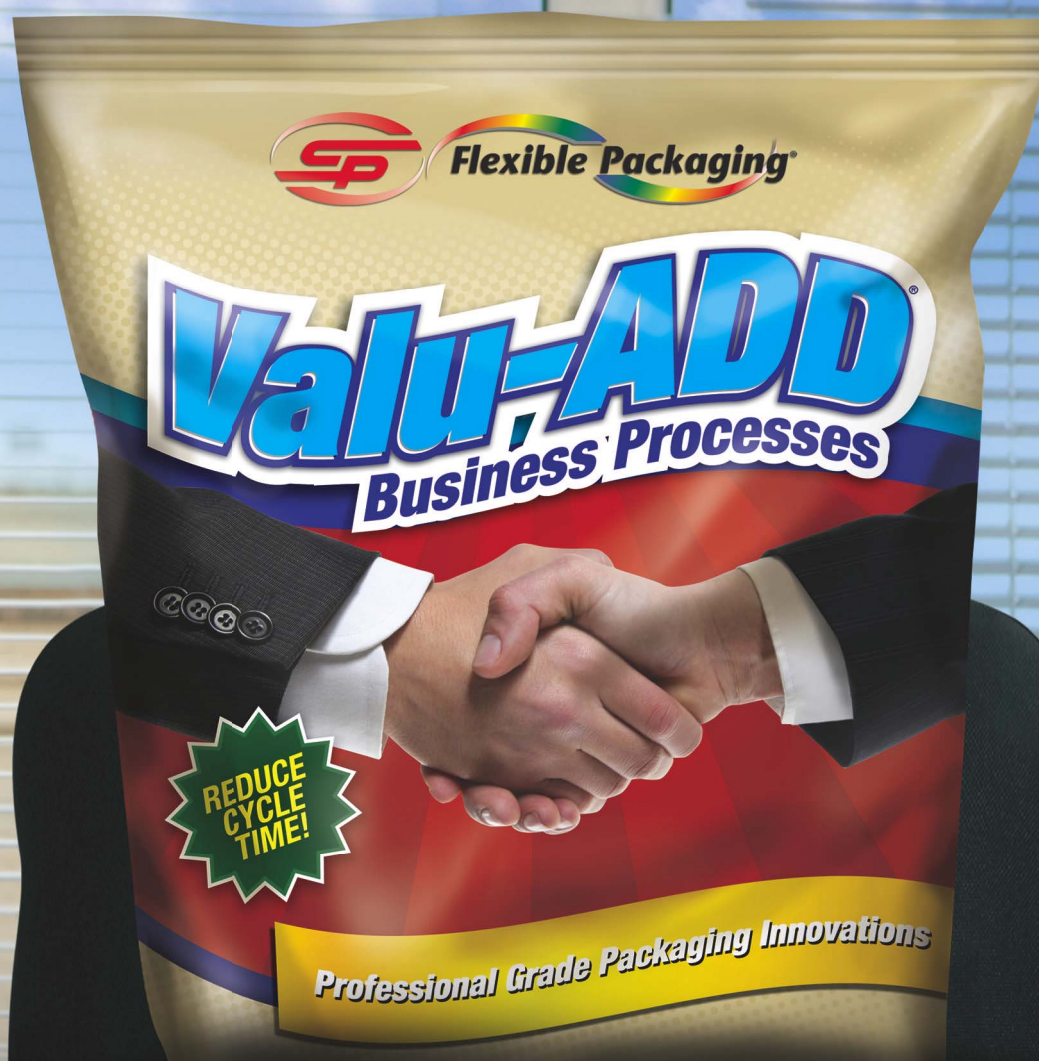
As part of an project to automate the warehouse and shipping functions, Joy Cone turned to Peak Technologies to assess its situation and develop a print-and-apply solution to optimize

Continued on page 40

Dual-tamp arms on the printer/appliators, below left, swing out to apply one label to the front and one label on the side of each carton without ever touching the cartons. Portable thermal-desktop printers, below, are used as backups for printing a small quantity of labels for custom orders.







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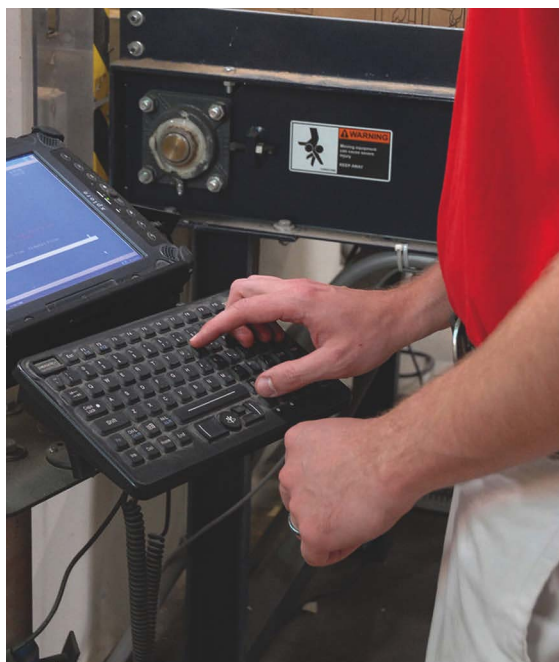


its label-application methods. As a result, Peak helped transform the Joy Cone operation with an automated bar-code/label-application system implemented with little downtime and immediate results.

Joy Cone wanted labels that were readable from different directions, so its tow-motor operators could easily identify the boxes. Peak showed Joy Cone the benefits of using two standard 6x4-in. labels placed on the front and side of the cases as they come down the conveyor instead of a wraparound corner label that uses more material.

To outfit the warehouse, Peak provided 14 CTM 3600 dual-tamp printer/applicators running **Zebra Technologies** ([www.zebra.com](http://www.zebra.com)) print engines. The dual-tamp arms swing out to apply one label to the front and one label on the side. These printer/applicators apply the labels without ever touching the case, a feature that is especially important to avoid damaging the cases and more importantly, the fragile cones inside. The applicator head gets within 1/8-in. of the case, blows a label onto the case, retracts and does it again.

Peak worked out the sensors, angle and timing of the line to ensure accuracy for the labeling. The label placement was so reliable that Joy Cone redesigned its case graphics specifically around the labeling area. To further enhance the labels for easier identification, customer logos can be printed directly on the label.



Dual-mode tablet PCs allow operators to change case parameters directly at the line.

### Portable printers serve as backups

Evaluating the floor space, Joy and Peak determined the best locations for the printer/applicators to ensure they were easy to access for reloading or for servicing. The printer/applicators' layout and direction were set up to allow plug-in flexibility for moving a unit to a different location

or easily replacing it with a spare. The layout configuration was also designed to be replicated at other facilities.

Peak also installed 15 Zebra ZM600 portable, thermal-desktop printers to serve as backups for printing small quantities of labels for custom orders or other needs. These printers feature peel-and-present functionality, where a label is printed, but doesn't advance until the previous label is removed, making it easier for the operator to use.

Besides the printer/applicator, Peak provided 13 dual-mode tablet PCs from **Xplore Technologies Corp.** ([www.xploretotech.com](http://www.xploretotech.com)) that are wall-mounted around the warehouse. These allow operators to change case-label parameters directly at the line, increasing efficiency and reducing the time needed to make changeovers.

"With the printer/applicators, we saw an improvement in accuracy and inventory control overnight," says Fisher. "In terms of tracking inventory for shipping, we went from having weekly out-of-stock products to having almost no out-of-stocks, plus we increased our warehouse productivity by about 20 percent due to this automation project."

### Corrugated cost savings

According to Fisher, a major benefit came from saving money on printing costs for corrugated cases. As part of its previous labeling system, Joy Cone had been printing cases on demand for each

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Plug-in flexibility allows printer/applicators, top, to be easily moved. Two standard labels on each case, bottom, make it easy to identify.

customer. Now, by putting customer information directly on the label, Joy Cone can replace preprinted customer cases with generic cases instead.

### Outages greatly reduced

“With our new labeling system, we can purchase a single case style at a higher volume to save money, instead of printing assorted customer cases at lower volumes,” explains Fisher. “By switching to generic corrugated, we saved about 10 percent on printing and purchasing. Not only are we saving money, managing inventory is easier. We don’t have to worry about locating customers’ preprinted boxes, so our production outages have been greatly reduced.”

In addition to the equipment recommendations and installation, Peak provided all of the consumables, such as labels and printer ribbons. The warehouses contain a lot of static electricity, so Peak recommended that Joy Cone use antistatic ribbons. Peak also provided employee training on the new equipment along with a service agreement in which it handles all service and maintenance.

“Peak has been great at ongoing training and support, as well as maintenance and service,” says Fisher. “We’ve had a good response regarding technical issues. They come in on a regular basis to maintain the printers, and if any parts are needed, they’re covered. This allows us to spend our time fine tuning our systems, not on maintaining printers.”

Fisher says he is very pleased with

the results they experienced with Peak. “We haven’t had any problems or line shutdowns because of printer/applicator failure,” he says. “Peak’s expertise was vital in getting the new system up and running quickly with virtually no downtime.” The Peak and Joy Cone partnership has resulted in a modernized and efficient automated-labeling system that allows Joy Cone to do what it does best—bring a

smile to the faces of those enjoying its world-famous ice-cream cones.

#### More information is available:

**Peak Technologies,**  
800/926-9212. [www.peaktech.com](http://www.peaktech.com).  
**Xplore Technologies Corp.,**  
888/449-7567. [www.xploretech.com](http://www.xploretech.com).  
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# Automated packaging system is a gem for overstock.com

Online retail liquidator overstock.com **INCREASES PRODUCTIVITY AND SAVINGS** at its 360,000-sq-ft facility with an automated product-containment/protective packaging system.

**Lauren R. Hartman**, Senior Editor

It's hard to believe, but this year, overstock.com celebrates 10 years in business as an online retailer/liquidation outlet offering discount, brand-name merchandise—everything from bedding to musical instruments. Patrick Byrne founded the company in 1999 to sell huge quantities of excess items left over from the dot-com bust. Since then, overstock.com

has grown to become a bargain hunter's online dream outlet, offering more than 700,000 products.

Quality assurance for overstock.com's products is of the utmost importance to the company and fulfillment manager, Dyke Simmons, who is a gemologist responsible for ensuring the jewelry overstock sells. At the company's 360,000-sq-ft facility in Salt Lake City, UT, Simmons began hunting for a new, automated packaging machine

to package jewelry, as well as DVDs and CDs.

Prior to finding **Sealed Air's (www.sealedair.com)** PriorityPak® automated packaging system, overstock.com was using specialty boxes and paper mailers and a manual packing process that required up to six people a day. Speed and versatility were overstock.com's top priorities, along with security and durable packages. The retailer evaluated several other systems before choosing PriorityPak but



At overstock.com, jewelry, CDs, DVDs and more are packed on two systems that compress material around the items.

## Evolution



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It's [especially] important for our jewelry to be packed **quickly and shipped in a tight-fitting package** with minimal shifting and little damage.

It used to take eight operators eight hours to pack what just one can do today with the automated packing units.

it couldn't find equipment that delivered less movement of the products inside the packages, a high degree of protection and an overall attractive appearance to the containers.

Previously, packaging personnel had to load the products brought in from carts into thin paper mailer envelopes. The paper mailers occasionally got caught on the conveyor and didn't easily convey downstream, so they had to be placed into totes that traveled to a station where the filled envelopes were weighed, scanned and sorted into bins before being loaded onto trucks for shipment.

### Ahead of the pack

The PriorityPak system allows an operator to accurately place the right label on each package. The previous packing process took eight operators up to eight hours by hand versus what just one operator can do today using the PriorityPak equipment. Now, the company has had two Priority Pak systems installed within about a year of each other. The equipment allows the other seven operators to work on alternate packaging lines that experience backup and may need extra help.

Simmons packaged and shipped numerous items to the company's corporate office to determine if the packaging could hold up. "We have several different packaging methods, depending on the type of item being shipped," he states. "It's [especially] important for our jewelry to be packed quickly and shipped in a tight-fitting package so there is minimal shifting and little damage."

With automated equipment, overstock.com wanted to boost its throughput and justify the equipment purchase in less than a year, if possible.

Simmons noticed that other packaging methods left excess space inside the shipping cases,

Continued on page 44

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\* According to ASTM D5511-02 by a NADCAP accredited independent laboratory; ASTM D5511-02 may be used to represent conditions found in some specially managed biologically active landfills. This testing suggests that full biodegradation of the carbon components of the film will occur in just under two years (based on a linear biodegradation rate from the initial testing).

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which could cause products to shift, and possibly cause damage. The PriorityPak system utilizes technology that compresses the packing material around the product, which put Sealed Air's system ahead of other systems in Simmons' evaluation.

The new packaging process is simple and allows operators to package and label products in a single-step. Once a jewelry item is brought to the

packaging area, an operator removes a label from the product's corresponding packing slip and applies it to a top layer of PriorityWrap® bubble film laminate. The operator then places an item with the packaging slip on a web of Cold Seal® cohesive-coated protective bubble laminate.

The PriorityWrap laminate is made up of Sealed Air's TuffGuard® film, laminated on the outside with a <sup>3</sup>/<sub>16</sub>-

in. barrier Bubble Wrap® layer in the center and a cold-seal film laminate on the inside.

"It's a one-in; one-out concept," explains Jeff Zahansky, Sealed Air's business manager for automated packaging. "The shipping label is applied to the substrate before the package is made, and the PriorityPak system scans the dimensions of the product or products being packed as

they move into it. The system can line up the package with the right shipping label for one-hundred-percent pack-sequence verification."

After applying a shipping label to the top web of Cold-Seal packing material, the operator places the item with a packing slip on the bottom web of packing material. The item then moves through the system on the bottom web of material from the roll. The PriorityPak cushioning machine senses the item and begins the packaging process, creating a finished package with minimal product shifting.

### Polished process

Today, orders come to the two PriorityPak machines with the picking/packing slip and a pressure-sensitive shipping label. An operator places the order with the picking/packing slip on the bottom web against a product-detection gate and presses a button to advance the product forward into the machine.

Each PLC-driven PriorityPak system's smart-sensing scanner checks the product's dimensions to deliver the right amount of cohesive-coated bubble cushioning/wrapping material from two rolls feeding into the system.

The specially formulated Cold Seal coating sticks to itself, not to the product, and creates a seal on all four sides of the item, suspending it in the middle of the packaging to add extra corner protection.

The two webs of material come together and are rolled as they go through the machine, which applies pressure all around the product



An operator checks an item moving through the packing machine on the bottom web of cushioning/shipping material from a roll.

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One of the two PLC-driven automated packing machines, above. Equipped with product-sensing scanners, the packing machines cut labor and packing time.

being packed. The package exits the machine and the product is ready to ship. The package then drops onto a conveyor belt before it's automatically sorted on an **Accu-Sort** ([www.accusort.com](http://www.accusort.com)) sorter and delivered to a bin for shipping.

### Other equipment added

"We added two Fill-Air® inflatable void-fill systems with overhead delivery to speed up our packaging for small, bulk and multiple item shipments," Simmons points out.

overstock.com has come to depend on the void-fill systems from Sealed Air, which make inflatable cushioning for extra protective applications. One of the systems is used on two different downstream lines.

"And the overhead dispenser allows several operators to pull cushions from different angles," he says. The product-containment and protective packaging system with advanced sensor technology are suitable for fluctuating volumes and variable packaging requirements, allowing operators to generate up to 20 packages/min, depending on the product size, versus one to three packages/min manually. PriorityPak generates a compact, custom package that can lower postage costs.

### Cuts costs in the longrun

"We are pleased with the PriorityPak system," Simmons says. "There's very little training involved, and it helps us in sorting. All of our items are packaged, weighed and sorted quickly and automatically."

During peak season, overstock.com typically packages up to 2,500 shipments a day. One operator per machine can easily handle the packages in about eight hours, which previously would have required about 64 hours of collective labor.

Along with saving time, the new packing systems help eliminate waste and excess packaging material.

"We were overpackaging our products—not anymore," Simmons points out. "The operators don't need to think about which box to choose for different products."

"The system delivers the perfect amount of material every time, he says. "Although the packing material is slightly more expensive than mailers, we're actually saving money."

### Can't keep them down

"We tried shutting down the system for one day to see the effects, but the lack of proficiency without it was too great," Simmons says.

overstock.com also uses Jiffylite® cushioned mailers for some of its manually packaged shipments and a 53-ft-long trailer supplies rolls of Bubble Wrap bubble cushioning that protects various items such as

dinner ware, digital cameras, MP3 players, iPods and many other popular products.

#### More information is available:

**Sealed Air Corp., Protective Packaging,**  
800/648-9093.

[www.prioritypaksystem.com](http://www.prioritypaksystem.com).

**Accu-Sort Systems,** 800/227-2633.

[www.accusort.com](http://www.accusort.com).

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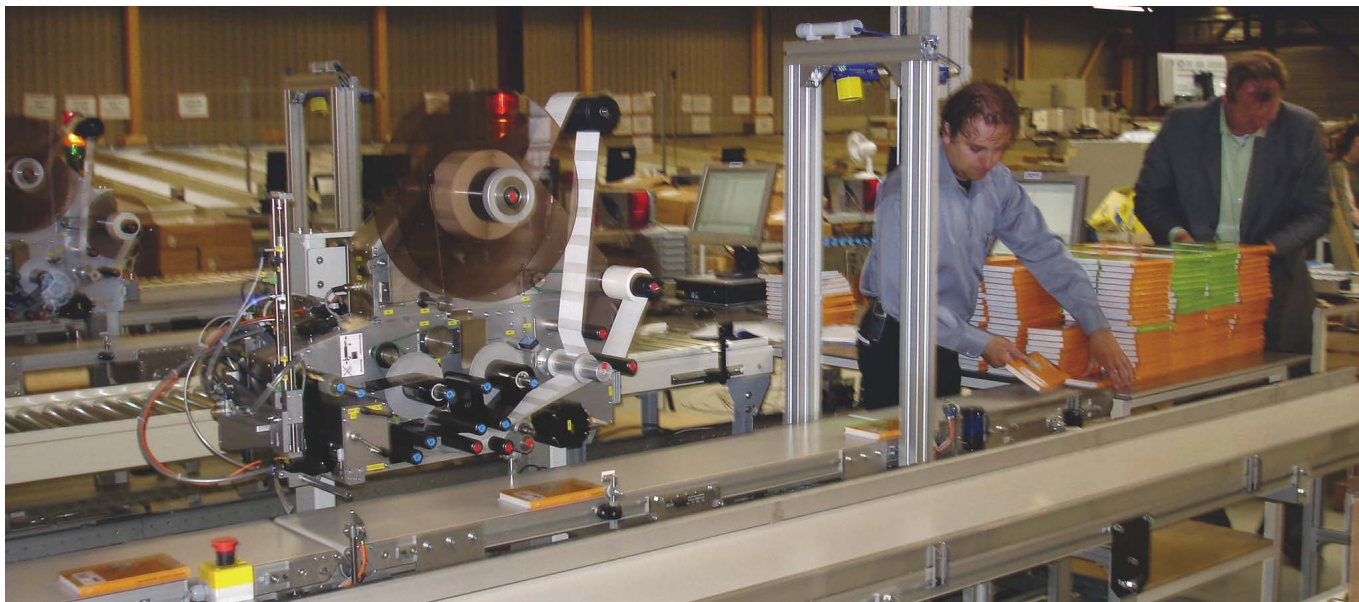
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As a result of installing two automated RFID labeler/applicators, international book logistics provider Centraal Boekhuis now has the capability to tag more than 10 million books/year.

# Good reads

RFID labeler speeds up the tagging process at **CENTRAAL BOEKHUIS** and helps the Dutch company expand its logistics offerings for booksellers.

**Linda Casey**, Associate Editor

Centraal Boekhuis, Culemborg, The Netherlands, provides logistics services for approximately 1,500 booksellers and 500 publishers. It transports approximately 4.5 million packages annually. The company offers 80,000 Dutch language books and 10 times as many books in other languages.

When the company was first established in 1871 by publishers and booksellers, its aim was to create a simple, efficient system for the distribution of books. In its 138-year-history, Centraal Boekhuis has transformed how the organization manages its logistics services to keep up with changes in technology and distribution channels. However, the logistics provider's objective—to offer publishers and booksellers optimized logistics services—remains relevant to this day.

## Laborious operation

The drive for item-level tagging started when a Centraal Boekhuis major account—Boekhandels Groep Nederland—opened its first Selexyz store in 2006 and wanted to use radio-frequency identification (RFID) technology to enhance its customers' experiences. The SmartStore in Almere, Netherlands, was the first of two automated bookshops that use item-level RFID tagging along with SOA business applications from **Progress Software Corp.** ([www.progress.com](http://www.progress.com)) to deliver an integrated warehouse-to-consumer supply chain.

When Centraal Boekhuis received an electronic order from the SmartStore, the logistics provider previously would apply RFID tags to the books manually. Each RFID tag is encoded with an item-level serial number that tracks the book from the time it is packed to its final destination in the store. This process allowed Selexyz

staff and customers to access real-time information about the books in an efficient manner, but it also proved to be very labor-intensive for Centraal Boekhuis and therefore ultimately only feasible for a small number of Selexyz stores.

Noting a strong business case for item-level tagging for retailers and anticipating this to continue to pull demand for RFID services through the supply chain, Centraal Boekhuis concluded that an automated print-and-apply RFID application would be needed to replace manual tagging to future-proof its RFID operation.

## Ambitious goals

To help build an automated solution, Centraal Boekhuis met with several suppliers including **Logopak** ([www.logopak.com](http://www.logopak.com)), a supplier with which it already had a good relationship. "In June 2007, we went to CB to present our solution and to clarify the technical details," remarks Carsten Schweder, project manager for Logopak.

These technical details included ambitious project specifications: The RFID system would need to print and apply a label EPC Class 1 Gen 2 RFID tag to 60 books/min, allow for an 80 mm height variation in the books and include data



verification.

At the end of September 2007, Logopak presented a prototype system to Centraal Boekhuis. They mutually agreed to test the system in December 2007. On February 29, 2008, Logopak replaced an existing 906 II TB from one of Centraal Boekhuis' labeling lines and replaced it with the new RFID system without making any changes to the line controller or any other line conditions. "A delegation of approximately 30 people from Centraal Boekhuis, Logopak, **TAGSYS** ([www.tagsysrfid.com](http://www.tagsysrfid.com)), **NXP Semiconductors** ([www.nxp.com](http://www.nxp.com)) and **UPM Raflatac** ([www.upmraflatac.com](http://www.upmraflatac.com)), etc., were following the test," recalls Schweder. "After some adjustment of the antennae, the system ran perfectly!"

## Without human intervention

The new system is an upgraded version of the 906 II TB system, which had been a proven performer for Centraal Boekhuis bar-code and labeling lines. "These applicators have strongly driven forward the productivity and accuracy in our tagging processing," explains Ronald Janssen, senior manager of IT for Centraal Boekhuis.

Item-level RFID tagging of books offers a highly productive method for verifying the contents of a case before it is shipped out. This is becoming more important as Centraal Boekhuis customers put increasing pressure on delivery timelines.





"These applicators print the label, code the tag, lock the tag and apply the tag to a book automatically, without any human intervention. By implementing two of these applicators, we have the capacity to tag more than 10 million books per year, which is not the volume [of RFID-tagged books] we have today, but that is the volume that we expect that we'll go to within the next couple of years."

### Leading for its customers

While 10 million books is a significant number, it represents less than one-sixth the number of books distributed by Centraal Boekhuis last year. In 2008, the logistics provider distributed more than 67 million books, which averages about 220,000 books/day.

The RFID operation might occupy a small footprint in Centraal Boekhuis' capacious distribution center, but it represents a substantial and continual commitment to RFID technology by Centraal Boekhuis with investments in RFID labelers both from Logopak and Avery Dennison Corp. ([www.monarch.averydennison.com](http://www.monarch.averydennison.com)), and a RFID tunnel from CaptureTech ([www.capturetech.com](http://www.capturetech.com)). Most recently, the company purchased handheld readers from ATID ([www.atid1.com](http://www.atid1.com)).

The company's use of the hand-held readers was prompted by a need to research the technology for its retail customers.

"We're a logistics company—we have lots of square meters," remarks Janssen. "Putting an RFID-read tunnel in, from a space point of view, isn't an issue for us; if you go into a shop, the square meters are rare. Shops want to use as much of the area available for selling stuff, not warehousing operations."

Centraal Boekhuis distributed more than 67 million books in 2008. This averages to approximately 220,000 books/day.

### Unexpected benefits

Centraal Boekhuis discovered not only were the hand-held readers a good solution for its customers, but they also were a cost-effective solution for its own operation. Janssen reports that the new hand-held readers cost approximately one-fifth of the market price for the RFID-read tunnels when they first appeared on the scene, and he notes that the reading technology is good and quickly improving.

### More information is available:

Logopak, 866/901-9343. [www.logopak.com](http://www.logopak.com).

ATID—All That Identification, 82-2-544-1436.

[www.atid1.com](http://www.atid1.com).

Avery Dennison Corp., Printer Systems Div., 800/543-6650.

[www.monarch.averydennison.com](http://www.monarch.averydennison.com).

CaptureTech, 888/860-7226. [www.capturetech.com](http://www.capturetech.com).

NXP Semiconductors, 408/434-3000. [www.nxp.com](http://www.nxp.com).

Progress Software Corp., 781/280-4000. [www.progress.com](http://www.progress.com).

TAGSYS, 617/674-5500. [www.tagsysrfid.com](http://www.tagsysrfid.com).

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# Packaging fireworks

In the U.S. fireworks market, no name shines brighter than Diamond Sparkler Mfg Co. With an average throughput of 48,000 sparklers of varied sizes and types per day, Diamond Sparkler, a division of B. J. Alan Co. Inc. is the only sparkler-manufacturing facility remaining in the U.S. However, the company was experiencing problems handling this volume of product movement efficiently. In particular, the end-of-line infeed of cartoned sparklers into the wrapper was a manual process that would frequently delay process flow.

To resolve this problem, Diamond Sparkler installed a totally automated infeed-conveyor system with continuous-motion accumulation using unique technology that enables precision product placement within the wrapper. The new infeed equipment has not only significantly reduced labor hours, but has the capability of packaging one million sparklers per day.

## Various color combinations

Diamond Sparkler employs 18 full-time, year-round employees, and up to 40 additional temporary workers during peak production periods

at its plant in Youngstown, OH. Sparklers are made from a mixture of aluminum powder, very fine iron filings, barium nitrate, boric acid and dextrin. Iron produces the sparks. Aluminum produces silver and white flames and sparks. Barium nitrate creates green colors and helps to stabilize volatile elements. Dextrin and boric acid function as bonding agents for the mixture. Heat differences in the metal also determine the color of the sparks.

This mixture is coated onto blank sparkler poles, ranging in size from 8- to 36 in. long. The sparkler poles are attached to racks that are conveyed through an oven where they are dipped several times into the sparkler mixture, like making candles. It takes about an hour and 45 minutes of dipping to produce a finished sparkler.

"Depending on variations in the mixture, we can produce sparklers that crackle, display various colors or increase and decrease the amount of sparks and smoke," says John Reiss, plant manager at Diamond Sparkler. "Most of our product is produced for use on the Fourth of July, but there is a growing demand for party sparklers on birthdays, anniversaries and weddings, where more sparks, less

smoke and specific colors are desired."

The company begins manufacturing and packaging its sparklers in August for the next year's Fourth of July, and also purchases sparklers from China that it packages at its Youngstown facility. By May, the sparklers need to be manufactured, packaged and distributed to retailers.

## Automating the infeed process

After baking, the sparklers are conveyed to a filler/cartoning machine that puts six sparklers into each carton, then closes and seals it at a rate of 180 cartons/min. A worker then manually transfers the closed cartons onto a conveyor for input to the shrink wrapper. The cartons need to be stacked into columns of six or 12 units for wrapping. Because of throughput volume, the stacked cartons would become easily displaced, which would inhibit

When the cartons stop on the surface of the accumulation conveyor, the segmented rollers beneath the cartons also stop, generating low back-pressure accumulation and minimizing product damage, left below. Cartons are stacked two or four high for release into the wrapper, below.





wrapping and slow down or stop the production line.

Diamond Sparklers brought in **Shuttleworth, Inc. (www.shuttleworth.com)** to engineer a solution that would fully automate the wrapper-infeed process. Using an off-the-shelf design that was customized for Diamond Sparkler's needs, Shuttleworth set up an in-line infeed to the filler/cartoner machine that receives the cartoned sparklers, places them in a uniform position, both linearly and height-wise for six-pack or 12-pack wrapping, indexes the packs into the proper space for precise wrapper positioning and then provides a controlled-release of the packs into the wrapper.

## The new system really **increased our production** and saved us a good bit of money.

The infeed's multi-level, continuous-motion accumulation conveyors stack the cartons either two- or four-high as a setup for the six-pack and 12-pack wrapping cycle downstream. The stacked cartons then convey to a fixed stop, and are pushed with a shear-face pusher in a 2x3 or a 2x6 setup into a **Texwrap (www.texwrap.com)** wrapper. The infeed is completely automated and linked with the other equipment on the line for safety. In the event of a safety activation, the entire line will shut down.

### Low line-pressure accumulation

The infeed conveyors are equipped with Shuttleworth's Slip-Torque® technology, which minimizes sparkler damage by creating low backpressure. This low line pressure throughout the continuous-motion accumulation conveyors allows for precise product placement. Should the line need to slow or stop, the conveyors can continue to accept product from the upstream line instead of stopping. A low-pressure accumulation buffer absorbs irregularities in the production flow, and provides a smooth, even flow on the line.

"Slip-Torque utilizes individually-powered, rotating roller shafts and loose-fit rollers, which become the conveyor surface," explains Phil Zahm, project manager with Shuttleworth. "It is powered by a

continuous chain to control the drive force for the sparkler cartons, and the size and weight of the cartons determine the driving force and roller selection. When the cartons stop on the surface of the conveyor, the segmented rollers beneath the cartons also stop, generating low back-pressure accumulation and minimizing product damage."

Diamond Sparkler desired to expand its output, while increasing

cost-efficiency. With the new infeed system, the company has achieved this objective. "We process close to 50,000 cases through our infeed system seasonally," says Reiss. "These cases are one- and two-gross of sparklers. Before, we were processing 18 cases/hour, and now we are handling 22 cases/hour, which is an 18 percent increase in throughput. Additionally, we eliminated one full-time employee position. It really

increased our production, and saved us a good bit of money. In addition, we were also able to complete our production run for our peak season 30 days ahead of schedule."

#### More information is available:

**Shuttleworth, Inc.**, 800/444-7412.  
[www.shuttleworth.com](http://www.shuttleworth.com).  
**Texwrap**, 800/886-7421.  
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# Go green, save green

Here are five tips for manufacturers to  
**DRIVE UP PRODUCTIVITY AND ENERGY EFFICIENCY.**

According to the U.S. Department of Energy, the industrial sector has long been the country's largest energy user, currently representing more than one-third of the country's total energy consumption. With this in mind, manufacturers across the U.S. must identify sustainable energy solutions that will drive efficiencies. There's no better time to seal in the savings on plant utility bills and begin working toward sustainability targets.

Do you want to reduce the energy costs at your plant? The following are five easy tips for factory and manufacturing facility owners and operators to reduce their carbon footprint and start reaping the savings.

## 1. Do your homework

First and foremost, you won't know how much you can save until you know where the money's being spent. An energy audit will help you better understand your energy usage and determine where your facility can go green and save money. Specialists can come to your facility to identify key energy saving areas for your facilities current and future needs.

## 2. Rethink plant lighting

By replacing existing lighting with energy-efficient products and controls, you can reduce energy consumption up to 50 percent as well as eliminate the risk of mercury contaminants in a short period of time.

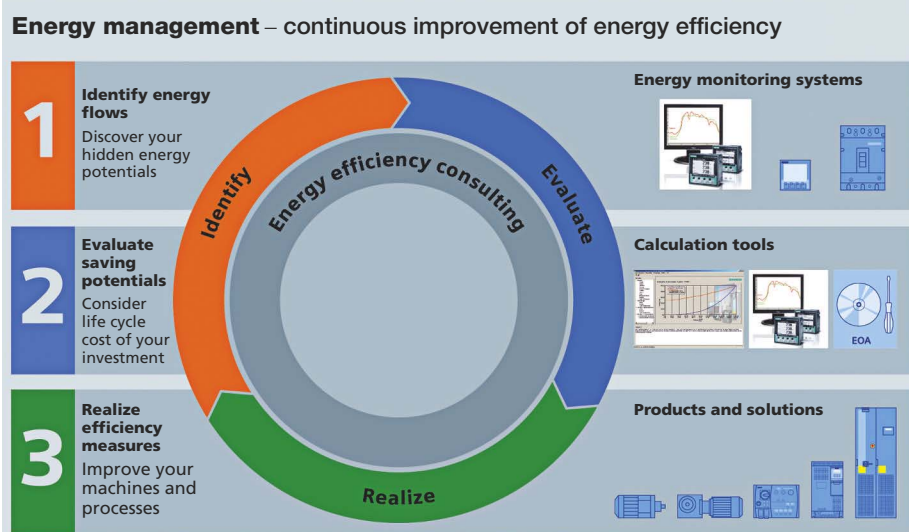
Several lighting options and programs are available on the market that can lower utility bills and even help reduce air pollution. Controls can help reduce energy consumption with smart schedules and automation.

## 3. Evaluate motors and drives

Electric motors are responsible for nearly 70 percent of energy consumed in industrial applications. This percentage holds a considerable savings potential waiting to be realized. So why not start now by replacing existing motors with more energy-efficient versions? Or save by adding variable-frequency drive systems to the motors. In some cases, such drives can contribute as much as a 30-percent energy savings with a fairly quick return on the investment.

## 4. Control heating and cooling costs

As much as 30 percent of the energy used in a facility comes from heating and cooling costs. Making smarter decisions about your facility's heating, ventilating and air conditioning system can have a significant impact on utility bills. Adding drive and control systems can also help reduce costs.



## 5. Monitor the situation.

Knowing and understanding a plants' electrical footprint and monitoring energy use can help companies track progress toward efficiency goals as well as establish benchmarks for achievement. Intelligent energy monitors can track of energy usage across multiple locations from a central source to ensure maximum efficiency and control costs.

*Author Dennis Sadlowski is president and CEO of Siemens Energy & Automation, Inc., the U.S. industrial arm of German engineering giant, Siemens AG. Sadlowski can be reached at 800/964-4114. Or visit [www2.sea.siemens.com](http://www2.sea.siemens.com).*

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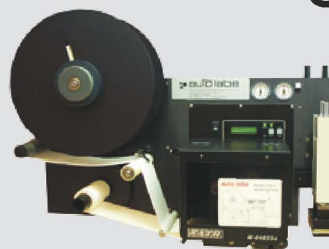
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# system integration

Last month's column considered the question of who decides what equipment is selected for an automated packaging project. Not surprisingly, only 20 percent of the system integrators who contributed to *PD's* Automation in Packaging Study ([www.packagingdigest.com/automationresearch](http://www.packagingdigest.com/automationresearch)) claimed that they decide on the type of packaging equipment themselves. Most (69 percent) reported it's the subject-matter experts—the packagers and

the integrators surveyed); price-to-performance value (45 percent); and quality/durability (39 percent).

The most common answers to the question, Which brand-related characteristics are most important when evaluating automation vendors? were: Technical support (53 percent); previous experience with the vendor (41 percent); and vendor reputation/longevity (49 percent). For both questions, multiple answers were allowed. A less

high-risk or unfamiliar projects. Risk reduction is even more important to the clients. By the time a packager decides to hire an integrator, they've decided they can't implement the proposed automation system themselves. Integrators, in turn, want to reduce risk by choosing reliable products from supportive vendors. Which vendors make the grade?

This wasn't addressed directly by the "Automation in Packaging" study,

but the Packaging Integrator Guide (accessible via the Resources tab at [www.packagingdigest.com](http://www.packagingdigest.com)) gives a clue. Ninety-one percent of the integrators who claimed a brand preference on their listing forms cited Allen-Bradley as a favorite, followed by Siemens and Rockwell Automation (76 percent) and Rockwell Software (73 percent).

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



## Integrators value reliability and technical support

end users—who make that choice.

A low percentage of integrators reported that they decide which automation components to incorporate into a project. Though system integrators are arguably the subject-matter experts when it comes to automation, more than half of them claimed that someone else makes that choice—generally the packager, the equipment vendor or the original equipment manufacturer (OEM).

Still, it's interesting to note what criteria system integrators use when choosing automation components when they do have a say in the matter. The product attributes they said they value most are: Reliability/performance (according to 55 percent of

formal survey of integrators attending the Control System Integrator Assn.'s conferences of 2007 and 2008 yielded similar results. They generally agreed that technical support is an important component of their relationships with the vendors they patronize, but basic hotline support isn't good enough.

Integrators know that they're good engineers, so by the time they've resorted to calling for technical support, they've already exceeded the expertise of the typical hotline staff. They want direct access to the engineers who developed the product in question.

Knowing they are able to get technical answers right from the source can be a determining factor when integrators decide whether or not to pursue

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# newsmakers

## MOVERS & SHAKERS



Adam Koller  
Delkor Systems, Inc.

**Delkor Systems, Inc.** hires Adam Koller as director of engineering.

**Enercon** promotes Owen Schmidt to regional sales manager—induction sealing.

**Envirotainer** promotes Reinier Danckaerts to partner management director.

**Muller Martini** promotes Rudolph Müller to chairman of the board and Bruno Müller to CEO.

**3 Sigma** names Thomas Trayner CEO



Owen Schmidt  
Enercon

and chief marketing officer.

**IPS Packaging** hires Gregg Schuliger as VP of sales.



Gregg Schuliger  
IPS Packaging.

**Hartness Intl.** names Jim Soenke director of sales for North America, Doug Stambaugh vp of sales for North America and Mexico

and Scott Smith vp of international sales.

**Portola Packaging Inc.** hires Kevin Kwilinski as president and CEO.

**PMMI** promotes Kim Beaulieu to director of exhibitor



Kevin Kwilinski  
Portola Packaging, Inc.

services, Katie Bergmann to director of administration, Elizabeth Cox to exhibitor services coordinator and Maria A. Ferrante to senior director of training and development in addition to continuing as editorial director of Packaging Machinery Technology magazine.

**Alcan Packaging Food Americas** names Frank Kitchel as VP of marketing, Meat & Dairy Flexibles.

**Utah Paperbox** names Steve Keyer president.

## GROWING & GOING

**Hartness Intl.** restructures its global commercial group to focus on the global commercialization of several new products line.

**Habasit America** opens a 340,000-sq-ft North American headquarters in Suwanee, GA.

**Integrated Packaging Corp.** opens a \$10 million, 90,000 sq-ft manufacturing facility in New Brunswick, NJ.

**PWP Industries** opens a recycling facility for PET bottles in Davisville, WV. **NatureWorks** invests \$1 million to transform its former pilot plant in Savage, MN, into an Ingeo™ bioresin applications lab.

## BUYING & ALLYING

**Applied Robotics, Inc.** signs Innovation Matrix Inc. as a partner to extend its reach into Japan and Taiwan.

**DAK Americas, LLC** and Shaw Industries Group Inc. create a new joint-venture company, Clear Path Recycling LLC, to produce RPET from post-consumer recycled PET bottles.

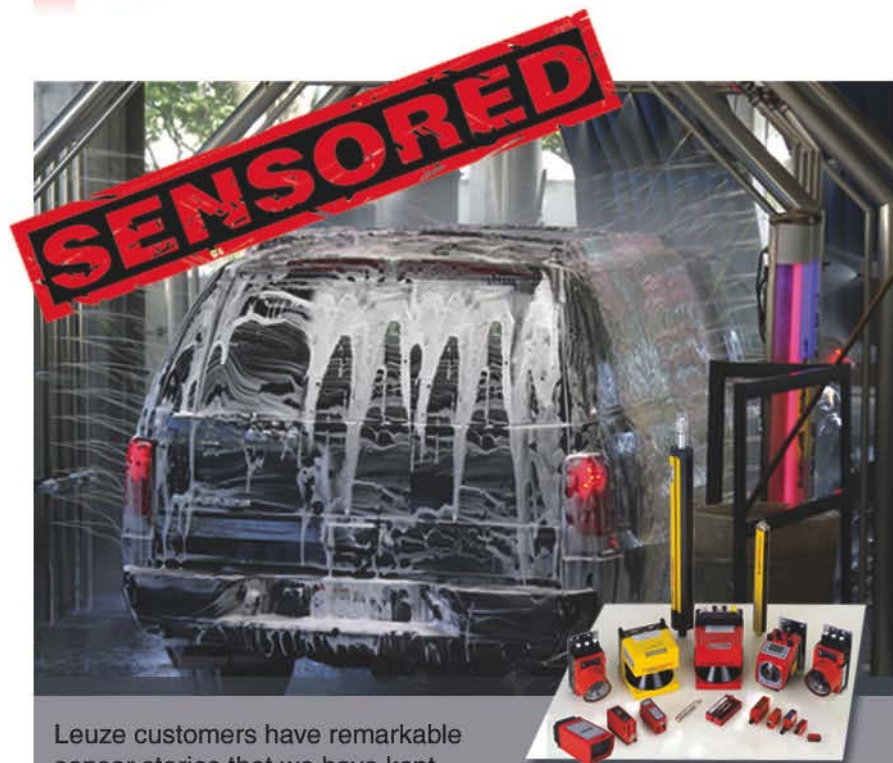
## CELEBRATING

**Printpack, Inc.** wins the 2009 Flexographic Technical Association Excellence in Flexography Award in the screen category for the Pantene Cuidado Clásico 2 en 1 shampoo sachet pouch.



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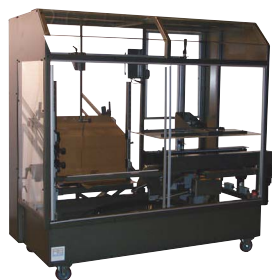
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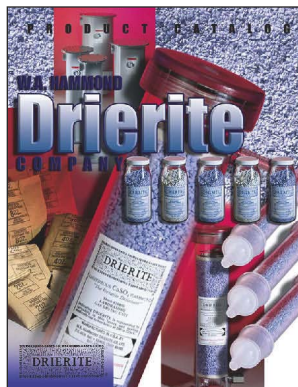
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## 400,000,000

The number of compact fluorescent light bulbs (CFLs) shipped as of 2007, says the U.S. Department of Energy. It's projected that more than 4 billion CFLs will be in households by 2012. Waste Management recently introduced recyclable packaging for CFLs that doubles as a recycling kit. [www.packagingdigest.com/cfl](http://www.packagingdigest.com/cfl)



## Coke's new bioplastic bottle

Coca-Cola Co. has unveiled a new plastic bottle made partially from plants. Coca-Cola North America will pilot the "PlantBottle™" with several water brands in select markets this year. [www.packagingdigest.com/plantbottle](http://www.packagingdigest.com/plantbottle)

### MWV to close NC plant

MeadWestvaco Corp. announced that it will close its Wilmington, N.C., beverage packaging plant by August 2009. The closure is part of the company's accelerated strategic cost management program to optimize its manufacturing footprint and strengthen its product mix in the face of shifting demand. [www.packagingdigest.com/mvwnc](http://www.packagingdigest.com/mvwnc)

### ABB Robots featured in new Terminator movie

ABB Robots are prominently featured in Warner Brothers Studios' new "Terminator Salvation" movie. Appropriately cast in a manufacturing role, 12 ABB IRB 6620s and six ABB IRB 1600s spent the summer of 2008 on the movie set in New Mexico. [www.packagingdigest.com/terminator](http://www.packagingdigest.com/terminator)

### Alcan creates new "lever" closure for champagne bottles

Alcan has introduced what it claims is the world's first lever-operated champagne closure. The Maestro metal closure was officially launched last month adorning French vineyard Champagne Duval-Leroy's Clos des Bouveries 2004 vintage. [www.packagingdigest.com/alcanlever](http://www.packagingdigest.com/alcanlever)



## Green smokes?

Cigarette brand du Maurier Canada boasts of new "greener" packaging. The company has replaced a foil wrapping with paper and uses external paperboard packaging. But it only drew a laugh from Gideon Forman of the Canadian Association of Physicians for the Environment. [www.packagingdigest.com/greencigs](http://www.packagingdigest.com/greencigs)



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