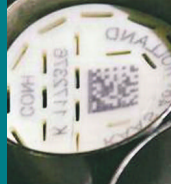




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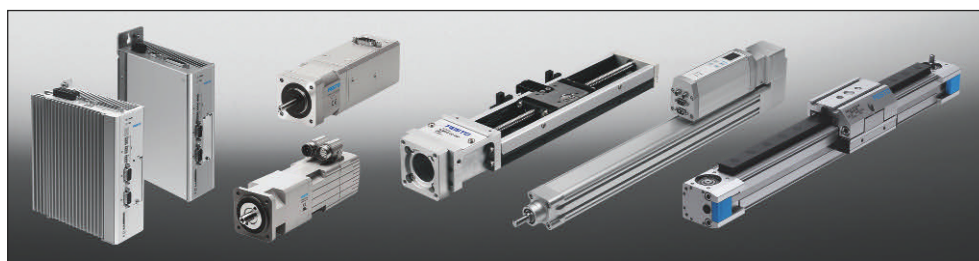
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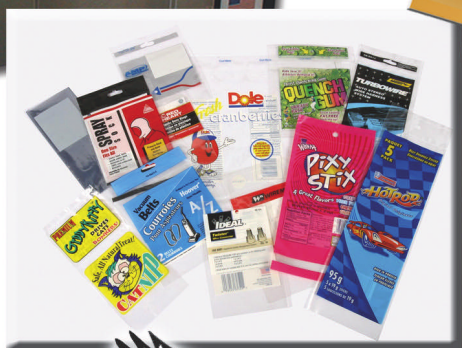
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# design trends



## Sleeve label is the buzz at Bumble Bee

New from Bumble Bee Foods is an environmentally-friendly promotional multipack of Prime Fillet® Atlantic salmon. Targeted at clubstores and intended to support Bumble Bee's commitment to sustainability in packaging, the four-pack of 5-oz cans wears a PLA shrink sleeve from **Printpack Inc.** ([www.printpack.com](http://www.printpack.com)) that gives the multipack an upscale look. Made from plants, the Earthfirst® PLA substrate from **Plastic Suppliers Inc.** ([www.plasticsuppliers.com](http://www.plasticsuppliers.com)) was Bumble Bee's top choice as an alternative to traditional petroleum-based films. The PLA material, made from the nearly carbon-neutral polymer, Ingeo™ from **Natureworks, LLC** ([www.natureworkslc.com](http://www.natureworkslc.com)), is compostable, shelf-stable at higher storage temperatures and has excellent printability, according to Printpack. The sleeve is gravure-printed in seven colors with product information and vignettes.

## Cigar box is a trip down memory lane

Who can forget cigar boxes? For kids, they were the perfect "stash" container for crayons, baseball cards, and other keepsake toys and collectibles. Young Plantations, Florence, SC, hopes to bring those memories back to consumers with its launch of the Mingo River® Southern Holiday Sampler of double-dipped chocolate pecans, butter-roasted and salted pecans and all natural cheese straws from Alabama. Young Plantations is betting that the nostalgic factor together with the popular taste of the Southern treats will ignite sales for specialty retailers this holiday season. The sturdy box contains a three-way plastic tray filled with the goodies, which total 18 oz, and is sealed with a clear film overwrap for security and freshness. The sampler is adorned with mouth-watering images of pecans and cheese straws, accented with a green banner and subtle snowflakes. The paperboard box is wrapped with 70# coated litho paper stock, offset-printed in four colors by **Nupak Printing** ([www.nupakprinting.com](http://www.nupakprinting.com)), which also produces the box and uses eco-friendly inks and adhesives. The package was designed by **Lux Strategic Communications** ([www.luxpr.com](http://www.luxpr.com)). According to president Tom Coker, "There's no other gourmet food item currently packed in a cigar-style box."



## Small bottle carries a big impact for garden-care concentrates

A new line of plant foods is cropping up from Bayer CropScience. VitaGro is Bayer's premium brand of liquid fertilizer, sold through garden centers, do-it-yourself stores and supermarkets in Norway, Sweden and Denmark. **RPC Containers Raunds** ([www.rpc-raunds.co.uk](http://www.rpc-raunds.co.uk)) has produced a custom-molded bottle in a handy, small 350-mL size. Although the products are widely available in larger sizes, research indicated demand for smaller packs. So Bayer introduced three concentrated varieties: VitaGro Plantfood concentrate; VitaGro Citrusfood; and VitaGro Orchidfood in the small bottle.

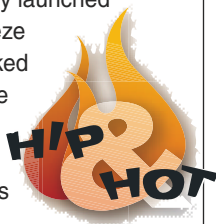
"The garden season doesn't wait for anybody, so we needed a reliable packaging supplier that could deliver an appropriate solution in a tight timeframe," explains Tomas Kvillstrom, Nordic brand manager for Bayer CropScience. The container complements Bayer's existing NewGen bottle for herbicide concentrates. Blow-molded in natural HDPE in a distinctive, easy-pour, asymmetrical shape, the bottle has curved sides for convenient handling. Its glossy shrink sleeve labels target the growing garden care market with attractive graphics in bold colors that include a soft green logo and eye-catching photography of flowers. Kvillstrom says the new size, convenience and graphics give VitaGro distinction on the store shelf.

## Launch pad

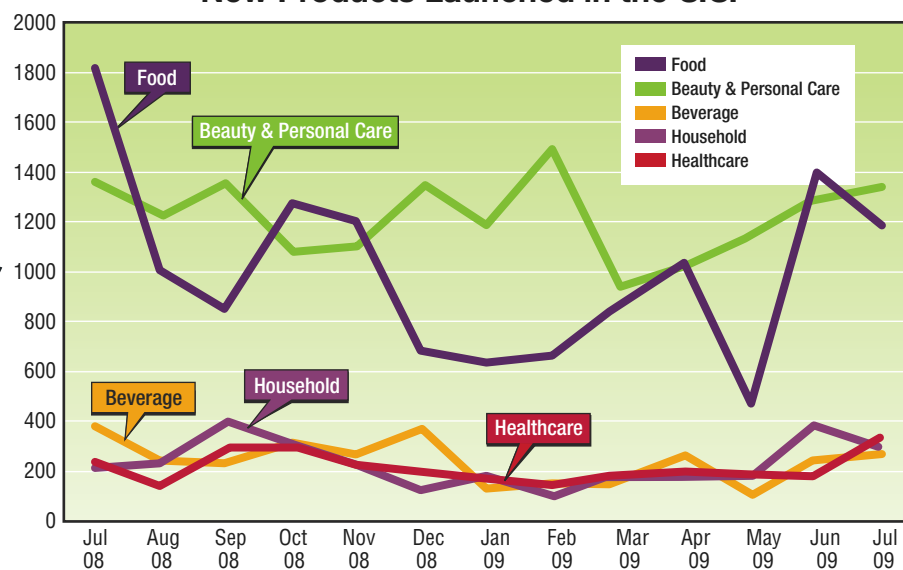
New Product of the Month

### Squeezable gum pack from Japan

Japanese company Ezaki Glico, Osaka, recently launched a new way to package gum. The company's Squeeze Assorted Gum is packed in what Glico calls the "Smart Pod," which offers the fruity gum (which contains fruit juice) in flavors like grape, lemon and green apple. The 3.25-oz Smart Pod container has a compartment in the lid where disposable papers for the gum are stored. The papers are used to throw away any chewed gum. Consumers are provided with a convenient package said to be environmentally friendly and easy to use.



### New Products Launched in the U.S.



Source: Mintel Global New Products Database (GNPD)



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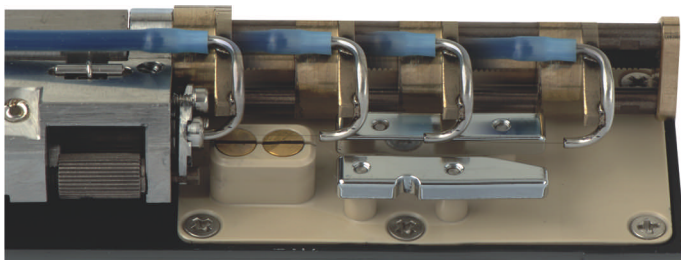
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# design trends



## Chilli sauce bottles with a kick

Encona chilli sauces, owned by Enco Products, a top supplier in the U.K. of Caribbean foods and beverages, is relaunching with a new bottle design. Enco appointed **Reach** ([www.reachdesign.co.uk](http://www.reachdesign.co.uk)) to work on repositioning the brand to reconnect with loyal consumers and achieve

broader mainstream appeal. Reach worked with consumers to identify brand communication issues and uncovered lots of valuable information, including confusion about the Caribbean brand having a Sweet Thai Chilli sauce in its line. So the line of chilli and hot sauces was repositioned as providing exciting tastes

from around the world. A photo vignette was replaced with exotic illustrations evoking the feeling of finding authentic, "hidden gem"-type places to eat. The bright blue Encona brand logo tops each label, above a cluster of palm trees. Launched in July, the new packaging is eliciting a positive market response.



ADVANCING

## Sustainable Packaging

Ball Corporation has adapted to many changes – social, economic and environmental – to survive and thrive for 129 years. In June, 2008, we issued our company's first sustainability report and formally stated our sustainability approach and specific goals.

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## Milk carton is easy to use

A new milk carton that Germany's Milch-Union Hocheifel eG milk company introduced last October is now entering global distribution. Europe's leading producer of UHT milk and milk products for four decades, the company has been using the Tetra Brik® Edge™ 1,000-mL carton from **Tetra Pak Inc.** ([www.tetrapak.com](http://www.tetrapak.com)). The package is currently being distributed by German discounters Aldi and Lidl, as well as other European retailers. "With its distinctive look and consumer usability, Tetra Brik Edge is the perfect carton from a consumer's perspective and, for dairies, it is highly efficient in terms of production and distribution costs," says Winfried Meier, director of sales and marketing, Milch-Union Hocheifel eG.

Tetra Pak tested and developed the new carton according to the internationally renowned methodology of the Swedish Rheumatic Association (SRA). The Tetra Brik Edge was designated 'Package of the Year' by the SRA. "Tetra Brik Edge is so user-friendly that even consumers with hand disabilities found it easy to handle, open and pour," says Leif Hansson, development manager, SRA.

The 34-mm-dia SimplyTwist™ screw cap on the Tetra Brik Edge is easy to open, pour and reseal. The large closure is also suitable for smooth pouring. Tetra Brik Edge is produced at a capacity of 7,000 cartons/hr on the Tetra Pak C3/Flex XH packaging line.



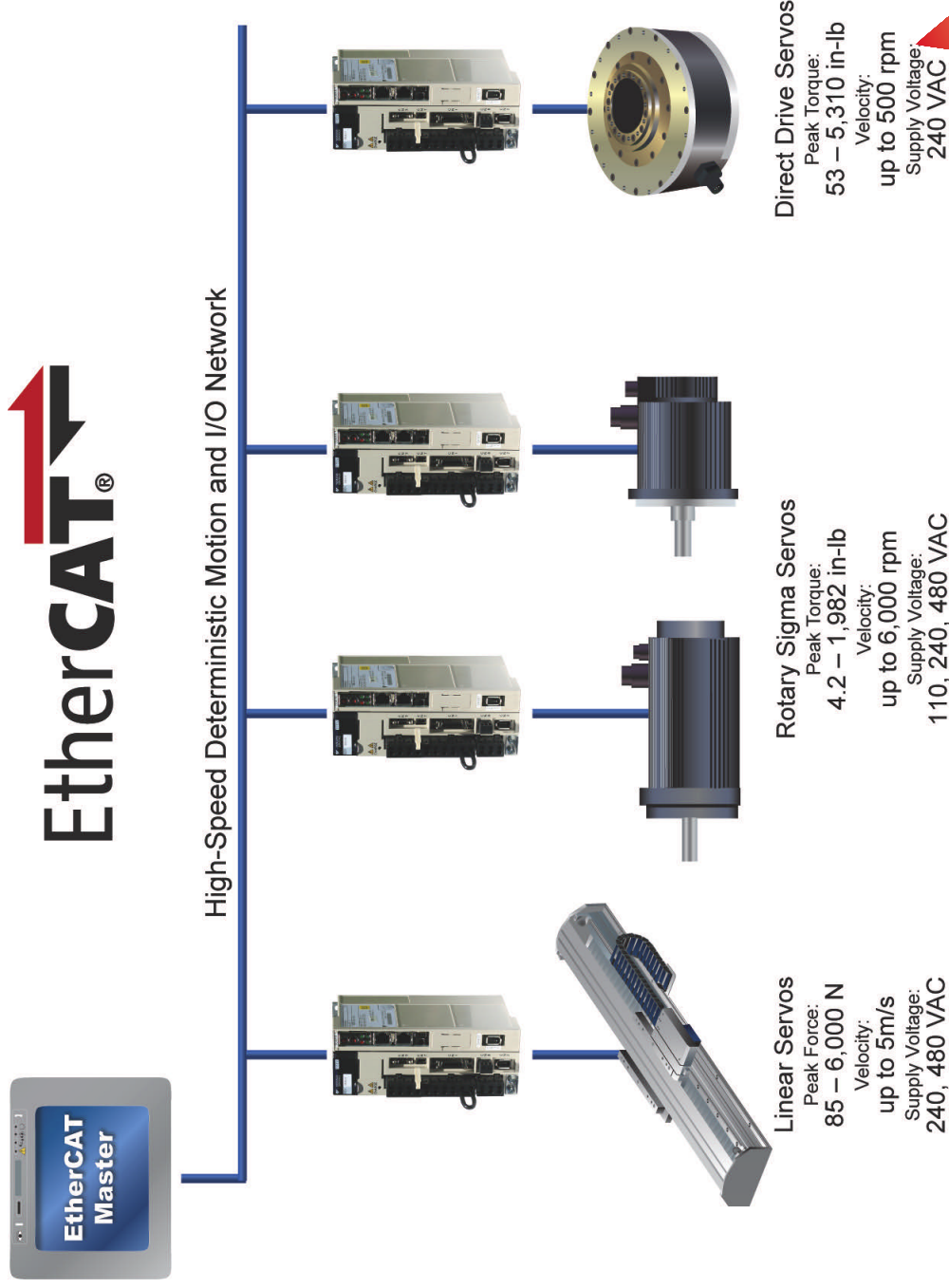
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# design trends

## household products

### Kid-proof cleaners are packaged in style

BabyGanics, a new “kid-centric,” personal-care marketer that produces a line of nontoxic cleaning products including foaming soaps, all-purpose household cleaners and more, has turned to **Rexam Personal Care** ([www.rexam.com](http://www.rexam.com)) for assistance with its stylish packaging, which was launched in April. The packaging features translucent bottles accented with cheerful and clever label graphics in yellow, orange and lime green. Designed to be safe around infants, pregnant women, pets and the environment, the products are contained in bottles from 50- to 550 mL, depending on the SKU. The Dry Spray Dispenser bottle in white PP is used for the Breathin’ Easy Air Freshener and Odor Eliminator, and Rexam’s T-1 mechanical PP foamer in lime green is for the Fine & Handy foaming handsoap, the Germinator foaming hand sanitizer and Dish Dazzler foaming dish soap. The M3 mini-PP foamer is used on a 50-mL version of the Germinator foaming hand sanitizer. The Dry Spray dispenser emits a continuous, fine-mist spray, without chemicals or propellants. Says Kevin Schwartz, CEO and found of BabyGanics, “The brand offers gentle, safe baby products that function flawlessly, are easy and fun to use. The foamers and dry sprayer offer superior user experience...”



### Compartmented dispenser does double duty

Hillyard Inc., a Missouri-based manufacturer/distributor of janitorial products, sanitary supplies and equipment, has introduced Double Down, a spot remover incorporating two ingredients that cannot be mixed until they are applied to a garment or carpeting. Their packaging differentiates Double Down from other cleaning products. **TricorBraun** ([www.tricorbraun.com](http://www.tricorbraun.com)) helped developed the compartmented package, which evenly mixes both of the ingredients in mid-air before they’re applied. A single, custom, snap-finish closure is attached to two 16-oz interlocking containers and consistently mixes the stream of chemicals after they leave the cap and before the cleaning agent reaches the soiled area. The ergonomically shaped HDPE containers are joined by a locking mechanism that is molded to their sides. The molds also were custom-designed by TricorBraun. Peroxide is dispensed from one bottle, to brighten and deodorize the laundry or carpet spot. The second ingredient, a polymer with surfactant, is dispensed from the adjoining bottle, and it encapsulates the remaining residue. The soil is either washed out in the laundry cycle or is vacuumed.



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## design trends



## Laundry detergent that isn't just black and white

The packaging for Skip Perfect Black and Perfect White, new powdered laundry detergents for black and white clothes, respectively, clearly conveys their intended uses. Launched in Argentina by Unilever, the visually stunning containers present designs were created by **Rex Design** ([www.rexnet.com.br](http://www.rexnet.com.br)) in Brazil. The matte black and matte white plastic containers display unusual visuals aimed to shake up the category and borrow a look from the cosmetic market. Elegant typography with clean icons “reveal the technology behind the product,” according to Rex Design. “We have created calm, abstract technological icons, instead of the common approach [to laundry detergents], which demonstrate an ‘aggressive’ effectiveness of the product,” says Gustavo Piqueira, creative director of the project and Rex Design’s partner. The look combines a matte printing process with glossy silver stamping of the text that reinforces the line’s premium positioning and upscale appeal.

## Turing the Tide to stain release

Procter & Gamble has developed a new category of products under the Tide umbrella. Its new Tide Stain Release wash additive, launched nationally in August, helps remove tough stains the first time, when added to regular detergent in the washing cycle.

Three product formats are available, including powder in a custom-designed twin-pack of HDPE canisters unitized in a shrink sleeve, a liquid in a tall, curved PP bottle with a PET pour spout and what P&G calls the Duo Pac standup pouch made of a PET/LLDPE laminate, which incorporates water-soluble packets of liquid and powder combined that can be dropped into the washing machine.

The proprietary, bright orange collection of packages, which prominently displays the circular Tide logo, maintains Tide’s brand equity visually but has several twists structurally. “As the leader in clothing care, we wanted to create an additive that lives up to the Tide standard of clean,” states Sarah Pasquinnucci of P&G External Relations. “With laundry detergent, consumers have particular forms of cleaners that they prefer—some like liquids and some like powders.

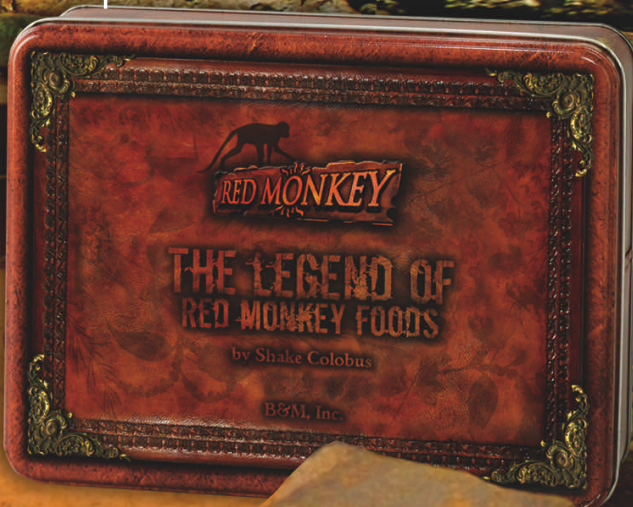
This liquid can be used as a pretreater. We are also launching a Duo Pac, which is the best of both liquid and powder, combined in a convenient package form.” Suggested retail prices range from \$3.99 for a 10-count pouch of the DuoPacs to \$11.99 for the 50-oz package of powder.



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# comment

John Kalkowski, Editorial Director

## PACK EXPO throws line to packagers seeking recovery



Everyone, it seems, is looking for a barometer to tell them the recession is ending. For many, the health of a major industry tradeshow may be a leading indicator.

With PACK EXPO Las Vegas just around the corner, I'm hearing a lot of questions among packagers: Is your company exhibiting? Are you going? How many people is your company taking? What are the hot, new products?

It's said that if a company is not growing, it is dying. Right now, even the best businesses are hard-pressed to grow. However, insightful owners and managers are still planning and seeking innovations that will drive growth as the economy recovers.

That's why it is important to keep abreast of packaging developments exhibited at a show such as PACK EXPO.

Victor Calderon, an engineer at Ghirardelli Chocolate Co., has already registered. He says: "PACK EXPO is the best place for us to find the innovations we need to meet our business goals. This year, our focus is running lean—we are sure to find the latest generation of equipment that can help us increase our efficiency and our output with the least downtime. The show is also a great opportunity to tap into industry trends."

Chuck Yuska, president and CEO of the Packaging Machinery Mfrs. Institute (PMMI), the sponsoring

association for PACK EXPO, recently chatted with me about the show's prospects. Yuska offered a frank assessment that while 2009's attendance may dip below the 2007 show in Las Vegas, things are looking up. Suddenly, he says, a number of exhibitors are seeking booth space, and are hoping to capitalize on the improving conditions.

Branding is a big deal at the show, Yuska says, confirming that space for The Brand Zone has sold out. He says this previously was called the Materials and Container Pavilion, but PMMI research showing that the pavilion's likely visitors are concerned about how the materials might help build a brand, prompted the change to emphasize branding.

Yuska says his organization is working harder than ever to add value to the event so that everyone in the industry can maximize their time at the show. Several industry groups, such as the International Bottled Water Association and the Reusable Packaging Association will have their annual meetings in Las Vegas at the same time as PACK EXPO.

If you're looking to build the future of your packaging business, I hope to see you at PACK EXPO next month.

*John Kalkowski*

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# new products equipment

## Vivo! Photo-Quality Digital Label Printer

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



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

**QuickLabel Systems**, 877-757-7978.  
[www.QuickLabel.com](http://www.QuickLabel.com)

## Integrate Digital Color Label Printing In-line



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

**QuickLabel Systems**, 877-757-7978.  
[www.QuickLabel.com](http://www.QuickLabel.com)

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**QuickLabel Systems**, 877-757-7978.  
[www.QuickLabel.com](http://www.QuickLabel.com)

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

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

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

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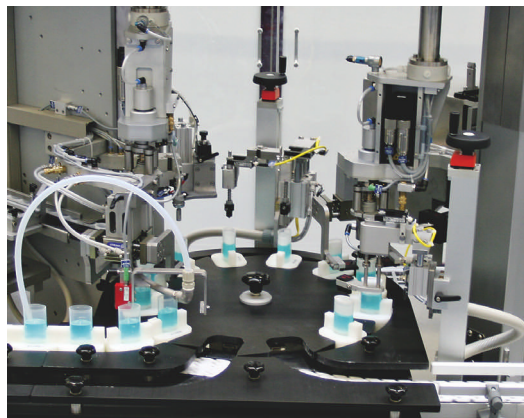
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## new products

### Motors, Drives, Devices



**Cosmetics filling, closing** Cosmetic packaging equipment for creams, liquids and gels features fillers and sealers for “airless” pump containers, which prevent oxygen from contacting the product. The new filling/closing systems accommodate vials, jars, bottles and other containers in various sizes (including a range from 15 to 500 mL) and close them with press-on closures, screw caps or airless or conventional pump attachments. The products can either be thin or viscous. The equipment also includes a flexible puck transport system that accepts different cap diameters with quick-change puck adjustments. The fillers offer two-component-filling for two different products or two-headed filling, which can increase the output rate for multiple dosing applications. Nitrogen gas flushing and CIP/SIP is also available.

**Groninger USA LLC**, 704/295-9000.  
[www.groningerusa.com](http://www.groningerusa.com)

**Ink-jet printer** The Evolution LX Series of high-resolution ink-jet printers is powered by thermal ink-jet technology by Lexmark™. The new equipment delivers up to 20-percent more ink usage that results in lower operating costs, the co. says. The printer software includes upgrade options to a fully loaded system. The LX II combines the optional software with the ability to print up to four lines of text, bar codes, graphics and more. Both LX systems print at 30 dpi and many print sizes, type styles using different ink colors and ink formulations.

**Digital Design Inc.**, 800/967-7746.  
[www.ddiworldwide.com](http://www.ddiworldwide.com)



**Conveyor system** The co.'s new Live-Drum Spiral Conveyor, a spiral conveyor system, utilizes a cylindrical drum that assists in driving the modular plastic belt. The conveyor offers increased elevation changes and capacity, design and product range versatility and low maintenance. Regardless of the conveyor length, the rotating stainless-steel drum imparts the driving force to the inside edge of the belt creating very low tension on the belt. The low belt tension accommodates exceptionally long production runs, translating into a significantly increased number of tiers, the co. says.

**Nercon Eng. & Mfg., Inc.**, 920/233-3268.  
[www.nercon.com](http://www.nercon.com)



**Case packer** A high-speed, four-axes Delta-style robotic case packer has a 3D working envelope. The case-packaging system includes a product-picking conveyor and a flighted case conveyor. The system is suitable for pouched products of petfood, cheese, condiments, sauces and fillings in single-serve pouches and other flexible packages, the co. states. Features also include an off-the-shelf controls platform. The packer forms a variety of pack patterns in addition to traditional patterns.

**BluePrint Automation Inc.**, 804/520-5400.  
[www.blueprintautomation.com](http://www.blueprintautomation.com)

**Band sealer** A USDA-approved, heavy duty vertical rotary band-sealing system features a bag-top trimmer and low-carry synchronized conveyor with a synchronized dual motor drive, model VCBSDM-TX. This continuous band sealer seals and trims materials such as PE, PPE, Tyvek® and foil. The machine has a variable-speed conveyor, and seals bag widths of 1/8, 1/4 or 3/8 in.

**All Packaging Machinery Corp.**, 800/637-8808.  
[www.apmpackaging.com](http://www.apmpackaging.com)



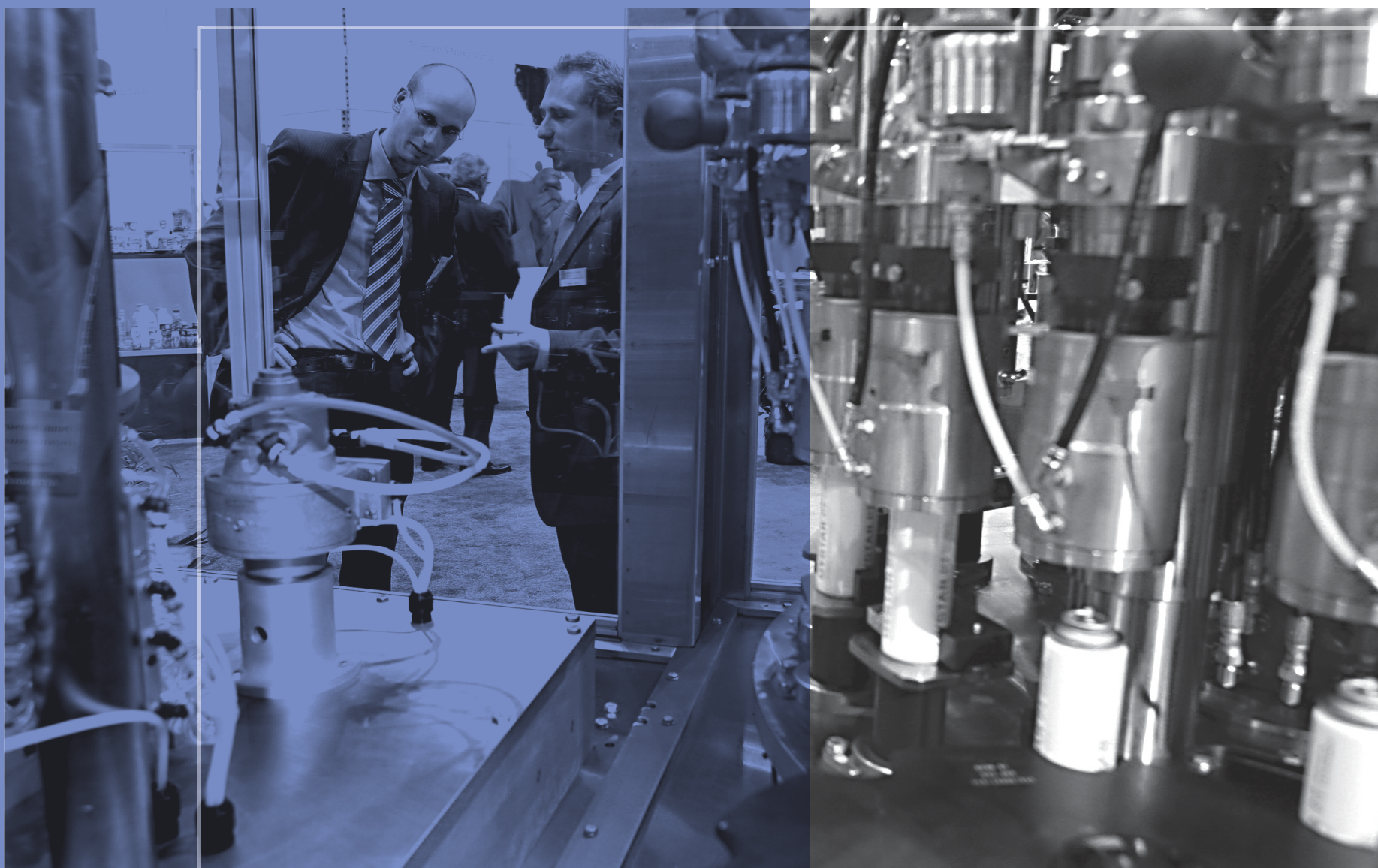


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# new products equipment



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**Controller** MotionWorks IEC Pro is a new, integrated controller based on the IEC61131-3 international programming standard, and the same code as the co.'s IEC Express software, including all additions made to the software since its May 2008 release. The Pro version allows users to program in a sequential function chart language, configure projects with up to 16 tasks and support all of the MP2000iec controller models. The MP2310iec machine controller offers three new models that allow up to three local modules of digital or analog I/O to be controlled.

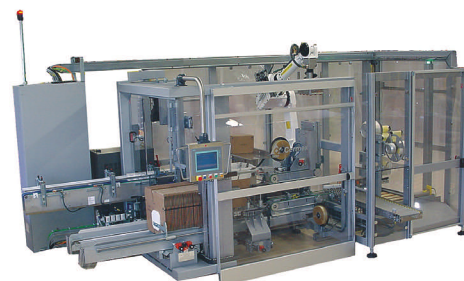
**Yaskawa Electric America, Inc.**, 800/927-5292. [www.yaskawa.com](http://www.yaskawa.com)

**Tube filler** The NM702 is a new tube-filling system that's capable of running up to 80 tubes/min and includes ELAU controls and an operator touchscreen panel. **Norden, Inc.**, 800/526-5074. [www.norden-pac.com](http://www.norden-pac.com)



### Case packer/palletizer

The EP50 top-loading case packer works with RSC and wraparound cases using a 6-axis robot. The robot packs and palletizes all in one unit. The new equipment offers performance, flexibility and smoothness thanks to servo-driven technologies, the co. says. **Cermex Inc.**, 678/221-3570. [www.cermexinc.com](http://www.cermexinc.com)





**Palletizer** The EC-201 robotic palletizer has a payload capacity of 440 lb and a palletizing capacity of 1,600 cycles/hr. Palletizes bags, cases, pails and other products and has four axes for maximum flexibility. The weight of the mechanically-balanced palletizing arm can be supported by a single finger, which allows the palletizer to use less energy and reduce stress on the arm joints, bearings, pivot points and floor supports. A touchscreen allows personnel to change palletizing programs, utilize onboard warning systems, review error occurrences and take corrective measures.

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



**Air conveyor** The Posijet® air conveyor, specially designed for lightweight and short-neck bottles, is capable of moving up and down at 90 deg. An unscrambler features instantaneous changeover to an indefinite range of bottle formats.

**Posimat**, 305/477-2029.  
[www.posimat.com](http://www.posimat.com)



**Stick-pack machine** The Alfa G multilane stick-pack machine takes a web up to 1,200-mm wide for more lanes and higher production levels. Equipped with various fillers including cup, auger, piston, peristaltic and scales, the machine can run most dry and wet products. Options include Allen-Bradley controls, a stainless-steel, washdown construction, clean-in-place fillers, shaped seals, tear notching, imprinters, checkweighers with automatic feedback, collation and counting systems and integrated cartoning or overwrapping.

**Fres-co System USA Inc.**, 215/721-4600.  
[www.fresco.com](http://www.fresco.com)

**Spiral elevator** A spiral elevator that transports products on packaging lines and distributes them between the line and the warehousing area works with a constant flow. The flow can run without interruption and stop losses. The chain is made of a patented design that offers a smooth transport, low noise and a high mean time between failures. The elevator offers efficient elevation without stop losses, a compact footprint and trouble-free operation, the co. states. The elevation is in the range of 1,500 to 4,000 mm with an inlet height 800, 900 or 1,000 mm.

**FlexLink AB**, 39 011 9518411.  
[www.flexlink.com](http://www.flexlink.com)



**Linear motor drives** With acceleration values of 140 ms<sup>2</sup>, a linear motor direct drive offers fast acceleration with precision, such as is required for the assembly of small parts, the co. states. The electric linear motor drives ELGL-LAS, DNCE-LAS and DFME-LAS accelerate at 1.5 to 4 times the rate of all other electric and pneumatic drives used in automation technology. They are also two to three times faster than electric axes with a spindle or belt drive, with an accuracy of 10 µm. Cuts assembly time and is suitable for use where both high speeds and high rates of acceleration are required, the co. says.

**Festo**, 49 711 347 4032.  
[www.festo.com](http://www.festo.com)



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

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# new products materials

## Film & foil



**Biodegradable void-fill** EarthAware™, a line of eco-friendly bag film materials for AirPouch® void-fill packing systems, features a biodegradable film that is a durable, LLDPE with a proprietary additive that causes biodegradation in 9 months to 5 years, depending on exposure conditions. Material performance properties and shelf life remain intact, as biodegradation only occurs when in contact with other biodegrading material, such as the conditions found in landfills, home and commercial composting. The biodegradable pillows are available in a standard green tint for customer awareness. The Express 3 void-fill system produces air pillows on-demand in continuous strips that can be torn away quickly and easily for fast, clean packing operations. The tabletop void-fill unit requires no compressed air and is compact.

**Automated Packaging Systems Inc.**, 888/288-6224.  
[www.airpouch.com](http://www.airpouch.com)

**Shrink sleeves** Shrink-sleeve materials offer appealing, sustainable, cost-efficient decoration on stock and custom bottles, jars and unconventionally-shaped containers are available in a wide range of sizes. The sleeves feature easily removable, recyclable materials with distinctive, high-impact, shelf-defining graphics that underscore a product's commitment to sustainability, the co. states.

**Gilbreth Packaging**,  
800/630-2413.  
[www.gilbrethusa.com](http://www.gilbrethusa.com)



## Label materials

A growing range of smart solutions for innovative label designs and tamper-evident labels is available for converters and printers, specifiers and end users. Eco-friendly materials that are easy to process and accept solvent- and water-based adhesives without treatment can be glued and die-cut with a minimum of waste. They're printable by most processes without corona treating and can be foil-blocked. For creative designers, the label materials feature the ability to conform well around complicated shapes. Can be used to produce invisible labels with only print or foil blocking prominent on a transparent background. Are available in clear, white, full matte, Satiné and Semitone finishes and special colors.

**Clarifoil**, 44 0 1332 681835. [www.clarifoil.com](http://www.clarifoil.com)



**Medical-grade polymer** Tritan™ MX731 copolyester, a new high-flow, medical-grade polymer, features exceptional chemical-resistance and hydrolytic stability, as well as competitive toughness, gloss and processability, the co. states. The polymer is suitable for use with hand-held medical-device applications, such as diagnostic tools, blood-glucose meters, pulse oximeters and battery-powered feeding pumps in which close contact with the skin and cleaning with chemicals is common. The polymer also resists chemicals used in disinfectants and cleansers without cracking or crazing, and offers added toughness to medical parts, particularly hand-held medical devices that are utilized frequently and could be dropped, the co. says.

**Eastman Chemical Co.**, 423/229-4229.  
[www.eastman.com](http://www.eastman.com)

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# new products materials

**Bentonite desiccants** An expanded line of bentonite desiccants is available, offering a high absorption capacity in most packaging environments and is fully compliant with 21 CFR for use in food and drug applications. Bentonite is naturally occurring and doesn't require energy- or water-insensitive processes or harsh chemicals to produce, the co. states.

**Süd-Chemie Performance Packaging**, 505/244-7100.  
[www.s-cpp.com](http://www.s-cpp.com)



## Bioplastic resin certification

Mirel bioplastic resins produced by Telles, the co.'s joint venture with Archer Daniels Midland, have been certified compostable by the Biodegradable Products Institute (BPI), an independent North American certifier of compostable material. BPI certification shows that the co.'s base resins comply with the specifications established in the American Society for Testing and Materials standard ASTM D6400 for composting in a professionally managed composting facility. The BPI's certification covers the co.'s base resins. These will be further compounded into grades for use in injection molding, film, sheet and thermoforming by manufacturers of products and packaging.

**Metabolix**, 617/583-1700.  
[www.metabolix.com](http://www.metabolix.com)



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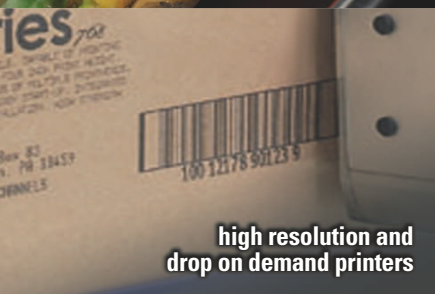
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## PET liner

THINflex PP 160 HC TC-332 clear BOPP film now includes a 92-ga PET liner, TRACrite 92. The 1.6-mil-thick BOPP film offers a 20-percent reduction over the standard 2-mil clear product commonly used today, according to the co. The film achieves the same quality print receptivity for the crisp clarity needed for no-label-look applications. The liner is also recyclable.

**FLEXcon**, 508/885-8370.  
[www.flexcon.com](http://www.flexcon.com)



## Aluminum foil

Aluminum foil is available in roll widths up to 60-in. and in 7- and 9-micron gauges. Tempers are available in H19 or O. Specialty foils can also be delivered in small quantities. The wider width is suitable for converters with short-run, quick-turn jobs, as well as for flexible packaging makers, to cryogenic vacuum jacket insulation producers and applications where tight control of specifications is important, the co. says. The product is produced using a 60-in.-wide Kampf duplex slitter.

**Republic Foil Inc.**, 203/743-2741.  
[www.republicfoil.com](http://www.republicfoil.com)

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**PP clarifier** Millad NX8000 PP clarifier provides a step change in haze reduction compared with the industry standard, enabling PP to deliver clarity approaching that of polycarbonate while avoiding many of its drawbacks, the co. says. When combined with the clarifier, the PP delivers excellent material strength and rigidity, along with excellent heat- and chemical-resistance, the co. says. Bisphenol (BPA) is not used in the manufacture of clarified PP. When combined with the NX8000 clarifier, PP offers a cost-effective, light and easily recycled replacement for other plastics and glass, the co. states.

**Milliken Chemical**, 864/503-6503.

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



### Pharmaceutical label

The Pharma-Wrap label offers extended-text space and wraps around small- to medium-size containers as well as ampules and vials. The label affords easy, reliable marking with variable data, even after its application to the container, the co. says. The pharmaceutical label has a transparent surface layer that prevents condensation from forming and protects the base label from abrading and scratching. This allows for a second smaller label containing variable data to be applied immediately after removing the product from a freezer.

**Schreiner MediPharm L.P.**,  
845/848-9000.

[www.schreiner-medipharma.com](http://www.schreiner-medipharma.com)

### Controlled-life film/bags

As an extension of the True Life Cycle (TLC) program, is a family of controlled-life packaging film/bags. The d2w controlled-life system is effective at protecting the environment while delivering value, the co. states. The films/bags will start to biodegrade in approximately 18 months, accelerated by exposure to ultraviolet light and temperatures in excess of 86 deg F. The TLC program is designed for retail packaging, produce, frozen foods and bakery packaging, the co. says.

**Packaging Personified Inc.**,  
630/653-1655.

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

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**Oxygen-scavenging materials** The newest addition to the Freshness Plus™ line of active packaging materials yields superior oxygen protection by incorporating scavenging material into the barrier layer of film, the co. says. Because the scavenging polymer is built into the film, the scavenging components trap oxygen that can slowly migrate into the film from the package headspace or from the environment. Processors will appreciate how easily the active barrier film can be used with existing equipment, because the film doesn't require an activation step. The scavenging polymer is invisible to metal detectors, allowing processors to use metal-detection systems after the product is packaged. Ideal for oxygen-sensitive products and products with a long shelf life, the active barrier films don't require moisture to activate the scavenging reaction and are equally effective with wet or dry products.

Sealed Air Corp., 800/845-3456.

www.freshnessplus.com



**Meat packaging** MAPET® packaging has been developed for MAP prepacked meat to seal even through meat juice contamination. Maintains packing and seal integrity through consumer use. The packaging features a high degree of food safety and trays that have been designed to save space so that more packs can be displayed at retail chill counters. The packaging is made from a mono material, which is environmentally-friendly and produces minimal waste, the co. says.

Faerch Plast, 45 51 27 22 30.

www.faerchplast.com

**Shampoo sachet** The Pantene Cuidado Clásico 2-in-1 shampoo sachet pouch was developed as a low-cost barrier package for a small-volume product. Made with consistent quality in Latin America, the 3-ply laminated structure meets various barrier specifications and helps exceeds performance requirements on production lines by optimizing the required sealing temperature and reducing overall production stops, resulting in higher productivity. Is designed to afford excellent print quality, says the co.

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# sustainability

Nanomaterials are just too tiny to ignore. They're increasingly being used in packaging and can have the potential to improve a variety of packaging-performance attributes such as oxygen and moisture blockage, ink or dye-free coloration and increased strength while lightweighting.

Nanomaterials can also make packaging "smart" by introducing properties that can react and respond to environmental conditions. For example, a leading food company, in collaboration with Rutgers University and the University of Connecticut, is developing nanoparticle films that can "warn" consumers when food becomes unsafe for consumption by changing color. Researchers in The Netherlands are also experimenting with a nanotechnology "bio-switch" that will release preservatives if food spoilage is detected.

Nanotechnology seems to hold so much promise for innovation that the



## Tiny nanomaterials can have a huge impact

market for these components was \$360 million in 2008 in the packaging sector alone. The 2009 U.S. federal government budget includes more than \$1.5 billion for a National Nanotechnology Initiative (NNI). But the jury is still out on the potential risks in using engineered nanomaterials. Research funding is disproportionately targeted toward nanomaterials innovation and promoting the benefits rather than on identifying, managing and communicating the risks. Only 16 percent of the NNI funds will be directed toward health and safety assessment. Responsible companies, then, should approach integrating nanoparticles into packaging materials with the understanding that their risks aren't yet fully understood.

What are nanomaterials? There's no internationally accepted definition, but they are commonly defined as materials that have structured components with at least one dimension less than 100 nm. Some of these nanomaterials occur in nature; others are engineered for performance purposes. Generally speaking, the smaller a nanomaterial is, the more likely it is to behave differently than its macro counterpart. These behavioral differences are why nanomaterials can be engineered to alter performance attributes in exciting new ways, but they're also the reason why some engineered nanomaterials carry a risk.

As the Woodrow Wilson Center's Project on Emerging Nanotechnology's website ([www.nanotechproject.org](http://www.nanotechproject.org)) states, "Nanoparticles' small size might allow them to get into places that conventional particles wouldn't be able to go. This could mean penetrating deep within the lungs when inhaled, then passing into the bloodstream and reaching other organs. Or, it might lead to nanometer-scale particles spreading through the environment and building up in places you wouldn't normally find pollutants."

With packaging, there are concerns these materials may be able to migrate into food. Since packaging materials comprise 30 percent of municipal solid waste, there are also concerns that the particles could pass through environmental protection systems, such as liners in landfills or particle screens and scrubbers in incinerators, and leach into the soil and groundwater or be released into the atmosphere, the consequences of which aren't yet fully understood. In the U.S., nanomaterials are reviewed for safety under the same antiquated regulatory frameworks developed 30 to 40 years ago, before significant developments occurred in engineered nanomaterials. Thus, some organizations are calling for a total ban on their use in products and packaging until all of the risks are known or confirmed. Others see nanotechnology as having as much potential to positively affect human/environmental health as to negatively affect it, and recommend appropriate risk-management frameworks or calling for new policies or regulations to address nanomaterials.

Katherine O'Dea is a senior fellow for the Sustainable Packaging Coalition, a project of GreenBlue ([www.greenblue.org](http://www.greenblue.org)).  
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# IBCs check in at Marietta

A 330-gal intermediate bulk container helps contract packager Marietta Corp. boost its production of hotel amenities and other products **WHILE SAVING SPACE AND LABOR.**

**Lauren R. Hartman**, Senior Editor

Reusable bulk containers have greatly improved operations at contract packager Marietta Corp., Cortland, NY, which packages a wide range of products for major CPG companies and formulates hotel amenities for thousands of hotels worldwide. The amenities include Marietta's ProTerra ("For the Earth") earth-friendly collection, which targets environmentally-conscious hotels.

Adopting the Arena 330 Shipper™ intermediate bulk container (IBC) from **A.R. Arena Products** at several of its plant locations saves plenty of labor and time.

Marietta formulates, compounds and packages approximately 1,200 different SKUs, including shampoos, conditioners and other personal care products in miniature bottles to economy-sized jugs of laundry detergent for retail. This breadth of products can generate a lot of waste, especially when customer requirements can change at a moment's notice. Marietta finds the 330 IBC a great help in juggling its goals of being a highly nimble and responsive packager of liquid products.

"We are in the service responsiveness business," explains Dan Keefe, senior vp of operations/supply chain at Marietta. "For some customers, we are completely full-service." Keefe says the company can accommodate all customer requirements, SKUs and packaging formats, on numerous packaging lines within five facilities across the U.S.

The majority of Marietta's liquid products are pumped from the IBC shippers to its multiple packing lines using self-priming, double-diaphragm

pumps and bottom-discharge valves. The bag-in-box film liners eliminate the cost and residual liquid waste associated with flushing and cleaning bulk tanks and tank-style IBCs, while eliminating the risk of batch-to-batch contamination.

Each IBC can hold nearly 50 percent more product in the space required for four palletized 55-gal drums. Constructed of a proprietary engineered



A heavy-duty liner bag inside a bulk tote is filled with up to 330 gal of shampoo for a hotel amenity application such as those in the ProTerra product line, top photo.

resin that Arena will only describe as giving the load strength while being lightweight, the collapsible outer plastic shipper comes with a drop-in cassette that incorporates a corrugated insert which helps operators position a three-ply PE liner (each ply is about 4 mils thick) bag inside the IBC and facilitates connection to the product pump.

Measuring 45x48x45 in., the shipper folds down to about one-third its full height to reduce storage space needs while the tough, flexible liner and can be configured for specific materials and applications.

The operator unfolds the cassette, attaches a hose to a 2-in. gasket-sealed cap and drops the cassette into the bottom of the tote. The operator locks the bottom drain fitting in place and starts the product flowing. The cassette fills evenly and consistently from the bottom-up. When the IBC is full, the corrugated insert of the cassette may be left in place or removed. The top can be covered with a PE overlid. Arena provides liners in other configurations, such as a pillow-styles and fitted styles, as well as a snout-style and an open-top, with a choice of plies.

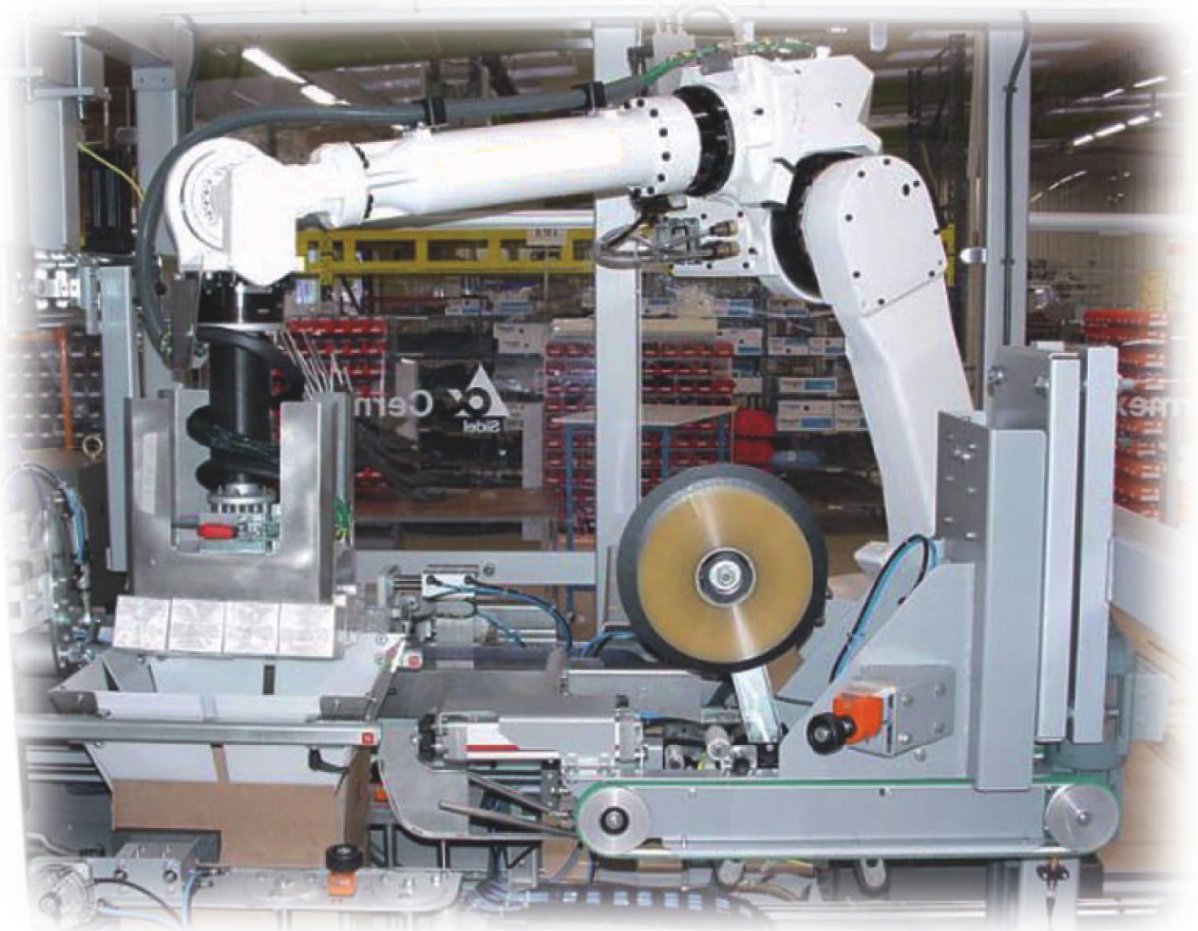
The sanitary, sealed liner bags also add value in terms of product shelf life and cross contamination. Like food, some ingredients in health and beauty aids have a limited shelf life. The sealed bags prevent exposure of the liquids to oxygen. Small batches of product can be used before the shelf life is exhausted, minimizing waste, Keefe says.

"With some ingredients such as enzymes, there's almost no way to effectively clean and reuse a tank without some risk of cross contamination. Some fragrances make it almost impossible to dissipate  
Continued on page 26





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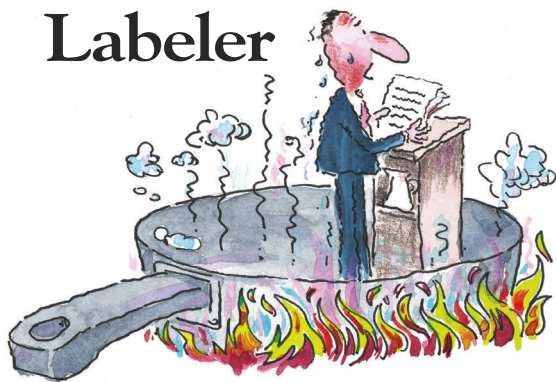
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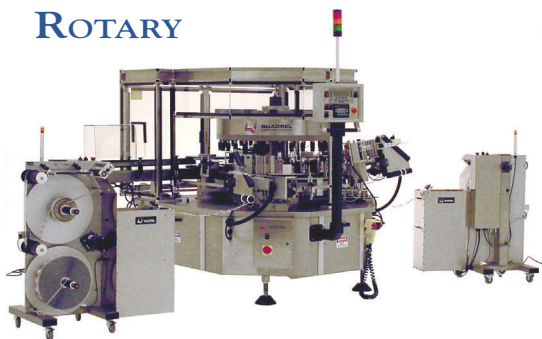
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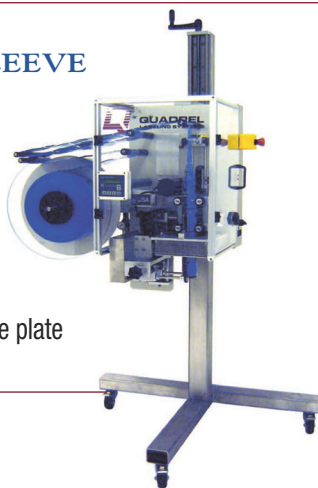
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Marietta uses a bag wringer to get every last drop of liquid product out of the bag liners.



The outer totes are collapsed to save space, above, and are easily stacked in Marietta's warehouses. More of the knocked down IBCs fit onto a truck, cutting freight costs.

the essence," he adds. "Safe and contamination-free is critical to our business."

## Wringing out the last drop

Marietta has two production facilities in Cortland, where the company was founded 32 years ago, and three other production plants, each in Los Angeles, Chicago and Olive Branch, MS.

While Keefe won't say how much of a cost savings Marietta has realized, he does say the savings in cleaning are important.

Because Marietta tracks yield loss due to residual left in bags and strives for continuous improvement to get every last drop of liquid product out of the bag liners, it uses Arena's proprietary Bag Wringer. The tool wrings out nearly every bit of precious fluid from each bag, which mimics many of the ProTerra earth-friendly products packaged in tubes. Squeezing the tubes also evacuates all or most of the shampoo or lotion from inside, while minimizing the amount of packaging used.

Full product evacuation counts at Marietta, whether the package contains 330 gal or 1 oz, Keefe points out. "In contract packaging, you only get paid for what you pack and ship, so lost product yield is our loss."

The IBCs have freed up capital that was earlier required for the more costly stainless-steel tanks. They also allow Marietta to pack more products in less time and with less maintenance. "They save the time and water to wash out the former tanks, as well as capital dollars to buy and install them."

Cleaning the storage tanks used before could tie up a day or two at a time between batches. Sudden drops in order size can also be a costly tie-up of capital equipment. A storage tank and a filling line fed by a bulk tank would have to be taken out of service when an order changed before the entire batch had been consumed. The bulk containers help

**In contract packaging, you only get paid for what you pack and ship, so lost product yield is our loss.**

avoid this situation.

"On average, we use about 75 percent of the bulk totes in our Cortland operation for the hotel amenities," Keefe says. The newer 400,000-sq-ft production facility in Cortland includes a co-located plastics blow-molding facility that operates through a strategic alliance partnership. Vertical bottle manufacturing is one example of Marietta's collective growth strategy with strategic vendors.

The arrangement not only reduces costs, but eliminates fuel consumption in transporting bottles from a plastics plant to a packaging plant. This newer plant caters to contract-packaging customers. Consumer products manufacturers rely on Marietta for new product launches, allowing the customers to test-market the products before investing in recapitalization for the products. Some of the new



products can involve piggypack packaging, another Marietta specialty, where a sample size container of the same or a different product is attached to a retail-sized package. Marietta's flexible manufacturing processes, which include use of the IBC, are ideally suited to this, says Keefe, as a small batch can be packed in a sample size from totes to be matched up with a larger batch packed from tanks.

## Versatile storage, transport, handling

The IBCs can be transported from one of Marietta's plants in Cortland to another, Keefe explains. "They can be knocked down so more of them fit onto a truck to improve freight costs. We routinely use them between our two operations in Cortland." This reduces transportation costs and cuts the need to invest in a specialized tanker service. The IBCs are used mainly at the receiving dock, where incoming

Continued on page 28



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bulk liquid products and raw materials are transferred from bulk tankers to the IBCs. Full IBCs containing compounded products are ready for packaging in primary containers while ingredients can be stored in the containers, stacked as many as three-high when filled or racked in Marietta's dry-goods warehouse alongside finished products. The storage space can be used for housing raw materials and bulk

product storage as well as finished goods as business ebbs and flows.

Once empty, the outer containers are collapsed and stacked as many as 10-high per pallet, to save space, or are returned to the original compounding plant or are incorporated into a fleet at the packaging plant.

"It's all about reuse," he emphasizes. "And these containers are convenient



The IBCs eliminate the cost and residual liquid waste associated with the use of permanent storage tanks.

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Examples of several hotel guest amenity product lines Marietta handles include haircare products, moisturizers, soaps, shaving kits and much more.

and cost-effective." The company not only opts for the reusable IBC for liquid handling, it also reuses packaging throughout its operations, including limited-life composite, or blow molded bottle-in-cage IBCs, sometimes received with ingredients, for liquid effluent waste handling, corrugated bulk cases, and small corrugated shippers received with incoming goods, which are collected and sold to a local distribution company and reusable plastic pallets.

No doubt, Keefe and the packaging teams are pleased with the IBCs. "The Arena shipper is a great container that allows us to be more flexible and responsive," he sums up. "We're pleased. It's a flexible extension of our manufacturing process."

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Retailer **PACIFIC SUNWEAR OF CALIFORNIA** dives into a new distribution center in Olathe, KS, that utilizes automated order-fulfillment and material-handling equipment to streamline the operation.

# PacSun is in the swim with automated DC

**Lauren R. Hartman**, Senior Editor

Rooted in teen culture, surfing, the beach and SoCal girls and guys fashion, Pacific Sunwear of California (PacSun), a popular Anaheim, CA-based casual apparel, accessories and footwear retailer, knows that teens want “swag” that’s all good. The company operates more than 800 mall-based clothing shops in all 50 states, Puerto Rico and online and 123 PacSun Outlet stores for a total of 938 stores under the names Pacific Sunwear and PacSun Outlet.

The apparel is mainly active wear for markets associated with surfing, skateboarding and snowboarding, including apparel by Billabong and Quiksilver, as well as footwear by DC Shoes and many more. PacSun also sells its own private-label merchandise (including brands like Bullhead, Kirra, Kirra Girl, Vurt, and Nollie).

Recently, it installed an automated material handling system from **Dematic USA** in its Olathe, KS, distribution center, equipped with Dematic’s C-L series conveyor, FlexSort LS sorter and put-to-light order fulfillment for an integrated, intuitive and intelligent operation. “We broke ground on the Olathe DC in

September 2006. As soon as the roof was being constructed, Dematic came in to begin the equipment installation,” recalls Kirk Williams, director of distribution center operations at Olathe. “Their work started in December 2006 and was completed in April 2007.

## Integrated warehouse controls

Provided by Dematic within a tight timeframe, the integrated warehouse control system provides sophisticated order fulfillment, material flow control, comprehensive incident

## The conveyor technology and sorter gives us the tools we needed to get the most out of our supply chain.

management, maintenance management and advanced performance analysis capabilities. “Dematic provided a full-scale installation with approximately 4.3 miles of conveyor, sortation systems and related software for the DC,” adds Williams. “This includes a high percentage of

motor-driven rollers as well as four high-speed shoe-slat shipping-case sorters that use SL300 linear drives.”

Integrated software is at the core of the material-handling system. Accessible via Dematic’s web-based portal from anywhere on PacSun’s network, the software provides users with a view of all vital system information at one glance.

PacSun also added an advanced Dematic incident-management system that alerts operators to any event that inhibits material flowthrough in its packaging process. The system provides visual, real-time status of all mechanical operations that helps identify when and where problems occur. A Performance Management solution provides full warehouse performance analysis capabilities for continued optimization.

## Maximizing the supply chain

The center is an impressive exercise in materials handling with its maze of conveyors

Continued on page 32

Consolidating all of its clothing distribution operations into a single facility, PacSun is currently expanding its direct-to-consumer operation with additional automation and system support.





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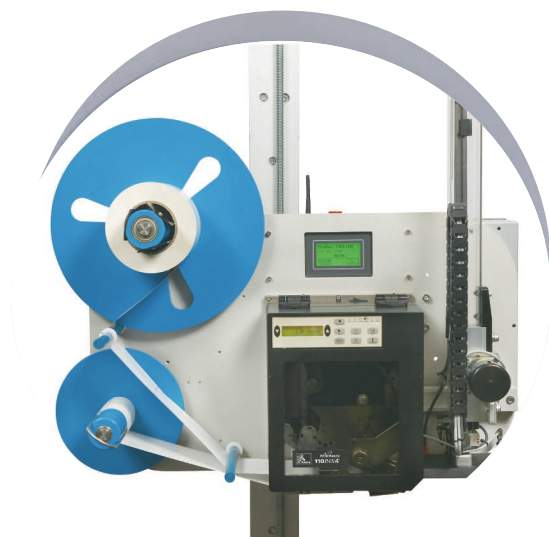


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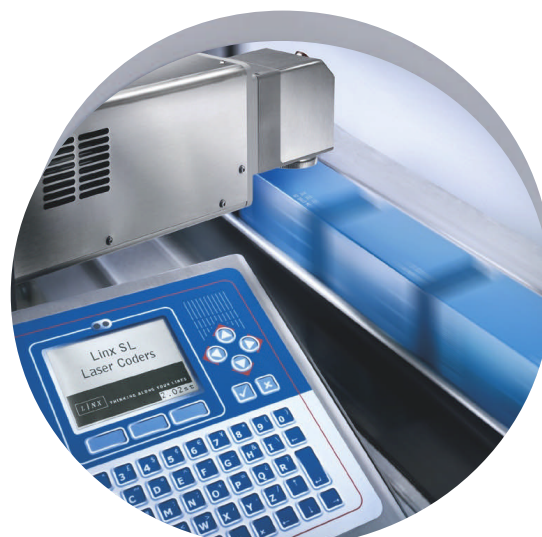
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Shipments can travel by conveyor throughout the distribution center, with warehouse performance analysis available at a glance.

briskly shuttling cases within 425,000 sq ft of production space. In it, the myriad of conveyors are used for all apparel shipping-case movement throughout the huge distribution center, except direct-to-consumer shipping containers.

Williams says that PacSun needed an equipment supplier that could deliver a “complete solution” that could work well with as many as 96 operators hand packing apparel simultaneously and help support PacSun’s newest retail concept, One Thousand Steps, a specialty footwear chain for customers seeking fashion-forward footwear.

“About 85 percent of our product needs to be repackaged and is received in bulk quantities that contain too many pieces for any single store location,” explains Williams.

“The conveyors and put-to-light system allow us to efficiently repack the clothing, based on allocations created by personnel in our corporate office that are transmitted to us systemically.

Case packing is performed by hand, Williams says, so while the system can accommodate 96 people case packing at a time, the company typically operates with 20 to 50 packing cases at any one time.

Dematic delivered equipment in roughly half the time PacSun expected. “Dematic was one of the few companies that fully understood our

business objectives and could deliver the solution on our tight timeframe,” Williams says. “The conveyor technology and the FlexSort SL sorters give us the tools we needed to get the most out of our supply chain.”

PacSun had a rather tight schedule to complete its project. The building was under construction, new equipment had to be installed, tested and onstream in about nine months. Williams says the typical timeframe for a distribution center of that size is



Most products need to be repackaged for shipment to stores, so the put-to-light system assists with store allocations.





Cases of swimwear and sports apparel briskly move from a main conveyor lane to one of several diverter lanes that maximize throughput.

approximately 12 to 18 months.

"Locating a site took longer than the company planned," he explains. "Once the project was underway, we needed to get the DC up and running in time for the higher-volume back-to-school season."

Patrick Sedlak, vp of supply-chain consultant **Sedlak**, says that PacSun's new facility called for specific, highly automated material handling systems. "Our [facility-equipment] design, coupled with Dematic's advanced technology makes the new facility exactly what PacSun wanted to meet its business goals." Sedlak assisted PacSun on the project in terms

### Three key systems to include in a new DC:

- Integral warehouse control system
- Plantwide system software
- Having a suitable storage/retrieval setup

of management support, vendor selection, distribution consultants, designers and systems integrators, facility design and vendor selection as well as project management support throughout the process.

### Real-time conveying, sorting, 'putting'

The project showcases almost the entire Dematic product line. The C-L series of roller conveyors are designed to reduce noise and maintenance requirements, as well as reliance on oils, lubricants and compressed air, while their run on-demand capability makes them energy-efficient. A barrage of these modular units was installed and zigzag their way throughout the facility. The FlexSort sorters address PacSun's demands

for cutting maintenance from fewer parts. Equipped with dedicated PCs for access to the management system (the system is also accessible through any PC in the center), the variable-speed, gentle SL systems also help lower energy consumption and provide online diagnostics and visualization of sortation statistics.

Throughput is rated at 400-plus cases/min. The sorters have no motor, reducers, chains, drive sprockets,

shafts or bearings, so no oiling is required. Instead, a parallel diverting mode minimizes gapping between shipping cases.

The put-to-light system offers slot displays that instruct operators where to put each item, Williams points out. "It provides greater efficiency and throughput as compared to nonsystemic solutions such as manual pick sheets. The system is Continued on page 34

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PacSun's newly appointed Olathe distribution center abounds with shipping-case sorters, a maze of conveyors that shuttle cases within 425,000 sq ft, sophisticated order-fulfillment and put-to-light stations.

also more user-friendly and easier to train than other systemic options, such as put-to-voice."

The products for a number of orders are bulk-picked, so that operators scan each item and flashing LEDs at specific locations indicate which cases require what product and how many items to put in the case. Confirmed "put" results flow back through the system in real time for host system updates.

The conveyors deliver a vendor case to the worker assigned to a zone of stores. The person packing the store orders scans a UPC label on the case that uploads the allocation information for that case into the main order-processing system. Each store location is categorized with a light bay that indicates how many pieces from the vendor case needs to be packed into the store's case.

Once this is complete with the vendor case in that zone, the conveyor system transports the case to the next zone needed. There are 96 zones for 1,920 of PacSun's retail store locations.

"The software brings all of the components together," says Rob Bork, Dematic's vp of business development and sales. "We're very excited about working with PacSun, as their site highlights a system that includes a full complement of our system management equipment and software to manage all of it."

### Robust today and tomorrow

The Olathe DC has successfully met and exceeded expectations, a contented Williams concludes. "By the end of our first year, we had consolidated all of our distribution operations to Olathe.

"The conveyor software and put-to-light software are robust, and provide us with all of the necessary capacity and throughput to meet the needs of our company today, as well as in the future. We are definitely pleased. Not only were we able to consolidate all of our DC operations within this facility, but we're currently expanding our direct-to-consumer operation with additional automation and system support."

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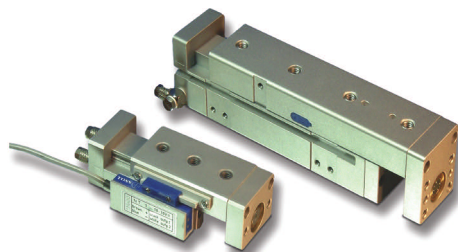


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# Capping is a winner at Pepsi Bottling

New magnetic-capping headsets at **PEPSI BOTTLING GROUP**, Detroit, have reduced maintenance by 75 percent and have required no rebuild in the two years since they were installed.



One of the primary advantages of the smooth-torque headsets is that they eliminate cap overtightening.

**Jack Mans**, Plant Operations Editor

Maintenance, even when it is scheduled, still has the potential to be a disruptive process. The Pepsi Bottling Group (PBG) has taken steps to reduce this potential for disruption. A great example is the work in PBG's Detroit facility, which was rebuilding the magnetic-capping headsets on its cappers approximately every three months. The Detroit plant has two bottling lines, as well as one can line, running many different Pepsi products. "It would take three people eight hours to rebuild the 16 capping heads on Line 1," says Dwayne Johnson, production technician.

In February 2006, PBG switched the original capping heads on Line 1, which runs 300 to 700 bottles/min, and on Line 2, which runs 1,000 bottles/min on a 20-head capper, from the headsets originally supplied to magnetic-capping headsets from **Warner Electric** ([www.cappingclutch.com](http://www.cappingclutch.com)).

**cappingclutch.com**).

PBG has not had to rebuild any of the new headsets since they were installed, but Johnson believes the new headsets will be much easier when they do need to be rebuilt. "Since we have never had to rebuild the Warner heads, it's hard to compare them to those of our previous supplier, but we have torn the Warner heads apart to check for wear and put them back together, and the Warner heads are much easier to work with," says Johnson.

## New technology eliminates pulsation

The standard technology that has been used for years in synchronous headsets is a configuration of two sets of magnetic plates opposing each other, according to Mike Scott, Warner Electric headset product manager. The magnetic plates have multiple magnets.

Continued on page 38

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Bottles enter the capper, left, through a feed screw. The magnetic-capping headsets, right, utilize a third magnet that eliminates pulsation, resists rotation and provides smooth capping torque.

One magnetic plate is connected to the output shaft, and the other is connected to the input shaft. When the magnet is rotated, it snaps to the next magnetic pole (north and south), so the magnets are snapping over from one pole to the next during the capping operation, which creates a pulsation. To adjust the amount of torque applied by the headset, the operator separates the magnets to lower the peak torque or brings them closer together to increase the torque.

In contrast, the smooth-torque magnetic-capping headsets are designed with three sets of internal magnetic plates. The headsets utilize the same two opposing magnets, north and south, as in the pulsating-torque headsets, but between the two opposing magnets is a third magnet, called a hysteresis magnet, which is connected to the output shaft. With this system, the magnetic energy is flowing into the hysteresis magnet, bringing it to a set energy level that resists rotation, and which provides smooth torque. The output shaft is not pulsating or snapping back and forth from pole to pole.

"This is a whole different technology," says Scott. "We're not changing air gaps. We are changing the angular relationship of the magnetic poles of the driver magnets relative to each other. Our driver magnets do not directly interact with each other, because they have the hysteresis magnet in between them, so we don't have the pulsating torque."

#### Eliminating over-tightened caps

One of the primary advantages of Warner

Electric's smooth-torque headsets is that they eliminate cap overtightening, which is the top complaint in the capping industry, according to Scott. The headsets reduce the variation in removal torque, which leads to greater efficiency by lowering the standard deviation of removal torque. "The Warner Electric headsets are very consistent," says Johnson. "After almost two years of running time, we still see the same consistency in application torque that we saw on the day they were installed. Our removal torque holds at +/- one in-lb, which is phenomenal. With our previous heads, we would start losing torque after approximately 10 weeks, which is why we had to rebuild them every three months."

Says Scott, "The smooth-torque headsets virtually eliminate the overtightening of the caps caused by the pulsation of the synchronous headsets. This is especially important to the plants that are going to the shorter, low-profile cap to save on material costs. As the caps are smaller, there is less for the consumer to grip when removing the cap, so it's becoming more and more important that the cap be easily removed. With these smaller caps, if they are applied really tightly with the pulsating headsets, you're creating a problem, because consumers are not able to remove the cap."

The magnetic-capping headsets also feature visual setting scales for topload force and static torque adjustments that make it easy and quick to accurately set headset topload and static torque.

#### Maintenance is reduced

Reduced maintenance is a major selling point for Johnson. "With our previous headsets, we had constant maintenance, because of the frequent adjustments and rebuilds. The headsets would become impregnated with water after eight to 10 weeks and would rust through, onto our product. They would also wear out prematurely from the ozone we use to bottle our Aquafina water product. We have not had these problems with the Warner capping heads, and we are going on two years of running time.

The Warner heads are much easier to grease, and the grease does not leak like it did with the other heads. With the other heads, we were greasing once a week; with the Warner heads we reduced greasing to once a month. In general, the maintenance time has been reduced to 1/4 of what it was with the other heads, and we have incurred no downtime because of the headsets since installing them almost two years ago."

Overall, Johnson has been very pleased with the entire change to the new magnetic-capping headsets. "Warner has great product support, and its engineering department listened to our ideas and suggestions and was willing to implement or improve upon them. They've always been there when we needed them," he says.

#### More information is available:

Warner Electric, 888/350-1891. [www.cappingclutch.com](http://www.cappingclutch.com)

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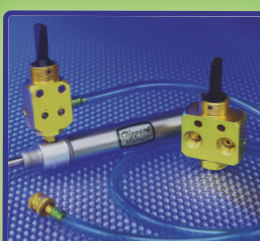
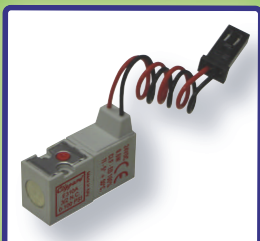
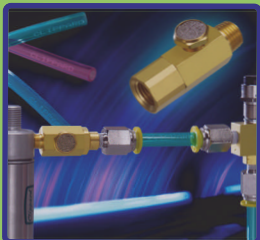
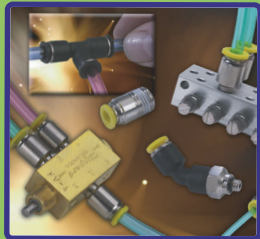


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# Packs capture a clean 'win' at Olympics

High-performance sports detergent in **SINGLE-USE BLISTER PACKS** capture a branding 'win' at the Beijing Olympics.

**Linda Casey**, Associate Editor

According to Win Products Inc., Atlanta, many liquid detergents do not target embedded odors. Even after gym clothes are washed, these odors stay entrenched in the fibers. After a few workouts, even high tech fabrics can develop musty odors, which are caused by bacteria attracted to the sweat-soaked fabrics. To address this problem, the company developed its Win High Performance Sports Detergent, which breaks down embedded sweat molecules and other materials that can contribute to odor, then washes them away.

One year after the debut, Win High Performance Sports Detergent became an official licensed laundry detergent for the U.S. Olympic team and was distributed at the 2006 Olympic Winter Games in Torino, Italy. In preparation for the Olympic team's participation in the Beijing 2008 Games of the XXIX Olympiad, Win decided to develop a single-use package that not only offered convenience to the athletes but also would have branding benefits for the detergent distributor.

### Team effort

To help develop the new packaging, Win



To be able to fill the blister packs with the high-oxygenated detergent, existing machinery was custom-configured with corrosive-resistant lines.



approached **Sonic**, a specialty packaging company that prides itself on its consultative approach.

Prior to working with Sonic, Win was using a laminated pouch for the single-use size. "It didn't present the high-end feeling of the brand that we try to engender with the rest of the marketing mix," recalls Win Products COO Jeff Crow.

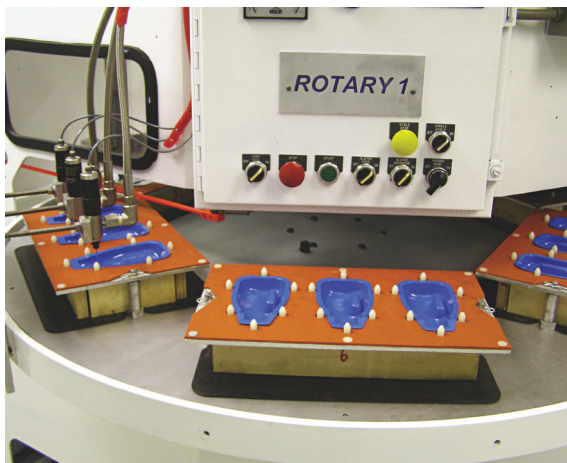
According to Howard Thau, president of Sonic Packaging, the single-use pouch didn't offer robust protection for the aggressive detergent and it also lacked an important branding element: packaging identity value.

The companies decided to create a replica of the 21-oz bottle and incorporate a card with advertising and promotional information that also would carry a USA Olympic ring logo. This format is designed to help recipients identify the detergent so when they got back to the U.S., they could easily identify the detergent in the 21-oz retail size. The card also would allow a large image area for copy.

To thermoform and fill the replica bottle, Sonic decided to put Win's best interest in mind and not fill the bottle itself. Instead, Sonic brought in a partner: **Package Development Co. (PDC)**. Located in a 85,000-sq-ft facility in Rockaway, NJ, PDC is a custom package manufacturer and contract packer with the thermoforming, product handling and heat sealing experience required for the job. PDC also was willing to make the equipment modifications required to fill the oxygenated detergent.

According to PDC president Skip Schweser, the company thrives on challenging work and was eager to work with Win and Sonic to create an unusual, single-use package that addressed chemical compatibility and marketing needs.

The design that was decided upon was a blue thermoformed blister that would look like a miniature of the retail detergent bottle. This blister would have a multi-layer sealing backer. The sealed blister would be encased by two cards without a perforated opening. Marketing



Blister pieces are manually placed in stands, which both support and correctly space the pieces for filling.

messages would be carried on the card's graphics and a label placed onto the blue blister.

### Measured to size

PDC first needed to obtain all the geometries off of the full-size bottle. "After physically measuring the full-scale bottle, we scaled it down to the size that was appropriate to hold the fluid content and also carry the presence and the size that Win was looking for," Schweser recalls.

PDC then manufactured a solid three-dimensional model of the bottle-shaped blister to help Win determine the size of the final container. According to Schweser, it was important to make sure that Win had solid models to handle and visualize because the size of the blister wasn't dependent only on how much liquid it would hold. To place more copy onto the blister and give the entire single-use packaging more of a presence, the final blister was developed to be larger than what is required to contain 3 oz of detergent.

For chemical compatibility with the peroxidized and highly oxygenated detergent, PVC was chosen. "When the detergent gases out the oxygen that is

An operator lifts filled blisters with their peelable backers, left, from a stand. Right, an operator lays down the first thermoformed piece of the three-part blister.



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The single-use package captured the New Jersey Packaging Executive Club's 2008 Gold Award for promotional packaging.

embedded in the detergent manufacturing process, the oxygen needs to go someplace or it becomes trapped within the package

and will fill up like a balloon," Schwester explains. For these reasons, the company also chose PVC as one of the materials in the multilayered peelable backing for the blister.

PDC employed Armac brand fully automatic, in-line,

form/trim/stack thermoformers to manufacture anywhere from 20,000 to 24,000 blue PVC bottle-shaped blisters/day. (Armac thermoformers are distributed by **Sencorp Inc.**)

The original design for the single-use detergent packaging did not include a replica of the white bottle cap that is used for the retail size.



An operator hand labels filled blisters.

### Scope creep, no problem

Near the end of the planning conversations between the three companies, it became apparent to Win that the white bottle cap was a distinctive part of its packaging and eliminating the cap from the single-use packs would be a mistake.

But adding the white cap to the packaging at this stage could be time consuming and financially devastating. "For the volume and the size of the job, it didn't make sense to build what could be potentially \$30,000 to \$40,000 worth of parts and tools to make the cap," remarks Schwester. "We didn't want to do it at first, but they [Win] insisted on it." On top of the high costs that could be incurred by expanding the project's scope at this time, PDC had a very finite deadline because the packs needed to be at the Beijing Olympics—ready for distribution to the U.S. Olympic Team.

### Expedient solution found

They already concluded that it was cost-prohibitive to build the punching tools to do this in a typical production fashion. Instead, PDC used an old, single-station hot-stamper to manufacture a thermoformed piece with two cap shapes in profile.

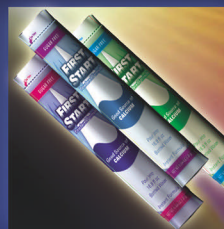
The outer edges of each thermoform resemble a bottle cap; the center of each piece was formed to resemble the bottom of the cap. Each piece was steel-rule die-cut in the center to create two "caps" for each bottle-shaped blister.

"It was a quick way to make the caps based on the deadline that we had," Schwester explains. "In the end, what we always try to do is keep the company's marketing objectives in mind. The cap was critical for them,

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### Sealers customized

The thermoformed blisters were placed on one of two existing rotary, heat-sealing machines that were customized by PDC's six-person engineering and maintenance staff.

Schwester explains: "We changed the indexing drive, and also incorporated liquid filling into them. So the machines were not meant to do this, but we converted and rebuilt them." Because the product is oxygenated and highly peroxidized, PDC also installed special corrosive-resistant parts, including the filling lines.

On a rotary machine's table, there are stands that support and correctly space the thermoformed pieces for filling. The first thermoformed piece to be set is the white cap, which then is topped by the blue bottle-shaped blisters.

The machines are fed with detergent shipped from a manufacturer in Canada in reusable pallet totes. PDC outfitted the machines with multiple filling heads, which allow three blisters to be filled simultaneously. Operators fit multilayered peelable backers onto the filled blisters. Another operator manually labels the filled bottles before the sandwich card is applied.

The contract packer delivered several thousand promotional packs on time for the Beijing Olympics. PDC also entered the packaging into the New Jersey Packaging Executive Club's Package of the Year Awards competition. The single-use pack impressed the judges enough to capture the 2008 Promotional Packaging Award for PDC.

### Racing to brand awareness

Win liked the packaging so much that it also gave away the blister-

The final package consists of the blister and backer sandwiched between two informational cards.



packs at several other sports events, including marathons such as the Marine Corps, Philadelphia and Seattle races.

"It's really engendered a new generation of consumers to us because, in many cases, the sample pack is their first exposure to the brand," Crow remarks. The promotional packs worked very well at converting samplers into

customers. Thus, Win has scaled back sampling because its target audience is now very aware of the product.

This brand awareness has helped the company expand its detergent line. The company has launched WIN Green as its newest product. This dye and fragrance-free version of the sports detergent reportedly uses ingredients that are derived from fully renewable sources.

#### More information is available:

Sonic, 201/666-4744.

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

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# Automation drives efficiency, lowers cost for case packer



## Jack Mans, Plant Operations Editor

Merisant was formed in March 2000 to manufacture and market the tabletop sweeteners, Equal® and Canderel®. In December 2008, it launched PureVia™, an all-natural, zero-calorie sweetener made from the sweet leaf of the stevia plant.

When Merisant decided it needed to replace



The seven-axes, servo-driven casepacker can pick and erect 20 cases/min. The balcony design provides convenient, full walk-in access to all of the components.

an existing case packer last year, the Model P200 unit from **Serpa Packaging Solutions** seemed to be an obvious choice. “We had installed two P200 case packers in 2004, and they have done a superb job for us, so they were certainly at the top of our list. But we still needed to see what else was available,” says plant engineer J.T. Washington. “We looked at a number of case packers from other manufacturers, and I took some of my mechanics to the PACK EXPO show, because I wanted everyone to be involved with our decision to install another P200.”

Designed for pharmaceutical, nutraceutical, personal care and medical device packaging, the P200 is an advanced, seven-axes, servo-driven case packer that can pick and erect 20 cases/min.

**We can do a rapid, no-tools changeover in five minutes or less. We’re very happy with the final machine and the benefits of the control and linear motion system.**

It was the first balcony case packer designed and built in the U.S. Instead of a conventional frame design, the balcony design uses a pair of bifold doors that open up to provide convenient, full walk-in access to all of the drive components from the operator side of the machine.

“In addition to our satisfaction with the machines we had, there were other factors that definitely affected our decision to buy another P200,” says Washington. “One was size. We needed to fit the case packer into a very narrow space, and the other machines were all too wide. In addition,

the P200 is 13 feet shorter than the machine we had, so that gives us more room on the line. Another advantage is it’s so easy to get into the machine. With the balcony design, the doors open wide, and the machine has a quick-release gate that opens so that jammed cases will just drop onto the floor and can be easily removed.”

## Designed for easy access

The old saying, “If it ain’t broke, don’t fix it” is a philosophy many companies apply in their product-development plans. Serpa Packaging Solutions, however, isn’t your typical company. Ever since Fernando Serpa began making end-of-line packaging machinery in 1981, the company based its philosophy on trying to improve

upon its existing products. That’s why Serpa reintroduced its signature P200 balcony case packer.

Serpa turned to **Bosch Rexroth Corp.** to provide product expertise and applications support for an integrated-electric drives, control and linear-motion solution. To help reduce costs and improve machine efficiency, Serpa also collaborated with local automation distributor **Applied International Motion** to specify and implement the Bosch Rexroth motion- and servo-control system.





Cases are taped shut as they leave the case packer. Versatile controls enable the machine to run off of an internal controller or in combination with an external PLC.

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

Because the loading and case erection occur in the same area, this reduces the overall footprint and maximizes the speed of the P200. The standard-machine footprint is only about 8 ft long and 6.5 ft wide.

Using Rexroth servos helped simplify the overall design for easy access and a smaller footprint. For the P200, Serpa opted for Rexroth's IndraDrive intelligent digital servo drives, IndraDyn servo motors, and a linear Ball Rail® system. The motion and logic was programmed with Rexroth IndraWorks software. "We've been very satisfied with the IndraDrive servos and other Rexroth components on the other Serpa machines, so we made sure that they were also installed on our new machine," says Washington. "The Rexroth servos give us much fewer

problems than other servos we have installed here."

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

point-to-point axes. To achieve proper forming of the case, the erector and walking-beam motion are tightly synchronized through SERCOS III communication with the Rexroth IndraDrives. The drives use cross-communication linking, with only one drive needing a fieldbus interface. The other drives use SERCOS to communicate to Continued on page 46

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the PLC from the master drive, no matter which fieldbus is chosen.

According to Bosch Rexroth, the powerful and cost-effective IndraDrive servo drives are unique, because they offer many advanced features, including distributed intelligence, to close all the loops in the drive. The drives also provide 230-to 480-V AC auto-ranging input, absolute feedbacks

to eliminate homing and a built-in personality module or SD memory card for laptop-free replacement in minutes. The drives can store up to eight electronic cam profiles of 1,024 points each. The IndraDrive servo drive's internal virtual master axis and precise synchronization allow smooth motion, even while the machine is running at high speeds. This reduces the loads placed on the



The case packer uses a servo system to create an electronic line shaft with cam-profile movement.

mechanical parts of the machine, which provides a high level of reliability.

All motion and programmable limit switch outputs are based on a virtual master axis. Serpa also used Rexroth IndraDyn synchronous motors, which offer complete scalability and compact construction with increased torque density, absolute encoders and high-resolution resolvers.

To handle the engineering/programming, Serpa and AIM used Rexroth's IndraWorks software suite, which was vital to building the types of cams that were needed.

**We're very happy with the final machine and the benefits of the control and linear motion system.**

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A linear ball-rail system with high rigidity helps to reduce deflection of the machine components.



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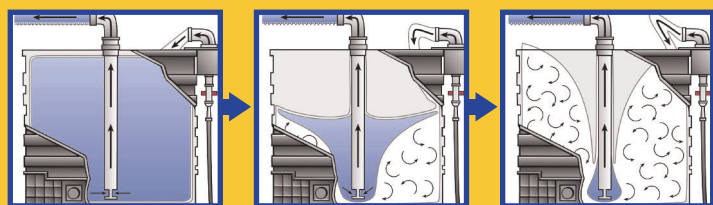
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entire range of engineering tasks and tools.

In addition to servo control, smooth linear motion was also necessary for the P200. Serpa chose a Rexroth linear Ball Rail system to help ease the load. The cantilever design of the balcony case packer causes large moment loads on the linear bearings. Rexroth linear Ball Rails have very high rigidity and help reduce deflection of the machine components.

This leads to increasing reliability of the machine, allows for higher speeds and helps axes run smoothly at higher speeds. The Ball Rails also help to lower maintenance. With lube reservoirs located inside the runner block, the Ball Rails do not need to be lubricated as often, which helps to reduce maintenance costs.

### Reduced installation and startup time

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

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

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

"Besides reducing the part count, another advantage Rexroth provided was helping with rapid changeover," says James. "We can do a rapid, no-tools changeover in five minutes or less." The fast changeover is attributed to the ease of switching axes to different electronic cam shaft profiles.

James adds that the scalable design of the IndraDrive allows Serpa to purchase only the exact features they need. Because of the IndraDrive internal virtual master and limit switch, it eliminates the need for an external limit switch and master encoder.

## Size was a factor. We had to fit the case packer into a very narrow space. Other machines were too wide.

Using a Rexroth drive and control system equated to a significant cost savings. "Overall, with Bosch Rexroth, our hardware costs per machine are almost 40 percent less

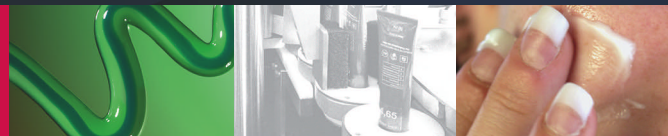
than with other brands we've used at Serpa," said James. "We're very happy with the final machine and the benefits of the control and linear motion system."

### More information is available:

Bosch Rexroth Corp.,  
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Stainless-steel tanks prevent malolactic fermentation in the wine, giving the chardonnay a European profile.

## B.Y.O. wine

Winemaker uses **BOTTLE-YOUR-OWN-WINE FACILITY** to debut chardonnay sealed with a 'new generation' approach.

### Linda Casey, Associate Editor

Since Cynthia Cosco's move to the San Francisco Bay Area in 2004, she has monitored the chemistry of thousands of barrels of wine. In just one day, Cosco has been known to analyze as many as 35 bottling tanks for customers of **Crushpad**, a 50,000-sq-ft do-it-yourself winemaking and bottling facility in San Francisco. These tests can be very detailed, as they include measurement of brix, total acid, pH, total and free sulfur dioxide, malolactic, alcohol, carbon dioxide, ammonia, enzymatic residual sugar and malate, volatile acidity, specific gravity and oxygen. As lab manager for Crushpad, Cosco has helped the company's more than 2,000 customers realize their winemaking dreams.

### A do-it-yourself tradition

For Cosco, a fourth-generation Italian American, winemaking is a part of her Italian heritage. She grew up watching her grandfather make wine in his basement. When she decided to honor this heritage by creating a wine line with a more "Italian profile" than the typical California chardonnay in 2007, Cosco needn't turn far for help in realizing this ambition.

With facilities in Bordeaux, France, and San Francisco, Crushpad offers a winemaking experience from planning the

wines and selecting the vineyards from which the grapes will come, to processing the grapes and aging and packaging the wine.

In the planning stage, Crushpad works with a customer to define the style of wine he or she wants to create. Appropriate vineyard sources are determined and a winemaking plan with more than 30 detailed specifications, such as barrel type and fermentation technique, is drafted.

Crushpad will monitor the growing of the grapes and report vineyard happenings. It updates customers through its Crushnet website and posts periodic vineyard videos to further update customers.

Clients are contacted when the grapes are ready for harvest. They then are invited to visit Crushpad for the grapes' arrival, upon which, they can participate in the sorting, destemming, crushing,

fermenting and pressing of the grapes.

After processing, the wine is placed in barrels or tanks for a fermentation period from eight to 24 months. For optimal quality, Crushpad maintains a temperature- and humidity-controlled barrel room, a cold room, and an in-house lab for wine analysis.

To obtain an Italian profile for her Passaggio New Generation Chardonnay, Cosco chose to ferment the grapes, which were harvested in October 2007, in stainless-steel tanks instead of the oak barrels typically used for California chardonnays. The cold fermentation in stainless steel prevents the malolactic fermentation that imparts the characteristic buttery taste of a

California chardonnay.

The resulting palate is clean, crisp and fruit-forward, with peaches, apricots and soft melon with a touch of lemon zest, and a firm acidity with balanced weight and a long finish.

### Knowledge sharing

According to the bottler, most people find packaging decisions more difficult to

Wine is dispensed into glass bottles by a monobloc filler.







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Wine closures are hand-placed but are pressed onto glass bottles by a combination labeler and capsuler machine. After the caps are secured, the bottles travel to a labeling area. Roll-fed labels are then applied.

make than winemaking decisions. To help with the packaging decisions, Cosco had access to Crushpad's consulting team and executives.

Packaging is one area where Cosco wanted to depart from tradition. Understanding many consumers' preference for glass, she thought it was best to stick with a traditional glass bottle so the progressive packaging would have to involve a different packaging element. Cosco decided that the "new-generation" touch to her packaging would come from a novel wine closure.

Her co-worker Michael Zitzlaff, who serves as Crushpad's general manager and chief winemaker, suggested the Zork closure, which was developed in Adelaide, Australia. (Zitzlaff is a graduate of Roseworthy Agricultural College in Adelaide, now the Roseworthy Campus of the University of Adelaide.) "When I was introduced to the Zork, I just fell in love with it for several reasons," Cosco recalls. "It's cheaper than a cork, and it stands out as

something different and marketable."

### Perceptions matter

Because the Zork closure doesn't require a specially made bottle, it would easily snap onto the traditional cork-mouth wine bottles that Cosco wanted to use.

Made from food-grade polymers in a plant in Tolleson, AZ, by **Portola Packaging Inc.**, the three-part closure is engineered to provide a consistent barrier with an oxygen transmission rate of less than 0.0078 cc/day and not taint as corks can. According to consumer research published by **Zork USA** on its website, wines sealed with Zork closures can taste fresher and more rounded than those sealed with screw caps.

The closure provides tamper-evidence, with a clamp that locks onto the European Centre Technique International de l'Embouteillage band of a standard cork-mouth bottle; its inner metal foil provides an oxygen barrier; and an inner plunger allows consumers to reseal the bottle.

It also addresses consumer perception considerations for wine. Upon extraction, the Zork closure provides audible feedback similar to that of a cork. To provide a premium appearance, the closure is available in red, black and burgundy from stock and other standard and custom colors upon request. Standard colors include gold; yellow, silver;

Continued on page 50

## Crushpad—Winery and TV star?

Cameras are no strangers to Crushpad San Francisco, a do-it-yourself winemaking and bottling facility that democratizes the vintner experience. With its urban location, Crushpad is attracting the attention of TV crews.

According to a company blog post on July 15, 2009, Jamie Hyneman, Grant Imahara and Tory Belleci from the *MythBusters* show, which airs on the Discovery Channel, made their third visit to the winery.

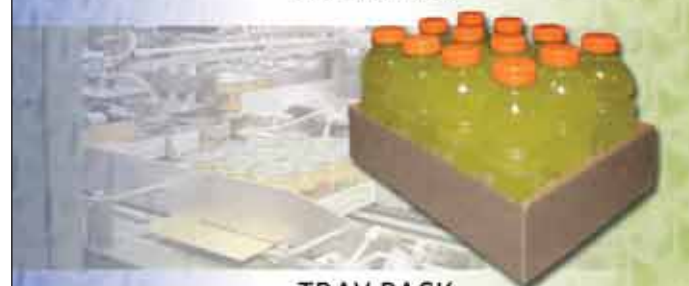
Not even a month later, Crushpad was the audition location for *The Winemakers*, a reality TV contest, where aspiring vintners vie for the chance to launch his or her own wine brand. *The Winemakers* starts airing on PBS this month. More information can be found at the show's website: [thewinemakers.tv](http://thewinemakers.tv)

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To accommodate short bottling runs, Crushpad offers digitally printed labels. These roll-fed labels, left, were printed on a digital offset press using liquid toner. Middle, the packaging line is set up to allow clients to participate in nearly all aspects of the bottling process. Filled bottles, right, are packed for distribution throughout the Bay Area.

dark green; and navy.

The ability to print on the top of the Zork helps eliminate the need for overwrap for presentation. Two spot colors plus white can be used for printing the 24-mm circular image area with a 2-mm void center concentric to the closure's top.

### Easy to work with

Crushpad uses one packaging line to bottle all wines at its San Francisco facility. "It's a singular line because we do small lots at a time," Cosco explains. "Most customers are getting 25 cases,

which is one barrel lot."

The stainless steel tanks from which New Generation Chardonnay is pumped were supplied by **Oak Barrel Winecraft**. The tanks are made by **F.lli Marchisio & C. S.p.A** in Italy from food-grade stainless steel, which doesn't react chemically to wine. A filler from **GAI S.r.L.** dispenses wine into the glass bottles, which are supplied by **Trilogy Glass & Packaging**.

The filler uses a patented design that shuts off the flow of wine and the gas backflow. This benefits both oxidation and sterility as the filler tank is in contact only with the atmosphere created in the bottle.

The labeler and capsuler also is a machine built by GAI. Each bottle has a hand-placed Zork closure on top. After the cap is placed on the bottle, the capsuler lifts the bottle up to press the Zork closure on.

The bottles travel to one side of the machine to be labeled. The labels are process-printed by **Tapp** on a **Hewlett-Packard** Indigo press at the converter's plant in Napa.

Filled, capped and labeled bottles are hand-packed in cases. Cosco distributes to her wines directly to consumers through her company's web site—[www.passaggiowines.com](http://www.passaggiowines.com). The unoaked chardonnay also can be found at Ferry Plaza Wine Merchant in San Francisco; Oxbow Wine Merchants in Napa, CA; the Valley Wine Shack in Sonoma, CA; and Italian restaurants and cafes including The Corner, a Italian eatery in San Francisco with a coffee-and-wine bar.

### More to come

Thus far, response from the 2007 and 2008 varietals has been good. "Waiters, sommeliers and other restaurant people like my wine because they don't have to use a cork puller," Cosco remarks. "Consumers like it because the packaging is different."

While the wine is a personal tribute to a family tradition, Cosco is quick to share the credit for her success with Crushpad wine chemist Justin Rose, bottling-line manager Pete McAfee, bottling and packaging manager Jeremy Weiss, senior (label) designer Hayley Partridge and, of course, Zitzlaff.

The entrepreneur plans to launch two more varietals at the end of the upcoming harvest.

## September: California Wine Month

This marks the fifth consecutive year that California Wine Month will be celebrated in September. During this month, wine vineyards across California harvest their grapes to support the \$18.5 billion U.S. retail wine market.

According to the Wine Institute, a public policy advocacy group of more than 1,100 California wineries and affiliated businesses, California is the world's fourth largest wine producer and makes 90 percent of American wines.

To learn more about California Wine Month, visit the Wine Institute's website at [www.discovercaliforniawine.com](http://www.discovercaliforniawine.com).



### More information is available:

**Zork USA**, 866/996-9675. [www.zorkusa.com](http://www.zorkusa.com)

**Portola Packaging Inc.**, 800/767-8652.

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

**Crushpad Inc.**, 877/946-3404.

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

**GAI S.r.L.**, 39-01-72-57-4416. [www.gai-it.com](http://www.gai-it.com)

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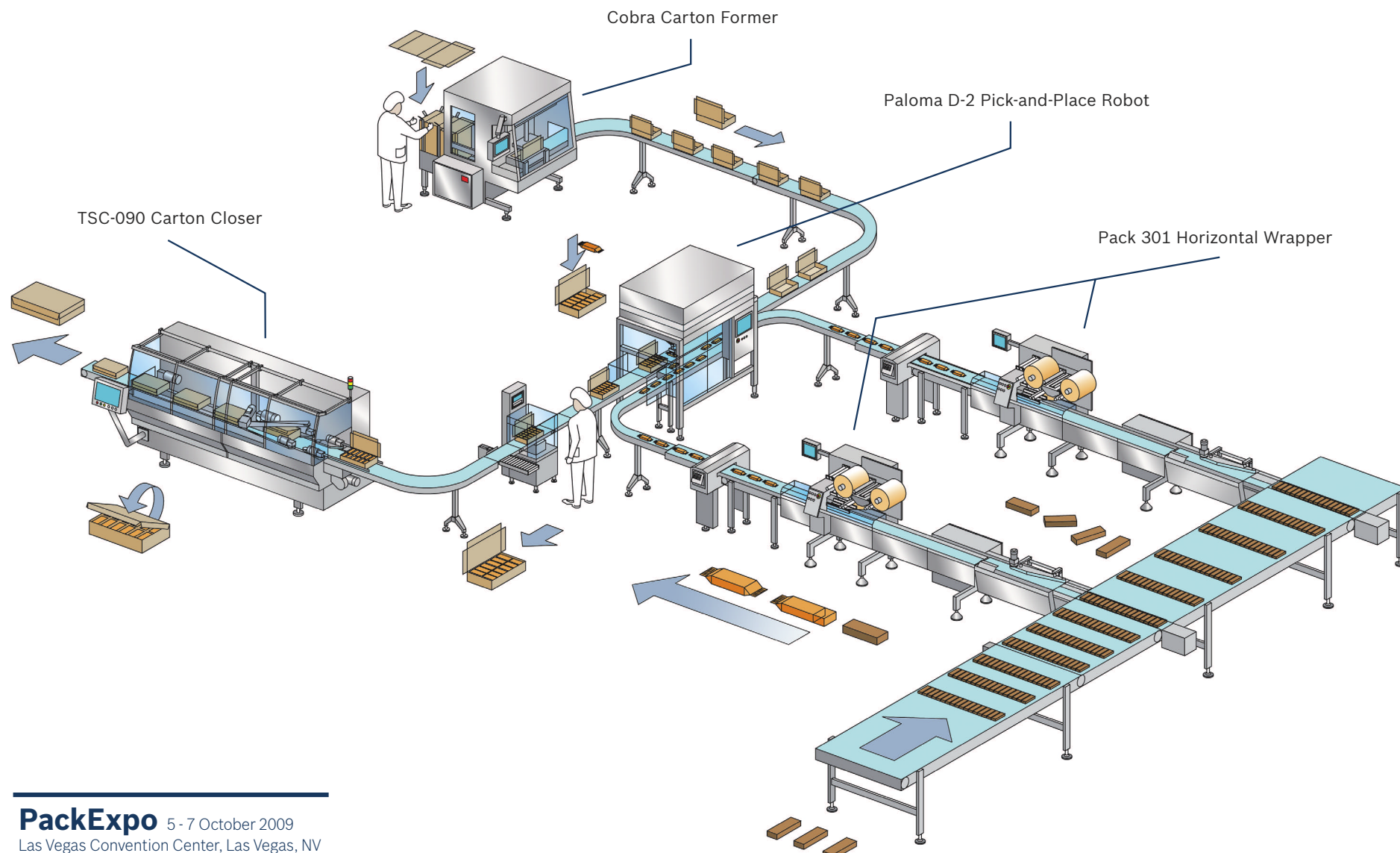
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New ink-jet coder, below, applies multiple lines of alphanumerics and bar codes to filled cases of apples before the cases are sealed. The coder is driven by specialized label-printing software that interfaces with an HMI.

# Taking a bite out of case coding

Apple grower adds a new case coder and system software to boost tracking **WITH LESS LABOR AND MAINTENANCE.**

**Lauren R. Hartman**, Senior Editor

Strand Apples Inc., a Cowiche, WA, fruit and vegetable grower, takes great pride in its many varieties of apples, such as Red Delicious, Golden, Delicious, Gala, Fuji, Jonagold, Rome, Braeburn, Cameo, Granny Smith and two winter Pears (D'Anjou and Bosc).

Recently, Strand upgraded its sole apple case-packing line to deliver a healthy bushel of benefits, such as increased tracking capabilities, less maintenance and less labor. Strand packs the different types of apples in assorted case quantities, case sizes and case configurations. Due to the fact that apples come in different sizes, the cases may hold slightly different quantities when packed.

"Currently we work with about 20 different case configurations, but that can change when the market changes," states Strand's co-general manager Gail Brown. "Over the years, we have packed in many different case configurations—here are some standards—but to stay competitive in the market you have to be willing to change."

For **Sims Mfg.**, it's business as usual to design a case-packing line for fruits like apples that requires the ultimate in ease of use as well as an upgrade in controls, coding equipment and machine management. In 2008, Strand consulted Sims about installing new case-coding equipment for its apple-packing line which was equipped with a Sims automatic random case sealer.

"We have worked with Sims for so long that no one here remembers how we originally found

2.7 in. high on one side of the shipping cases. The case coder was integrated with custom software controls combined with a Sims checkweigher.

"Earlier, we didn't have an automated scale in place," Brown says. "We also wanted to scan as well as print bar-code labels, which would be very helpful in our hand-packing facility. This scanning and tracking ability is helping us track individual [case] packer totals more accurately."

Software driving the coder, as well as the rest of

**We searched for a system integrator with a track record of developing **human interfaces and ink-jet controls.****

them," admits Brown. "We had outdated coding equipment that was limited in its capabilities and wanted less downtime to maintain and repair equipment and get a broader range of capabilities."

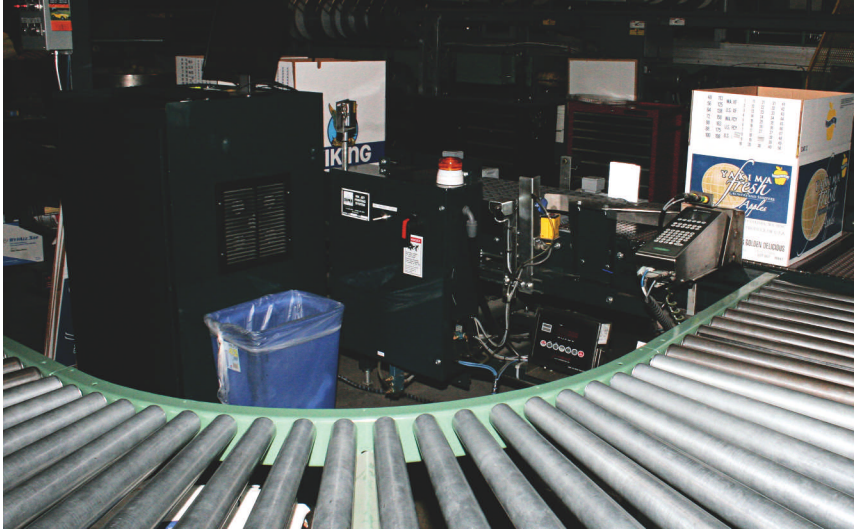
So Sims selected a Model C6000 color ink-jet printer from **Domino Amjet**, which can generate bar codes, text and alphanumeric characters up to

the line, was created by systems integrator, **Concept Systems**, which created the specialized label-printing software for the line and provided human/machine interface software for the project.

## Team effort

"Meeting Strand's needs required a team effort,"





After they're weighed and scanned, the cases of apples convey past the ink-jet coder before they're sealed and palletized.

says Darin Au, who is responsible for marketing and sales at Sims. Sims also built the weigh-scale mechanisms in-house and teamed the coder and checkweigher with a live-roller conveyor from **Roach Conveyors**.

The weighing/coding system measures 10.5 ft long. The arrangement includes a weigh scale section, a pacing belt that smoothly indexes the cases of apples as needed and an accelerating conveyor to space the cases to be weighed and coded. Sims also built a case turner using an **Intralox** ARB conveyor belt to transition the cases over to the coder. An integral reject sweeparm is provided at that point for cases that either don't get a bar code for some reason or are over- or underweight.

The system software runs on a PC and connects with Strand's host computer to input case counts and packing personnell identification.

Concept Systems' human-interface screens enable operators to easily make changes to case copy, the bar codes and other items printed on the sides of the apple cases.

"Software writing isn't our area of expertise, so we searched for a system integrator with a track record of developing human interfaces and ink-jet control applications," Au remembers. "Concept Systems came highly recommended as very capable and an on-time developer."

Adding to Strand's challenges lies in it being one of a handful of producer companies that pays packers by the case, meaning that it pays its apple-packing personnel for each case of fruit they pack as opposed to paying them an hourly wage.

Different apple varieties and case styles also have different pay scales. Subsequently, two different bar codes might be placed on each case: One code identifies an individual packer; and the other identifies the printed information applied to the case.

The C6000 can collect and/or print more than 50 variables per case. An operator is responsible for

programming the variables while the coding software makes the operator's task easy, intuitive and accurate.

"We can now capture each packers' productivity [data] for a given time period and transfer it to our payroll system," Brown adds. "The system is able to transfer this information by packer, case type (configuration) and quantity. We pay our packers on an individual packed case basis, so this

has cut eight hours of time in payroll processing per week."

And with so many case styles and variables, Strand needed a flexible system that could accommodate the many case types on-the-fly. "This system handles that with ease," affirms Brown.

Au says that strand wanted a coder that was easy to use without extensive operator training or computer system Continued on page 54

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

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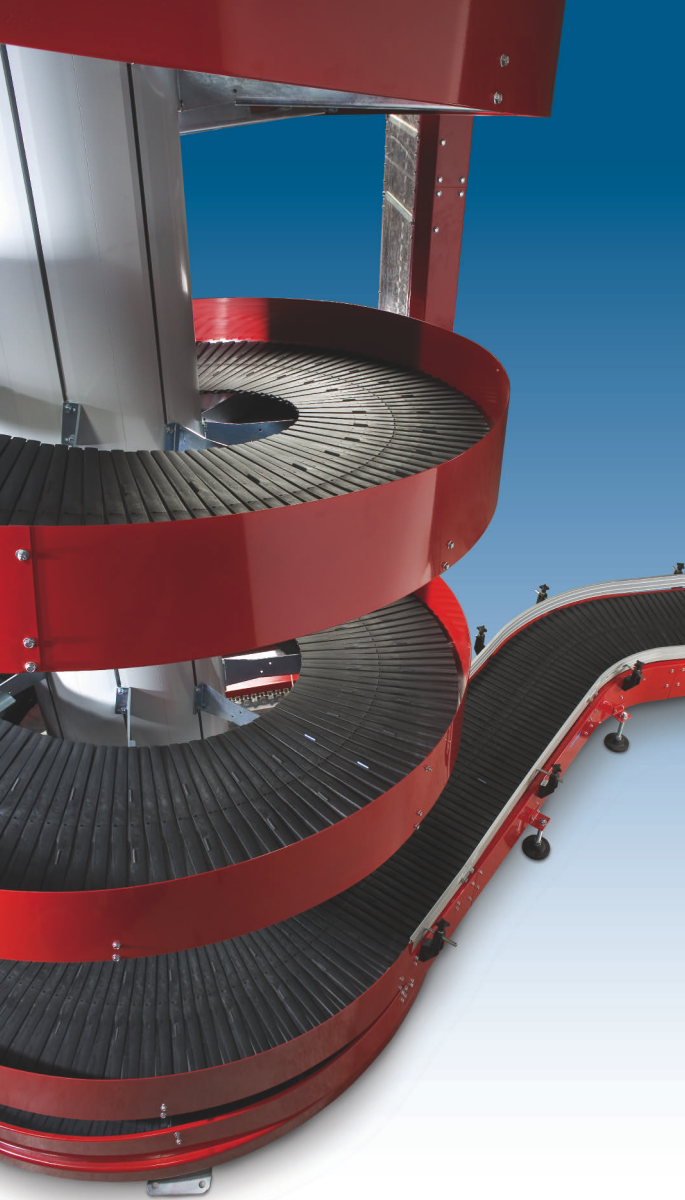
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maintenance. "We gave them an HMI interface and software that could show the exact markings being applied to the case and incorporate universal-language and visual icons."

### Software creation

To ensure that the functionality of the software met Strand's needs, as well as Sims', Concept Systems engineer Clay Horste developed a Functional Design Document (FDD), basically a contract between the system integrator and its customer that defines each function of a new system in clearly written language. The document lists every button and every page in a

and more.

The software transitioned into Strand's application without a hitch. "Most high-resolution printers we encountered weren't capable of receiving and processing a large unique bitmap every 700 milliseconds," says Au. "Domino was able to work with Concept Systems to manage that outcome. Domino is one of the only companies that was willing to accept bitmapped information at the rates we needed."

Variables are kept visible and available to a pattern onscreen at all times, in order to facilitate managing layouts and organizing data. And every piece of data printed on each case of apples can be

## We can now capture each packers' productivity for a given time period and transfer it to our payroll system.

screen and report, as well as exactly how the software will react to user inputs.

Au explains, "This was the critical step in defining a system of this level of complexity." The software is configurable to essentially an infinite number of custom configurations, Au relates, not including font sizes and field-location variables.

Careful planning, powerful processing tools like Visual Basic and SQL Server 2005 and precise execution were key. The flexible but powerful SQL database operator interface to the coder allows for data export should Strand need it. And, it can offer better compatibility with future Windows operating systems.

### Less-is-more approach

Once the FDD was defined and approved, Concept Systems mapped out software architecture to meet the requirements detailed in the FDD. The SQL offers great access to Windows' functionality to fulfill Strand's desire for a program that has a Windows look and feel. Simple viewing selections onscreen are easy to implement and have few hidden features. Concept Systems' Horste produced a software tool that could translate operator knowledge of apple varieties, grades, sizes, package types, lids, storage, weights, state lot codes

saved and made available for reporting.

The software is easy to maintain using fewer operators, and requires no computer specialist involvement. Concept Systems also built in the ability to edit records for apple case production so that at the end of a shift, Strand can delete a production record if it desires, should a case of apples become damaged.

### The bigger picture

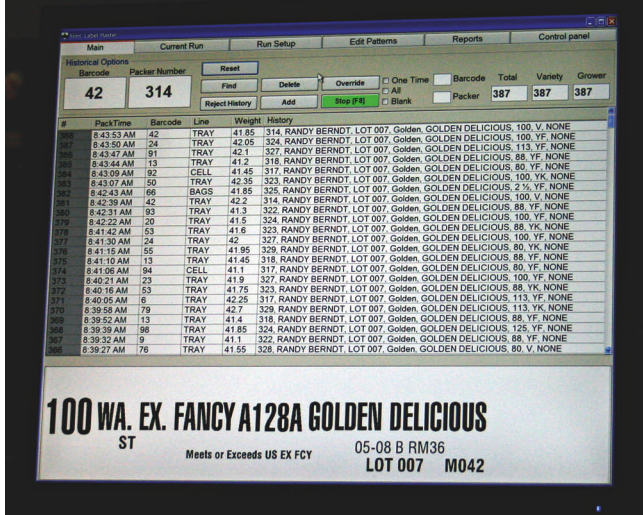
Brown points out that on any one day, Strand might pack as many as 36 apples per case to as many as 216 per case. The most common range is 88 to 113 apples per case. So Concept Systems designed a way for the equipment operators to see how the bar codes are set up before the run and before the codes are printed. The HMI screen presents operators with a matrix of bar codes to choose and a preview of the bar-code image, as well as alphanumerics of what is encoded in the bar code symbology. Operators can use this feature to quickly monitor and modify system setup for the types of fruit are being packed.

The printer generates alphanumeric characters on one side of each shipping case that can include information such as apple-growing origin, date, lot number, the time the apples were packed, type of



The apples are cleaned, coated, sorted, graded and sized before being packed into trays, which are layered in multiples into the shipping cases, below.





Strand's new system software records packing data such as the apple variety, grade, size, package type, lid and storage details, which are all displayed on an HMI screen, above, and also identifies the operator who filled the case.

apple, grade of the apple and more. The bar coded data includes the same information and content details inside each case.

For some customers, a bar code is included on each case along with mandatory copy, such as "Grown in Washington." Brown says that this allows Strand to know where each case has been shipped by lot number or pack date and to what customer, in what city and, in the event of a recall, if any of the selected recall cases are still waiting to be shipped.

Strand uses about 10 different bar code symbologies, but the system can generate as many as 200.

### Scanning, weighing, coding

After the apples are cleaned, coated, sorted, graded and sized, they are delivered to the packing station in a bin. An operator/packer sorts the apples (the bin may contain two different grades or sizes of apples) and loads them into a tray, which is then placed into a half-slotted container (HSC) with an open lid. The HSCs and other case styles are erected by hand. The cases can hold four or five trays of apples, depending on their size. The operator then places the filled case onto a chain conveyor

## The new high-resolution ink-jet coder has several advantages.

that transports it downstream to be scanned, checkweighed and coded.

Cases index to a **Sick** bar-code scanner, which identifies the two bar codes placed on the case by the packer/operator. Next, the bar codes are scanned into the ink-jet system, the codes are read and the case is then weighed. After weighing, the software system selects one of four bitmaps to send to the ink-jet coding

equipment: One if the bar code wasn't scanned; one for an overweight case; one for an underweight case; or an assigned bitmap if the case passes those three exceptions.

The actual case weight is compared to a minimum and maximum weight assigned to the bar code that determines the print information. Sims

equipped the checkweigher with four Cardinal loadcells and one Cardinal Model 205 weighment indicator. With scanning and weighing complete, the cases reach the ink-jet printer and are printed on one side.

### A clear picture

Print resolution is also an

issue, Au points out. "The new high-resolution ink-jet coder has several advantages," he says. "The older dot-matrix printer's antiquated electronics had outlived our ability to service them with old PC technology. The new C6000 has a high-resolution printhead connected to the operator Continued on page 56

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interface via 10baseT Ethernet communications. This allows Strand to code cases with information such as apple-treatment information, packed-by information and distributed-by information." Product traceability is also becoming an industry must in the event of a recall, so the ability to produce Code 128 bar codes on the cases positions Strand to easily meet those requirements.

## We now have the **capabilities we wanted and needed** and the **accuracy we needed.**

The software records the case data such as the apple variety, grade, size, package type, lid and storage details, which is all displayed onscreen, and also records the operator's number who filled the case. Strand can then export all of the information to a

server to expedite payroll services with increased accuracy.

A pad is then inserted on top of the shipment and the case is tape-sealed on an existing Sims T-660 random case sealer after being turned by the case turner. This is done so

that when the cases are palletized (which is performed manually, with five to seven cases per layer), each case end faces out, displaying the printed information and codes.

### Speeds meet the need

Brown happily reports that the coder keeps pace with the packing line, which is also critical. The apples are usually packed at speeds of at least 28 cases/min, though the coding system can run about 42 cases/min.

On average, she points out, Strand packs about 4,000 cases in its daily 8-hour shift. "Line speed is important," she emphasizes. "We have been able to improve operating speeds with less [equipment] breakdowns."

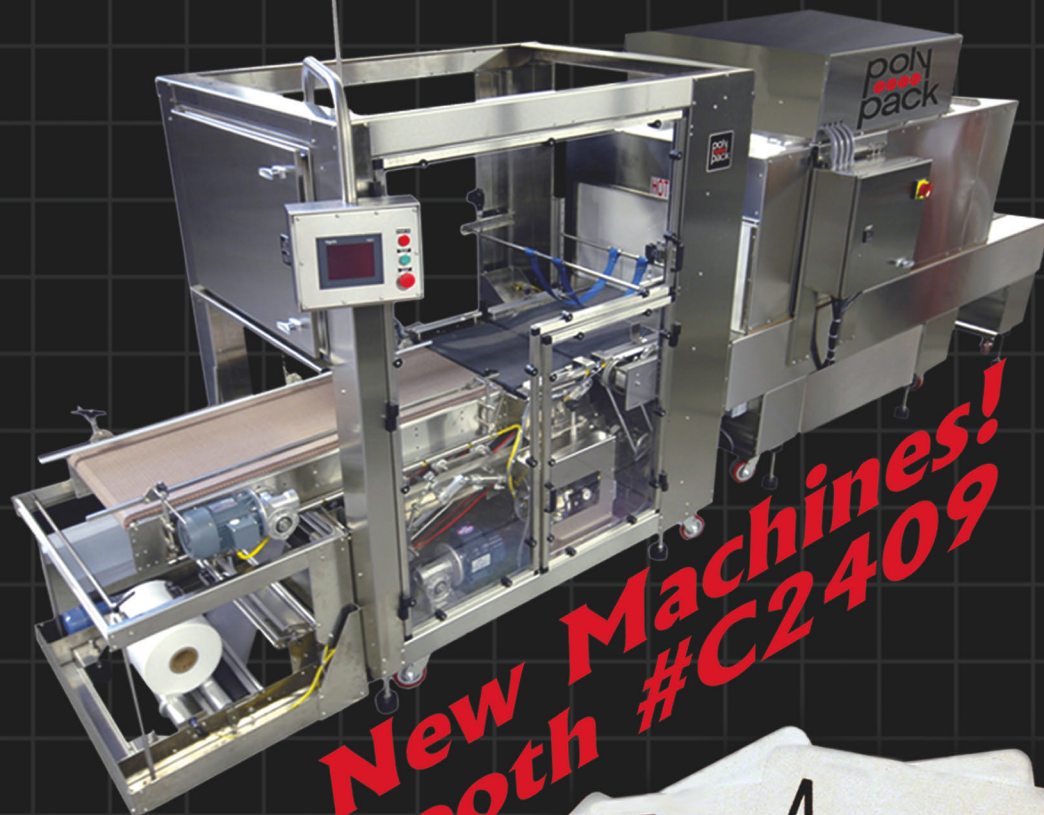
Using Ethernet makes the system easier to maintain than other connection schemes, Au says. Concept Systems uses an Ethernet machine interconnect network for machine control, the most popular network on PCs, and a common element and operator-interface platform.

### A new season approaches

Gearing up for a new apple season, Strand is excited about the software that runs the marking system because it can create advanced reports and access the reports over its company's intranet, and integrate this information with other plant data. It has a competitive advantage and allows personnel to devote more time to quality control.

About to begin working on the 2009 apple season, Strand is enjoying its packing line's smooth performance and competitive edge. The case coder generates codes that are as crisp as the apples themselves and the PC platform provides best-in-class, plug-in system components. Says Brown, "We now have the capabilities we wanted and needed, the accuracy and print quality we needed and can print more information. It has been well

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

Concept Systems Inc. 800/260-1602.

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

Domino Amjet, 800/486-7414.

[www.domino-isg.com/us](http://www.domino-isg.com/us)

Cardinal Scale Mfg. Co.,

417/673-4631.

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

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Alimentos Polar installed four shrink-wrapping machines at its plant in Mariguitar, Venezuela to run four sizes of tuna cans and a similar machine in Valencia, Venezuela to run tomato sauce in bottles and cans.

# Wrapping up packaging benefits

Five new shrink-wrapping machines at **ALIMENTOS POLAR** have dramatically increased packaging line efficiency and productivity.

## Jack Mans, Plant Operations Editor

Alimentos Polar (AP), a major food manufacturer and marketer in Venezuela, recently installed five shrink-wrapping machines at two of its plants. One machine is used for tomato sauce in glass bottles or metal cans at the plant in Valencia and the other four machines are used for tuna packed in four sizes

of metal cans at a plant in Mariguitar. "We wanted to increase the capacity and efficiency of our packaging operations," says Nestor Uzategui, packaging engineering manager. That included guaranteeing the quality of the product, labor optimization, more economic use of packaging material and increasing the quantity of containers on a pallet. The new machines achieved all of these goals."

AP offers a wide variety of products that includes corn flours, oils, mayonnaise, margarines, tomato sauces, tuna, chocolate drinks, pasta products, rice, oats, ice creams, animal feed, and cleaning and household products. The company has 17 plants with a total capacity of 2.1 million tons/year and a distribution network that reaches



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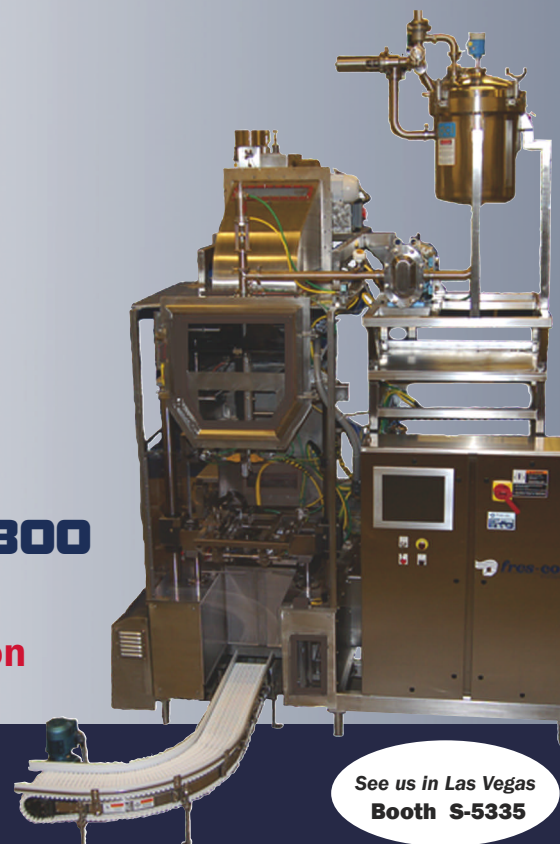
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### Full wrap of containers

AP wanted the following features: secure wrapping of the containers so that none of them would fall out accidentally or be removed intentionally; carton pads to minimize corrugated consumption and to allow for stacking and handling of product without film deterioration; the use of hot melt adhesive; stability so that the containers would not move within the load; and a compact bundle. AP also required the machines to handle different shapes and sizes of containers at line speeds between 100 and 350 containers/min.

Between November 2008 and January 2009, AP installed five Model CFH continuous-motion horizontal form/fill/seal shrink wrappers from

#### Polypack Inc.

"We have been using Polypack machines to package corn flour and chocolate powder for many years, so we know their flexibility and reliability for our requirements,"

says Uzatequi. "Polypack provided technical support and trained our operators and maintenance personnel including mechanics and electricians. It also helped adjust the machines to adapt them to the rest of the production line and to the characteristics of the existing local packaging."

### Multiple container sizes

To start the tuna-can wrapping operation, labeled cans are conveyed in bulk to one of the shrink wrappers. Back-and-forth-reciprocating guides divide the cans into lanes. Depending on the number of cans in a pack, the cans are divided into three lanes for a six pack, four lanes for a 12- or 24-pack, or six lanes for a 48-pack. A conveyor then moves separated groups of cans into a staging area of the machine, where they are held back by fingers. A corrugated pad is inserted onto the conveyor from a magazine on the side of the machine, and a flight bar with fingers extending downward, which is connected to chains on both sides of the machine, comes around

behind the group of cans and pushes them onto the pad and into the wrapping section.

### High-clarity film

Simultaneously, the 3-mil PE film enters the machine from a roll mounted on the side of the machine. It passes over a 45-deg roller that changes its direction to coincide with bottle travel. It

**We wanted to increase the capacity and efficiency of our packaging operations. The new machines achieved all of our goals.**

then passes over a series of dancer rollers that pull the film from the roll and feed it down into the

wrapper, where it is formed into a tube traveling in the direction of Continued on page 60



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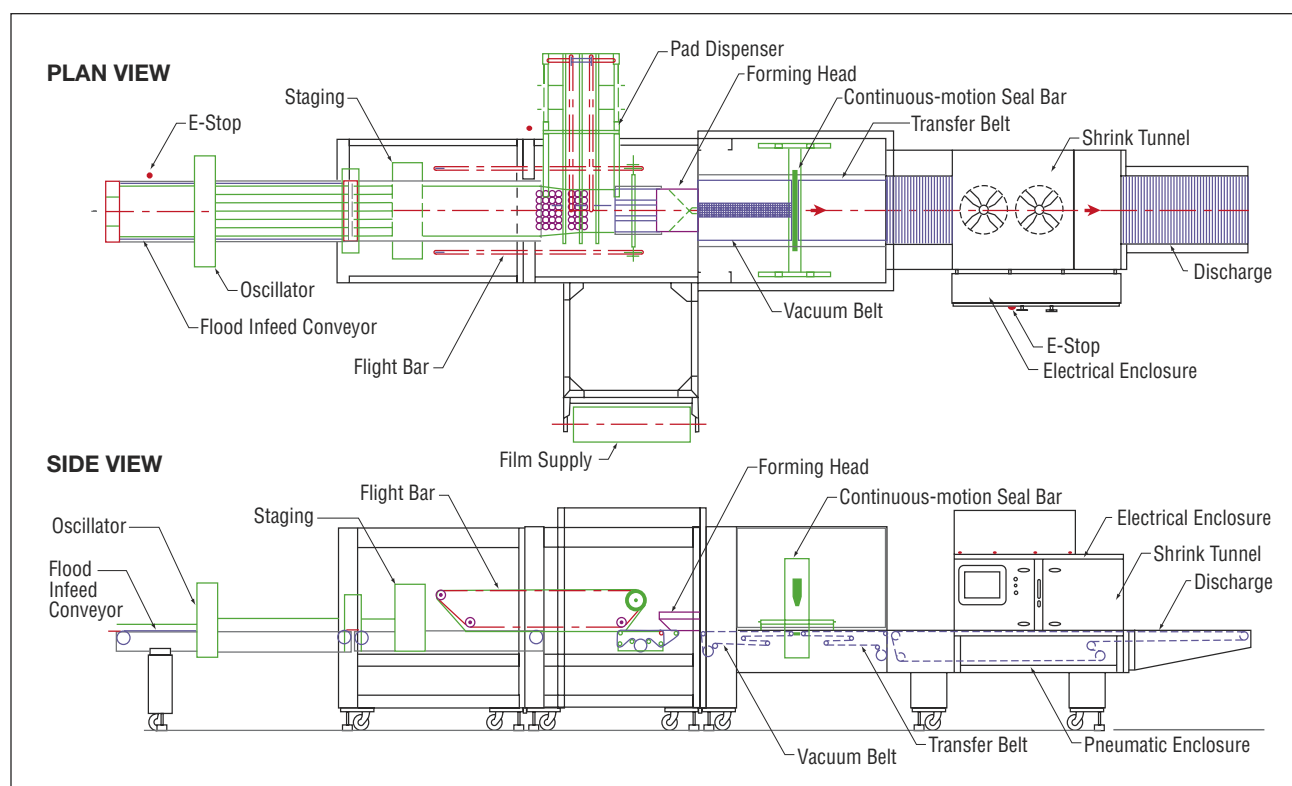


product flow, with an overlap on the bottom. Vacuum transferred through holes in the conveyor holds the bottom film in place so that it travels with the conveyor. The pad and cans are pulled along

**Our goals included product quality, labor optimization, more economic use of packaging material and more containers on a pallet.**

on top of the film as it travels, while a heated bar seals the longitudinal film overlap on the bottom.

A reciprocating forming head containing a heated seal bar travels above each group of cans. At the end of a stroke, the bar descends



Machine wraps and shrinks film completely around cans with no bulls eye where loose cans or bottles can fall out or be removed.

and seals and cuts the film at the trailing edge of the leading group and the leading edge of the following

group. The forming head recycles back and repeats this process for the next group. The wrapped groups of

bottles then travel through a shrink tunnel that is also from Polypack. The wrapper incorporates

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The wrapper incorporates a PLC and a color touchscreen HMI with message display and self diagnostics. The system includes preprogrammed settings for speeds, timing and temperature settings.

a MicroLogix 1500 PLC from **Rockwell Automation**, as well as a Telemecanique color touchscreen HMI from Schneider Electric with message display and self diagnostics. The system includes preprogrammed settings for conveyor speeds, timing and temperature settings for fast, accurate setup when changing products.

### Labelers and palletizers

As part of the project, AP installed Model BH1600 inline labelers from **B&H Labeling Systems** to run BOPP labels on rolls instead the traditional precut paper labels. The BH1600 is a roll-fed labeler designed specifically for packaging operations with moderate production-capacity requirements, providing performance and reliability at an economical price. The labeler features a patented computer registration system that virtually eliminates the out-of-tolerance labels common to mechanical labeling systems. An onboard computer coordinates the advanced electromechanical system, offering finite label-registration control. Sensors detect variances within the label parameters, and the necessary adjustments are made automatically, without slowing or stopping the line. The CRS ensures

that labels are cut to the correct length and in the correct location. AP also installed Powerpaq 600 cartesian palletizers from **TMG Impianti S.r.L.** at the ends of the lines.

The control systems for the labeler, shrink wrapper and palletizer were integrated by AP personnel to provide operating continuity and efficiency.

### More information is available:

**Polypack Inc.**, 727/578-5000.  
[www.polypack.com](http://www.polypack.com)  
**B&H Labeling Systems**,  
 209/556-6160. [www.bhlabeling.com](http://www.bhlabeling.com).  
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Alimento Polar shrink wraps cans of tuna in six, 12, 24 and 48 packs. Here, 24 packs are being manually palletized. Some other lines have automatic palletizers.

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Solar panel company employs **LAMINATED PAPERBOARD PACKAGING** to protect panel rails during shipment while adhering to its eco-conscious values.

# Solar protection

**Linda Casey**, Associate Editor

AEE Solar, Redway, CA, sells solar, wind and micro-hydroelectric systems and equipment to contractors throughout North America. In April, the company debuted SnapNrack, a mounting system that is designed to simplify and reduce the cost of solar installations for contractors.

Made of extruded anodized aluminum, SnapNrack rails are manufactured in two lengths: 162 or 122 in. According to AEE Solar product manager Tim Vaughn, the unusual dimensions of the rails presents a shipping challenge. "Common carrier freight companies are not accustomed to handling long-slender pieces of freight," he explains. "They're standardized on the dimension of a standard-size pallet. They're handling packages using forklifts. In our case the long extrusion is way outside of that, which creates a handling issue. You can get a lot of damage, and the only way to avert this risk is to packaging in such a way to avoid this damage as much as possible."

## Keeping it green

Possible solutions considered included using slit-scored corrugated or wooden crate, but these had both financial and sustainable problems. Slit-scored corrugated would require workers to bend the edges of the corrugate and use a lot of tape to hold it together, comments **River City Paper** sales representative Amanda Ramsey.

Wooden crates would be so cost-prohibitive that it would limit how AEE Solar could sell its products. Vaughn remarks: "Wooden crates would be very expensive. One of our competitive products is shipped in wooden crates in large bulk. That's the only way they ship, but the company only sell large bulk quantities, where we wanted to sell more to the contractor that doesn't want to warehouse a bunch of material, can't afford to warehouse a lot of material, or orders per job."

Around that same time, AEE Solar was launching SnapNrack, **Laminations, part of Great Northern Corp.**, debuted its Ucrate packaging. Ucrate consists of seamless U-shaped channels of



Rails are shrink-wrapped in sets before being set in the laminated paperboard crates.

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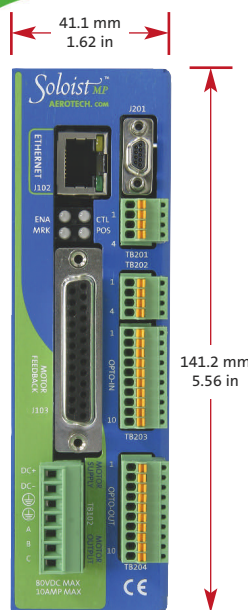
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blocks to secure them to the top and bottom Ucrate pieces. A strip of shipping tape down the seams where the top and bottom Ucrate pieces meet to ensure they don't separate. A finished package weighs 15 to 30 lb.

### Branding power

AEE Solar had Laminations custom-print UCrates with its logo and tagline—AEE Solar: The Only

Wholesale Distributor You'll Ever Need—spaced evenly along the crate. For further branding, AEE also uses product labels designed by **The Strategic Word** and supplied by **Uline**. Commenting on the combination of the sticker and the printed packaging, Vaughn says, "It really stands out and helps reinforce the product name along with our company name."

### More information is available:

**Laminations, part of Great Northern Corp.**  
800/925-2626.  
[www.laminationsonline.com](http://www.laminationsonline.com)  
**River City Paper**, 916/364-8800.  
[www.rivercitypaper.com](http://www.rivercitypaper.com)  
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Wooden blocks and planks made from salvaged wood further protect the rails during shipment by common carrier.

laminated paperboard that fit snugly together to create a sturdy container for shipping long, narrow products. The construction and design of the Ucrate makes it ideal for the mounting system's rails, which can run up to nearly 14 ft in length.

### Fast, simple packouts

For efficiency, AEE Solar typically stages the rail sets for packing until 30 orders have been collected. Because the UCrates are longer than the solar panel rails, AEE Solar employees first cut down the Ucrate to an appropriate size for each rail order. Each pair of rails is stretch wrapped in three areas to prevent rattling and shifting during transit.

The stretch-wrapped rails are placed into the Ucrate followed by wooden blocks that are placed on the inside ends. The blocks are 3.375-in. sq and 1.5-in. thick, and are cut to size from scrap 2x4s at local pallet companies. Wooden blocks have eliminated any problem with ends of the rails becoming bent or misshapen during transit and handling.

The company will send just one set of rails upon a contractor's request. "One set of rails is roughly the size of a 2x4," Tommy Demmon, warehouse manager for AEE Solar, explains. "We either put two sets of two rails each in the Ucrate, or we put one set and then a 2x4 next to it as filler."

According to Vaughn, it was critical that the end-caps would be eco-friendly like the rest of the recyclable UCrates. This is why AEE Solar uses salvaged wood versus newly manufactured lumber.

After placing the top of the Ucrate over the wrapped rails, the employee uses an air-powered staple gun to place three staples around the wooden

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# Viva, PACK EXPO!

Las Vegas showgoers seek **INNOVATIVE BRANDING AND PRODUCTION SOLUTIONS** to boost performance, sustainability and economics.



Packagers are booking tickets, and exhibitors are putting the finishing touches on their plans for PACK EXPO 2009, to be held Oct. 5 to 7 in Las Vegas. PACK EXPO is North America's leading packaging tradeshow, and this year, it offers the industry a multitude of innovative solutions focusing on packaging performance, sustainability and economics to help companies take advantage of a nascent economic recovery in the U.S.

The search for innovative materials and equipment is a common theme for attending, among early show registrants.

"As we approach PACK EXPO, our schedules are already booked tight," says Jeffrey Schuch, packaging development engineer at Chiquita

Brands Intl. "With several projects in the works, we are looking to meet with exhibitors and discuss what new innovative technologies are available that can meet our needs.

That sentiment was echoed by Nelson Cavour, senior operations supervisor at Bumble Bee Foods, who says, "Innovations in sustainable machinery are our focus this year at PACK EXPO. We are looking for technologies that can help us reduce cost and waste and increase our savings."

## Brand Zone sells out

One area of emphasis at PACK EXPO is branding, and the role packaging plays in this important marketing function. The **Packaging**

**Machinery Mfr.'s Institute (PMMI)**, is launching The Brand Zone at the show, featuring packaging technologies that can help brand managers, marketers and package designers and engineers launch new products, refresh existing brands and improve sustainability scores.

PMMI's Brand Zone has sold out, with 160 materials and container suppliers taking more than 45,000 net sq ft of space.

"Demand to exhibit in The Brand Zone exceeded our expectations—clearly the market is strongly focused on brand management and how packaging can grow sales, protect products and meet sustainability efforts," notes Charles D. Yuska, president & CEO of PMMI. "Packaging

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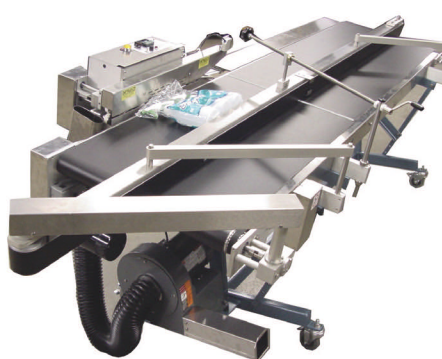
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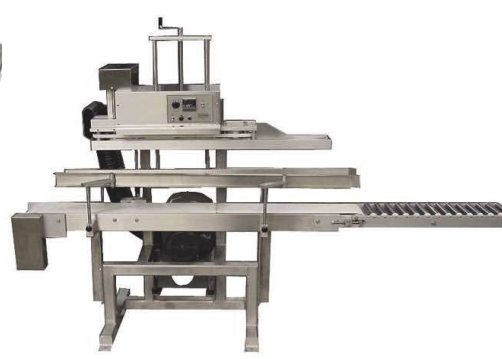
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innovation doesn't wait for recessions to end. The economic recovery plan for any consumer or industrial goods company begins at PACK EXPO Las Vegas, where they can find ways to improve productivity and address efficiency issues, and find new package formats that support their customers' needs."

The Brand Zone will also offer access to business intelligence and other resources that can help attendees gain a competitive edge. "No medium is a more effective communicator for a brand than the package itself," says Yuska.

Exhibits will include innovative materials and containers that can increase visual impact, enhance

**With several projects in the works, we are looking to meet with exhibitors and discuss what innovative technologies are available.**

convenience, maximize shelf life and add functionality.

"Innovation in materials and packaging structures is what brings me to PACK EXPO this year," says Jennifer Sagert, packaging scientist at Hormel Foods. "As always, I look forward to finding the latest innovations in films, labels, cans and other materials and containers to help us achieve our goals."

Visitors to The Brand Zone will also be inspired by award-winning package designs in The Showcase of Packaging Innovations™, sponsored by Dow Chemical Co. Packages nominated for the annual PACK EXPO Selects™ program, can also be seen in the pavilion.

### Grocery initiative launches

In late August, PMMI announced that the Grocery Manufacturers Association (GMA) will launch its new initiative, "GMA Upstream," during this year's PACK EXPO. GMA Upstream will focus on achieving new levels of manufacturing and engineering excellence within the consumer packaged goods (CPG) and packaging solutions industries.

GMA represents leading food, beverage and consumer products companies, helping its members

improve product safety, demonstrate corporate responsibility and help to drive customer and channel collaboration that can cut costs out of the supply chain.

"GMA member companies develop and market some of the leading brands that drive consumer sales around the globe, and are long time PACK EXPO attendees," notes Yuska. The initiative is intended to

identify and understand the needs of consumer packaged goods (CPG) manufacturing, engineering and product development managers; recognize potential solution providers; and deliver programs and services that help the GMA members to produce innovative products.

### Co-located shows

Several groups have decided to co-

locate their shows or meetings with PACK EXPO, including PROCESS EXPO and CPP EXPO.

PROCESS EXPO features the newest developments in food-processing technology; supplies and services in fruit and vegetable processing, meat, poultry and seafood processing, confectionery and snack processing as well as bakery and Continued on page 66

ITALIAN TECHNOLOGY

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|  <p>Tomato &amp; Juice Processing/Packaging Lines<br/><a href="http://www.metrointernational.it">www.metrointernational.it</a></p> |  <p>Filling &amp; Capping Machines<br/><a href="http://www.omastecnosistemi.it">www.omastecnosistemi.it</a></p> |  <p>Filling Machines &amp; Can Seamers<br/><a href="http://www.zilli-bellini.com">www.zilli-bellini.com</a></p>      |

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beverage processing technologies. PROCESS EXPO is sponsored by the Food Processing Suppliers Association (FPSA).

CPP EXPO (Converting & Package Printing) reflects the market synergies of the package printing, converting, finishing machinery and supplies industries.

Also, the International Bottled Water Association (IBWA) will hold

its 2009 convention and tabletop tradeshow in conjunction with PACK EXPO Las Vegas 2009. The IBWA 2009 show will take place Oct. 5 to 9. Attendees will receive complimentary admission to PACK EXPO Las Vegas exhibits.

In addition, the Association of Independent Corrugated Converters (AICC) will hold its 2009 Annual Meeting and 14th International

Package Design Competition in conjunction with PACK EXPO Las Vegas 2009.

### Bringing packaging to life

Complementing the action on the show floor is the event's extensive conference program. The Conference at PACK EXPO is a rich and varied series of presentations that brings attendees the latest concepts and



innovations from top professionals.

This year, the theme for the conference is "Maximizing Performance, Sustainability & Economics. Among the highlights, the program will feature leading retailers who will offer their unique perspectives on the private-label sector, as well as more than 50 sessions by industry experts exploring an array of issues affecting today's packaging professionals.

Sessions are organized into several tracks including Branding, Converting, Digital Package Printing, Economics, Intelligent Coding, Legal Landscape, Materials, Processing, Sustainability, Sustainable Operations and Vision Systems.

Each day's program features a keynote address at 10:00 a.m. For the remainder of each day's programming, the sessions run concurrently in four time slots, allowing attendees to take up to four sessions per day and keep their show commitments. The keynotes include:

#### Monday, Oct. 5,

Keynote: The Future of Retailer Packaging and Branding—The A&P Story

Speaker: Doug Palmer, vp, Our Own Brands, The Great Atlantic & Pacific Tea Co.

#### Tuesday, Oct. 6,

Keynote: Packaging—A Holistic Approach to Winning

Speaker: Andrew Abraham, vp, Our Own Brands, Supervalu Inc.

#### Wednesday, Oct. 7

Keynote: Day One to Doors Open and Beyond—Tesco's Fresh & Easy Builds a Totally Branded Experience

Speakers: Steve Ryder, store design & planning director, Fresh & Easy Neighborhood Market; Kevin O'Donnell, founder, thread collaborative.

Discounted registration for the Conference at PACK EXPO is currently available at [www.packexpo.com](http://www.packexpo.com). Register for conference sessions before Sept. 15 for \$55 per session. Fees go up to \$75 per session for registrations received after Sept. 15 or onsite. Attendees must register for PACK EXPO before they can sign up for conference sessions. Program updates and abstracts for each presentation can be found on [www.packagingdigest.com](http://www.packagingdigest.com).

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# Cell phone package update answers the call

T-Mobile and Motorola offer an alternative that **SAVES SPACE AND MATERIAL** in packaging of pay-as-you-go cell phones.



**Lauren R. Hartman**, Senior Editor

Today's retail environment demands quick turnaround—packaging designs included. That's why T-Mobile and Motorola USA have redesigned the packaging for a Motorola pay-as-you-go cell phone for T-Mobile, with an attention-grabbing design that Motorola anticipates will be better for the environment.

With help from **Alloyd Brands**, a strategic business unit of **Tegant Corp.**, Motorola, Libertyville, IL, designed and produced the new T-Mobile package with a booster shot in shelf presence while still maintaining tamper-evidence. But the new package does one better by

significantly reducing materials.

The prepaid phones come in a kit that includes a wireless phone, starter airtime, a battery, a charger, and a hands-free headset. The user may refill minutes whenever they need more.

With a nationwide market debut in April in stores that include Walmart and Best Buy, the new package is mostly paperboard, says Tegant's Rob VanGilse, director of marketing and business development. The new design replaces a clamshell and features specific changes that allow it to effectively interlock, back-to-back, in shipment, for maximum use of space in shipping cases.

The new package also cuts down on the use of plastic materials. It's made using Natralock®

**Cinram Intl., Inc.**, to buy new equipment.

The phones were loaded on semi-automatic packaging lines that use existing radio-frequency sealing equipment, VanGilse tells PD. The sealed card prevents in-store removal of the plastic blister, and Natralock's properties also prevent tearing. All of this added up to a win-win situation for the Motorola phones.

Motorola indicates that the transition from the plastic clamshells to the new packaging with Natralock was smooth and the benefits have added up for consumers, too.

**The new packaging features specific changes that allow it to effectively interlock, back-to-back, in shipment for maximum use of space in shipping cases.**



blister-cards and recycled PET thermoformed blisters, which reduce the amount of PVC used by 45 percent from the earlier clamshell. The package also saves 40 percent in transport materials and helps boost production rates by 20 percent, according to VanGilse, because the paperboard cards seal faster.

Alloyd Brands Printed Products designed the new package and thermoforms the blister. It also offset prints the packaging in four colors and two special colors with bold graphics on a green color scheme. The front card is folded over the top; the insert piece is visible through the back blister.

The .020 Natralock board is produced by **MWV**, an Alloyd Brands licensee. An internal graphic card backing made of .014 Artcikote SBS (containing 30 percent post-consumer-recycled content) is also included in the new package structure.

Natralock can be sealed on existing machinery, so there was no need for Motorola's packer,

## Did you know?

Owning a cell phone has become as commonplace as having a TV set. According to the Environmental Protection Agency's website ([www.epa.gov](http://www.epa.gov)), more than 156 million Americans now use cell phones, including at least 20 percent of teens (that figure changes as you read) and 1.2 billion worldwide. But the phones don't live forever. They're discarded at a rate of more than 125 million each year, resulting in more than 65,000 tons of waste. What happens to them when they aren't needed anymore? Some are recycled and reused. The EPA says one way to extend their useful life is to use the same company for continuing phone service. Donating or recycling cell phones extends their life and prevents them from ending up as waste. Many recyclers, charities and electronics manufacturers accept working cell phones.

### More information is available:

**Alloyd Brands/Tegant Corp.**, 815/787-5202.  
[www.alloyd.com](http://www.alloyd.com)

**Cinram Intl. Inc.**, 416/298-8190. [www.cinram.com](http://www.cinram.com)  
**MeadWestvaco (MWV)**, 804/327-5200.  
[www.meadwestvaco.com](http://www.meadwestvaco.com)





# Granola is in the bag

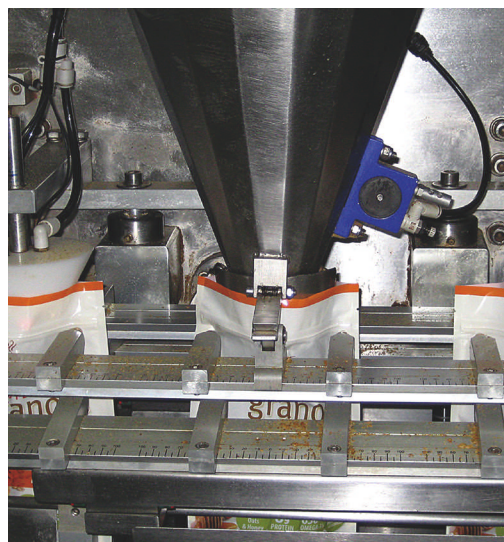
A unique packaging system at **ERIN BAKER'S** includes a vertical form/fill/seal machine, a horizontal fill/seal machine and an overhead rotary scale that is moved from one machine to the other by a specially designed hydraulic jack on wheels.

**Jack Mans**, Plant Operations Editor

A new packaging line at Erin Baker's Wholesome Baked Goods, Bellingham, WA, includes both horizontal and vertical machines to produce different size bags of the company's popular homestyle granola. The company was founded in 1996 to produce and market founder Erin Baker's Breakfast Cookies; a breakfast or snack for people on-the-go.

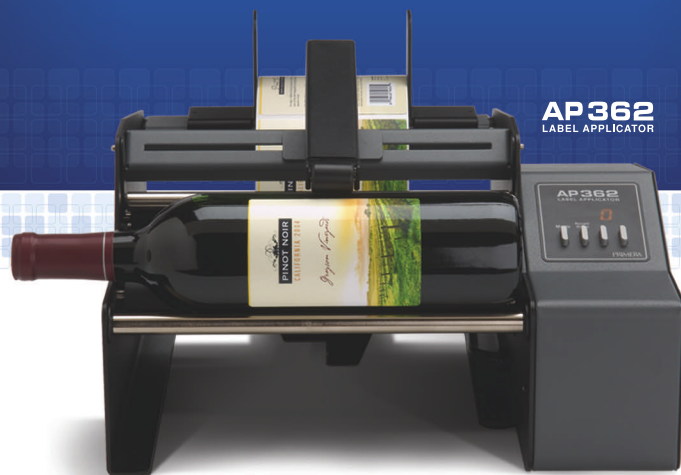
Erin Baker's introduced its granola in 2006

and installed a new packaging equipment from **Weighpack Systems Inc.** last year. "We looked at a number of different systems, but we wanted to run preformed 12-oz bags, and the Weighpack seemed to be the best suited for us," says president Bryan Geschwill. "We also wanted to produce smaller bags on a form/fill/seal machine, so we also bought a Weighpack machine for that. We sent one of our production people to Weighpack to learn about the machines, and Weighpack came out here for



After the bag is placed into the hf/s machine, a cone-shaped device descends to open it completely. At the next station, the filling funnel drops into the bag and discharges the product.

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installation and startup.”

### Horizontal machine runs premade bags

Erin Baker's installed WeighPack Systems' Swifty 3600 intermittent-motion hf/s machine for its 12-oz premade bags, a Vertek Junior continuous vf/f/s machine for its 1.5-oz bags and a 14-head **CombiScale, Inc.** multi-head scale that automatically weighs its granola products into both bagging machines.

The Swifty machine uses premade, zippered standup bags that are placed in the bag-loading station. To start the operation, the bags are automatically taken from the station with a vacuum mechanism and are transferred to a standup position. From there, the bags are advanced using a walking beam that moves them into the various stations of the filling and sealing process.

These stations include an automatic zipper-opening device, a filling section where a transitional funnel dispenses product into the bag, a gas-flushing station, a mechanical bag-spreading station for a wrinkle-free seal and a heat-seal station where the bag is sealed and a hole that the bag can hang by is punched in the top.

### Vertical machine runs film on a roll

The Vertek Junior vf/f/s machine runs printed film on a roll that is mounted on the back of the machine. The film is moved into the forming section by a servo-driven pull belt and passes over a series of rollers and dancer bars at the top of the machine that maintain the proper back pressure on the film as it is pulled through the machine.

The film then passes around a



The hf/s machine uses premade, zippered standup bags that are placed manually in the bag-loading station.

On the intermittent hf/s machine, premade 12-oz bags are removed from the magazine and pass through filling and sealing steps.

forming tube on the front of the unit, and a vertical heating element produces a vertical overlap seal. Product drops from the overhead scale through the forming tube into the intermittent-motion formed cylinder of film as it leaves the vertical forming section.

Next, the film passes through the pneumatic sealing jaws, which move in

Continued on page 70



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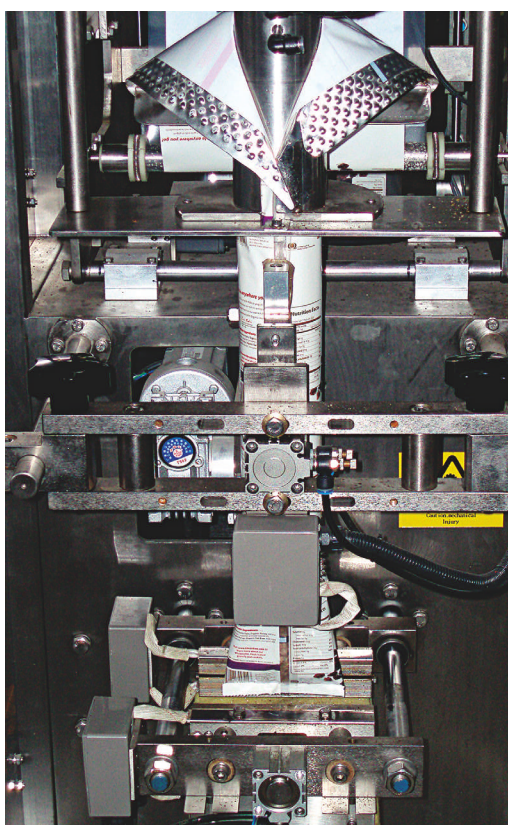
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The scale controls are mounted near the scale discharge, left, for easy access. After the film is formed and sealed into a tube, the product drops from the overhead scale through the forming tube into the intermittently moving formed cylinder of film as it leaves the vertical forming section.

against the film and heat a horizontal seal across the film. At the end of each sealing cycle, before the jaws disengage, an air-actuated blade shoots out from the center of the jaws and cuts the bag loose, after which the bag drops onto a takeaway conveyor.

A sensor mounted on the film carriage detects an eyemark on the film, which initiates the start of each cycle. This compensates for any changes in the film length and ensures that the film for each bag is in perfect registration. This system basically tells the horizontal sealer and cutoff knife when to energize.

### PLC controls machine functions

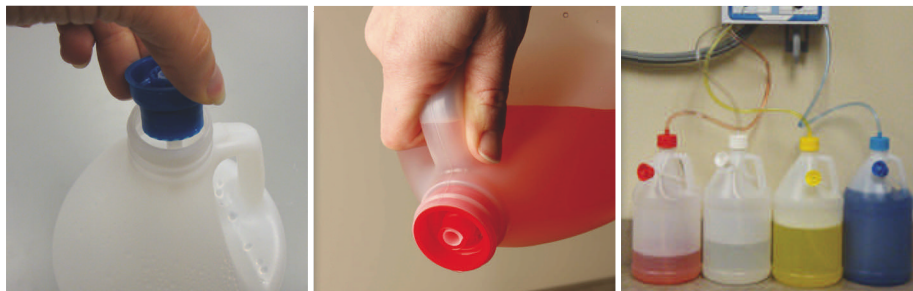
The Swifty bagger includes an Allen-Bradley PLC and PanelView operator panel from **Rockwell Automation**. The Vertek machine uses a **Mitsubishi Electric Automation Inc.** PLC. On both machines, the PLC maintains the recipes



for all of the products

in memory, and the operator can recall them at a touch.

The unit automatically sets the operating parameters, including the sealing temperatures and bag lengths. The screens can also be actuated to display the settings currently in use, causes of operating problems and



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Vibrating dispersion pans transfer the product from a central funnel to 14 radial feeder hoppers, which, in turn, move the product by vibration to the weigh buckets.

maintenance requirements.

### Mobile scale

Product for both machines is weighed and dispensed by the 14-head radial-weighing system from CombiScale Inc. that is located above the machine. Weighpack Systems uniquely installed the scale on a hydraulic jack mounted on wheels in order to provide the most flexibility possible when moving from one bagging machine to the other.

An operator manually positions the scale above whichever machine is running that day and connects it to the tube into the bagger. The product is delivered by a flighted elevator up to the weigher's central funnel.

Vibrating dispersion pans transfer



The scale is uniquely installed on a hydraulic jack that is mounted on wheels so it can easily be moved from one bagging machine to the other.

the product from the central funnel to 14 radial feeder hoppers, which, in turn, move the product by vibration to the weigh buckets. Each vibratory hopper adjusts the strength and duration of vibration to ensure an ample supply to the bucket.

The weigher's microprocessor selects a combination of buckets (generally three or four) that cumulatively equal the closest

weight to the total bag weight without being under that weight. The selected buckets then open and discharge their contents down the discharge chute to the bagger. The scale features an easy-to-use operator interface that provides a clear display of charge weight as well as various statistical data.

"Both machines have worked out well for us," says Geschwill.

### More information is available:

**Weighpack Systems Inc.**,  
514/422-0808. [www.weighpack.com](http://www.weighpack.com)  
**CombiScale**, 847/806-0606.  
[www.combyscale.com](http://www.combyscale.com)  
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847/478-2100. [www.meau.com](http://www.meau.com)  
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The monobloc filler/seamer at Big Sky runs 60 cans/min and achieves a residual oxygen content in the beer of only 30 parts/billion.



## Filler is key at Big Sky Brewing

Maintaining low residual oxygen levels in its canned Moose Drool Brown Ale and Trout Slayer Ale was an essential requirement in the selection of a filler by **BIG SKY BREWING CO.**

**Jack Mans,** Plant Operations Editor

A new monobloc can filler/seamer at Big Sky Brewing Co., Missoula, MT, is achieving impressive residual oxygen levels in cans of its craft beers. In March 2009, Big Sky Brewing joined the growing number of craft breweries offering beer in cans when it introduced Trout Slayer Ale, a filtered wheat beer, and Moose Drool Brown Ale. "In Montana, we're unable to recycle glass, so that was one of the main reasons for using a can," explains Trinda Rieck, sales and events coordinator.

In addition to can recyclability, Big Sky also wanted to be able to offer a high quality beer to folks who would like to bring beer camping, fishing, hiking, skiing and to other places where glass bottles are either not ideal or not allowed. "We had not made the plunge to produce in cans as we were never able to attain the low oxygen levels that we require in the quality of our beers," says Rieck.

### Low residual oxygen a must

That all changed when Big Sky learned about a filler/seamer installed at another brewery. "We had been looking for a machine that could meet our residual oxygen requirements for years, but nothing was available in a size that met our production rates," says Kris Nabozney, Big Sky's vp of operations. "There are high-volume machines available, but we are only running about 60 cans/min, so we don't need that level of capacity. Then we heard about a machine at another brewery that was achieving great oxygen levels in the beer, so we looked into it." The machine was a Mastercan

monobloc filler/seamer from **SBC Bottling & Canning, Inc.** "SBC was shipping a machine to the 2008 PACK EXPO, and we bought that machine before they sent it," says Nabozney. "They shipped it to us after PACK EXPO and we had it up and running in early 2009."

Cans, which are supplied by **Crown Holdings Inc.** are received stacked about 10 layers high on

into a starwheel. The starwheel places them onto individual bottle pedestals in the 10-head rotary filler section of the monobloc filler/seamer. As the machine rotates, a fill valve descends and forms a seal against the top of the can. The valve then injects carbon dioxide (CO<sub>2</sub>) into the can through a delivery port, and this flushes the oxygen from the can through another port. "We've been amazed at how effective this



Valves, which descend onto the cans as they enter the rotary filler, first remove oxygen and inject CO<sub>2</sub> and then remove the CO<sub>2</sub> and fill the beer. Filled cans leaving the filler enter an indexing chain that carries them to the can seamer.

pallets with a slipsheet between each layer. The pallets are delivered to a high-level bottle depalletizer that Big Sky converted to handle cans. An arm sweeps each layer of cans onto an overhead conveyor, and the cans are single-filed as they are transported to the filling area. The cans travel down a twister constructed of stainless steel rods and pass through a chamber where water is sprayed into them and then through a draining section.

The cans then enter a feedscrew that meters them

system is at removing oxygen," says Nabozney. "We are consistently getting only 30 parts/billion of residual oxygen in our beer."

### Flush carbon dioxide from cans

The injection and removal ports close after the purge cycle, which leaves the can filled with CO<sub>2</sub> at the same pressure as the filler bowl containing the beer. As the filler continues to rotate, the beer inlet port opens and the incoming beer flushes the CO<sub>2</sub>



out of the can through a discharge port called a snift valve, which maintains the pressure in the can as the beer enters. The timing of the fill cycle is set so that the filling finishes as the bottle reaches the filler exit. At this point, the cans exit the filler and enter an indexing chain running at a right angle to the can flow from the filler.

"This is a fully electronic can filler," says Nabozney. The Mastercan unit is equipped with an Allen-Bradley PLC and HMI from **Rockwell Automation**. The proximity switches on the machine have been designed specifically for this filler and are integrated with the latest Allen Bradley control platform.

The highly sensitive proximity switches provide information back to the PLC. Each valve functions independently to have full autonomy for precision fills, while evading the filling of damaged or misaligned cans.

Thus, the valves are controlled based on meeting all preset requirements, rather than having an outside mechanism, such as a cam, to start and stop the various processes of CO<sub>2</sub> purge, leak detection, counter pressure and fill. Another advantage of this is having the ability to diagnose problems via the touchscreen on the HMI.

The chain from the filler carries the filled cans into the in-line can seamer, while can ends are delivered down a chute to a rotary feeder that transfers them into the seamer. Individual cans are lifted up into the seamer chuck, which holds them during the double-seaming operation. After completion, the lifter plate with the seamed can automatically descends to the

The cans travel down a twister constructed of stainless steel rods. They pass through a chamber where water is sprayed into them and then through a draining section.

conveyor and the can discharges from the machine.

Cans travel through a water-rinsing section followed by an air-drying section, and then enter a Gamma 101 fill-level monitor from **Peco Controls Corp.** that uses gamma rays to check the level in the can. Next, the cans travel to a machine from **ITW Hi-Cone** that applies a plastic-ring carrier with a top-lift handle to a six-pack of cans.

"The Mastercan filler/seamer has worked out great for us, and SBC has done a terrific job," says Nabozney. "We had some issues that were more our fault than theirs, when the machine was delivered, and SBC sent two technicians who stayed with us for three weeks. The machine is really very simple to operate, and we've had no problems since they left. We definitely would deal with SBC again if the opportunity arises."

#### More information is available:

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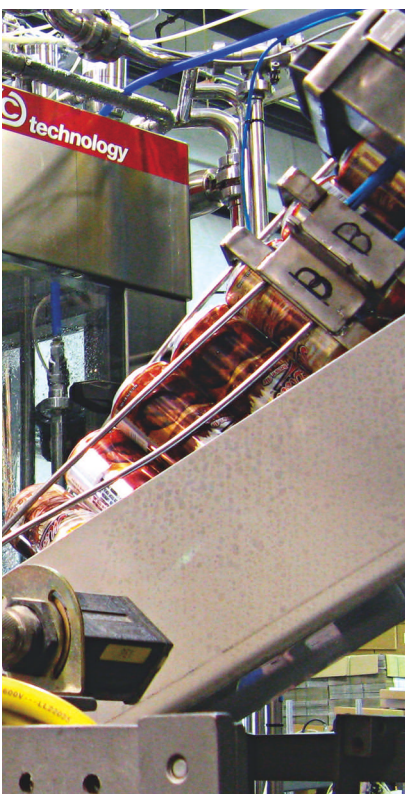
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The popularity of shrink-wrap packaging has driven up demand for higher-speed machines.

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Shrink wrapping is used in a wide variety of applications, because it provides a rapid and dependable method for protecting delicate products. Less expensive than many other packaging methods, shrink packaging helps protect products—from pizza to pickles—against harmful environmental conditions, thus improving a product's marketability.

Shrink wrapping's benefits, however, have led end users to expect speed, speed and more speed

Packaging machinery manufacturer uses **MOTION COMPONENTS** to reduce machine weight and costs while expand speed and productivity.

from packaging machines. In addition, packagers' demand for corrosion-resistant components and minimized maintenance also has grown.

Faced with this need for speed and corrosion resistance in shrink-wrap applications, packaging equipment manufacturer **Stork-Textrap** turned to Rexroth's eLINE linear motion components to reduce machine weight and costs and expand speed and productivity. Working with Bosch Rexroth, Stork-Textrap not only increased throughput to more than 200 packages/min in some applications, but also speeded up changeovers and added quick-disconnect capabilities for conveyors

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Shrink-wrapping can offer low-cost packaging for a diverse range of products from pickles to pizza.

that needed to be washed down.

Packaging end users that need to watch their overall investments very carefully usually expect to have these advantages on a budget. With expectations for high speed, low maintenance and washdown performance, it can all add up to a tall order for packaging machine builders. But it's become the norm.

Thanks in large part to Rexroth's eLINE linear ball rail and eLINE cam roller guides, however, Stork-Textrap, is now able to offer a side-seal/orbital cross-seal wrapper that meets all these demands and more.

This machine, Texwrap's 205CR, is a corrosion-resistant packager that is ideal for bakery and similar high-output applications. Features for the 205CR include a wide product size capacity and a removable washdown infeed conveyor. And Rexroth's eLINE linear motion products are responsible for some of the 205CR's more critical features, such as high speed operation. It wraps up to 250 packages/min and provides heavy-duty performance, while minimizing weight with lightweight components. The use of these cost-effective, off-the-shelf linear-motion products from the Linear Motion and Assembly Technologies division of Bosch Rexroth played a large role in cutting costs and optimizing the 205CR's performance.

Bosch Rexroth's contributions to the speed and performance of the

205CR began in spring 2005 when Bosch Rexroth's Mike Buesking introduced Rexroth eLINE ball rail linear motion products to Stork-Textrap, which was looking to upgrade the performance of its existing shrink-wrap machines while keeping control of cost, size, and weight. The eLINE ball rails, a maintenance-free and economic solution for materials handling,

proved to be a good fit within several different linear motion configurations. The products offer impressive performance with low weight and high cost-effectiveness, with their straightforward but rugged construction.

The components proved to be a good choice for adapting into existing machines. Projects adapting various machines that include other

continuous motion side sealers, like the 1809SS ServoMax with "Generation 3" Design, 2203 Horizontal Side Sealer and 2814 Servo Side Seal, with eLINE ball rail products were big successes.

In 2006, Stork-Textrap learned about another new Rexroth linear motion development from Scot Rohlfing of **Hitech Automation**, Continued on page 76

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a full-service Rexroth distributor that has long been a source of components for Texwrap's packaging line. That year, Bosch Rexroth introduced the fast, quiet eLINE cam roller runner block, allowing smooth movements of light loads (up to 60 kg) over extended lengths.

With an aluminum runner block body with stainless steel, corrosion-resistant cam rollers, the eLINE cam roller block (and associated eLINE rail) with its precise manufacturing eliminates the need for preload adjustment.

The feature that really got Stork-Texwrap's attention was the combination of high travel speeds (up to 12 m/sec), and lightweight stainless steel components. "The eLINE products can combine high speeds with the corrosion-resistance that you need for tolerating frequent washdowns," explains John Butler, vp of sales at Hitech Automation. "This makes them ideally suited for applications like bakery shrink wrapping."

Again, the specific shrink wrapping application Stork-Texwrap had in mind was its 205CR.. Texwrap designed the eLINE ball rail and cam roller guides into this new product. Thus extending the range of applications for which the machine would be suited. The speed and reliability of the new Rexroth linear motion components could meet the key challenges of virtually any of the machine's potential applications.

Those challenges were not limited to line speed



High-quality components used to build equipment, such as the high-speed, side-seal/orbital cross seal machine pictured above, can offer heavy duty performance and still be lightweight.

and corrosion-resistance. "We were definitely interested in getting high-speed performance without extra weight and cost," says Brian Stork, engineering manager at Stork-Texwrap. The eLINE cam roller runner blocks provided this with an aluminum runner block body housing corrosion-

resistant cam rollers, giving Texwrap a compact, cost-effective version of heavier-duty linear-motion products used in higher-load applications.

The eLINE components' design features that further reduce total cost of ownership for the 205CR include hardened steel inserts and

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the use of anodized aluminum. These ball-rail and cam-rail eLINE products also enable easy interaction with additional axes (the standard 205CR has five axes) and external attachments. This is an important feature because flexibility in adding extra equipment is one of the 205CR's selling points.

The low friction levels of these eLINE components also dramatically minimize lubricant consumption, resulting in smooth moves for shrink wrapping applications. The eLINE

provide a good return on investment throughout the life of the machines in which they are incorporated.

In 2007, after a testing period, the initial 205CR model was installed in the plant of a bakery products packager. The machine has been a great success, with its strongest popularity among bakeries looking for a high-speed shrink-wrap system with low maintenance and washdown-

safe capabilities. Another favorable feature of the 205CR has been rapid and smooth machine setup, utilizing Rexroth eLINE components for slow moving manual adjustment slide rails. Some machine adjustment slides, to accommodate different product sizes, also are facilitated by eLINE. Maximum film speed is 200 ft/min, a lively pace that makes a 250 packages/min output a reality.

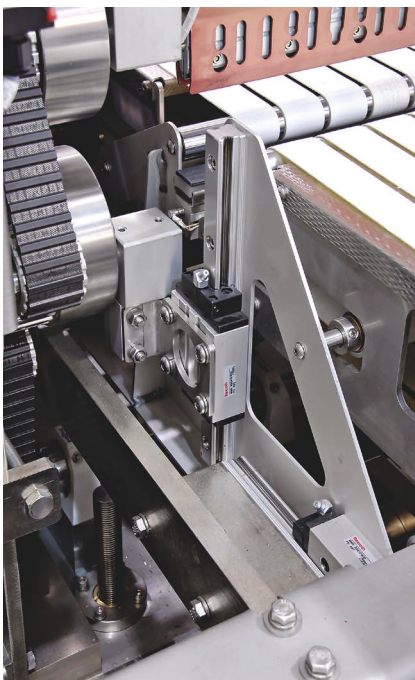
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**With expectations for high speed, low maintenance and washdown-safe performance, it can all add up to a tall order for packaging machine builders.**

ball and cam-roller blocks run smoothly and quietly, even when running at their maximum speed of 12 m/sec.

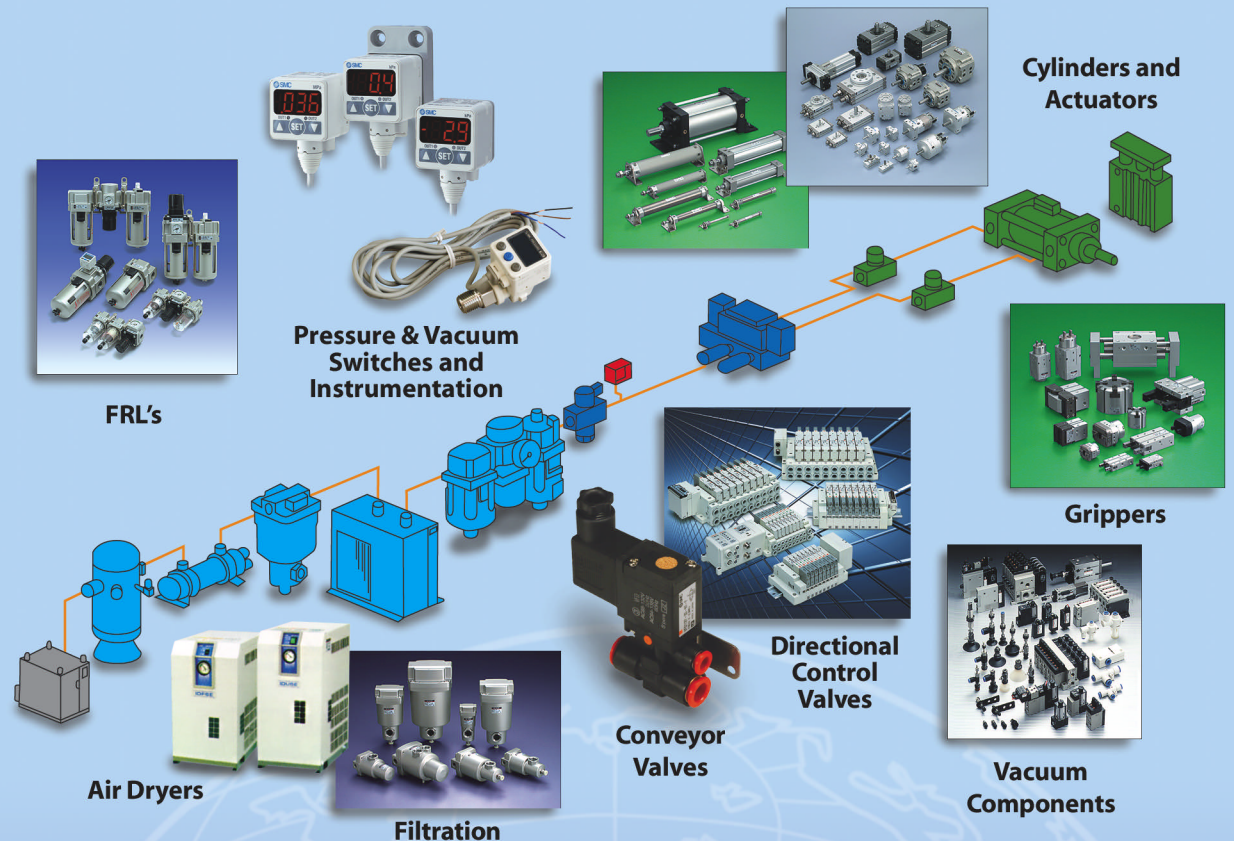
The eLINE products also offer higher moment and load capacities than single-rail solutions, helping machine designers do more with less. And by placing both cam roller and ball-runner blocks on the same rail, Rexroth components help machine builders reduce space requirements. Rugged, reliable and almost maintenance-free, eLINE components



Lubricant consumption requirements can be dramatically reduced by manufacturing with low-friction components.

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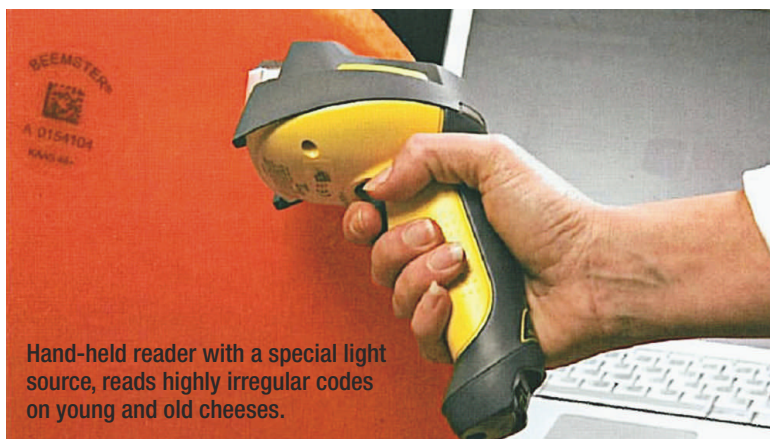
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Hand-held reader with a special light source, reads highly irregular codes on young and old cheeses.

# Edible codes for cheese

A coder reader and vision system for codes applied to blocks of cheese help a Dutch cheesemaker cut risks, improve code legibility and **INCREASE TRACEABILITY.**

Het Kaasmerk B.V. in, Leiden, the Netherlands, is a manufacturer of assorted blocks of cheese. Kaasmerk has been collaborating with **Isotron Systems** on the traceability and quality control of its cheese for some time. Isotron Systems is the distributor of **Cognex** vision and identification equipment in the Netherlands. Kaasmerk adopted a Cognex DataMan 7500 system to read the codes marked on its individual blocks of cheese. The two-dimensional codes are applied early in the production process and need to be read at the end of production.

The only bar-code identification equipment Kaasmerk could find that was capable of working with the blocks of cheese, despite Kaasmerk's rigorous industrial environment, was the In-Sight Vision System and the DataMan 7500 reader, which are both from Cognex.

Identification codes, such as a 2D code or data matrix, are not only applied to state-of-the-art technology products, they are also applied to food products. These codes are mandatory in Europe, and are also necessary for safeguarding of food quality during production. They help minimize food-safety risks after the production phase, because each end product can be individually traced back to the production lot.

## Passport to traceability

The ability to identify each individual cheese as a unique item in the production chain is an essential component. Actually applied to the cheese block itself, the code functions as a veritable passport. In the past, the codes consisted of regular text, which had many disadvantages. Isotron Systems and Kaasmerk met to discuss jointly introducing the edible 2D dot-matrix codes to cheese producers. The codes were an improvement in the contrast and cell



size of the 2D code on cheese marks. This unique code can be paired with essential information input into a computer, such as ingredients, moisture and salt content, dimensions and weight of the cheese. So, if irregularities or mistakes are found, action can be taken immediately.

## Preventing unnecessary recalls

Information about when and where the cheese is produced and from what ingredients (type of

milk, for example) is also included in the code. If mistakes are discovered during the production, distribution or by the customer, the cheese must be withdrawn from the supply chain as quickly as possible. If a specific batch of cheese can't be determined, many batches of cheese would have to be withdrawn as a preventative measure, a real waste of money. Thanks to the unique 2D mark, encoded with all the necessary data, it can be precisely established which batch of cheese might

**It's important that the codes remain legible during the entire production process, through the production chain.**

need to be removed from the supply chain.

## Not immune to damage

How do you guarantee the reading of a damaged or distorted code?

The cheese mark with the 2D code is applied to the cheese right after the whey is separated from the curds. The code is made from casein (a protein particular to cheese) and is therefore edible. However, this edible code isn't immune to damage, as it undergoes the

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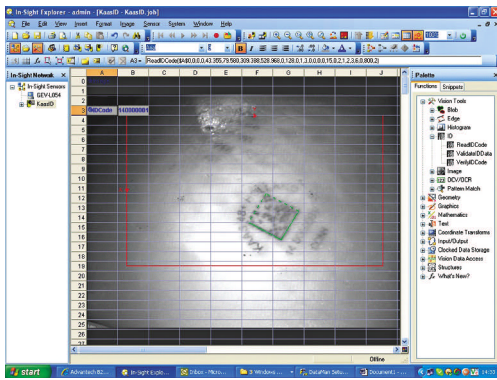
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Code information can be input into a computer, so that if irregularities or mistakes are found, action can be taken immediately.

same treatment as the cheese itself during the production process. Pickling (salt bath) and coating (application of a paraffin or plastic layer) can cause significant damage to the code and it can also become distorted as a result of the puffing up of the cheese.

### Compensates for damage

Jeroen van der Meulen of Isotron Systems explains that certain damage is inflicted purposely during the production process: Customers often demand that the mark is perforated to avoid accumulation of moisture. "With a legibility of less than 90 percent, conventional code readers make checking the 2D cheese codes nearly impossible," he says.

These production challenges require a powerful production code reader to be able to allow for variances, as well as minimal damage to the codes, and still be able to produce an accurate read.

### Codes must be legible

"It's important that the codes

codes," says Putker.

Van der Meulen adds, "We opted for the In-Sight ID reader in a water-resistant casing for use in the production area. The casing keeps the camera secure during washdown procedures. The IDMax® software also enables unclear, damaged and distorted codes to be read without difficulty, even during distribution and at

the retail level. For the distribution and sales channel, we have deployed the Cognex Dataman 7500 hand-held reader with its unique lightsource, which reads highly irregular codes on young and old cheeses in the field."

"It's unacceptable for a code to be misread or for a reader to indicate a different code than what's written on the cheese

mark," he says. "This unit is also a good one to guard against counterfeiting," he concludes.

#### More information is available:

**Cognex Corp.**, 508/650-3000.

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# Candy packaging sweetens the deal

**CONFECTIONERS** use bright colors, premium packaging materials to entice consumers.

**Jenni Spinner**, Contributing Editor

The global economy may look dark and dreary, but the confection/snack sector is holding steady—and candy companies hope that new package designs will keep the industry tasting sweet. “Chocolate and confections are treats that consumers can count on to be affordable luxuries,” says Larry Graham, president of Washington, D.C.-based **National Confectioners Association (NCA)**.

In June, the NCA released its *Confectionery Industry Trend Report*

2009 research that indicates sales of sweet and savory snacks increased over the past year and will likely continue to enjoy “good health.” Packaging features such as 100-calorie packs and sustainable content are credited

Valor Chocolate’s Taza to Go in a standup pouch reflects two candy industry trends: An increased number of drinkable-chocolate products and premium packaging.



with contributing to the market’s success.

According to Joan Steuer, president of Los Angeles-based **Chocolate Marketing LLC**, packaging designers employ a number of methods to keep consumers buying.

## It must be seen

“Product visibility is becoming even more imperative, especially for new products,” says Steuer. “More vibrant colors, with see-through windows or product illustrations, have become *de rigueur*, while photography is replacing illustrations on more premium-type candy and chocolate items.” She adds that package

**Product visibility is becoming even more imperative... More vibrant colors, with see-through windows or product illustrations, have become *de rigueur*.**

manufacturers have increasingly turned to foil, thicker paper and other higher-end materials to give their products an edge on store shelves.

During the NCA-sponsored All Candy Expo, which was held in Chicago, Steuer addressed changes in candy packaging during the New Item Trends session, where she predicted that consumers’ concerns about a product’s ecological,

social and health benefits will continue to influence packaging structures and designs.

“Those needs are definitely reflected in more ‘green,’ sustainable/recyclable/biodegradable packaging, the use of soy-based inks, actual product photography and sometimes including ingredients as well,” she says. The Mars Co.—makers of M&Ms, Snickers and other perennial favorites—recently started putting nutrition “snapshots” on their packaging, giving consumers upfront information on calorie and fat content.

Steuer also predicts that domestic economic conditions could move confectioners to prominently label American-made products as such, and to bring package manufacturing back home from overseas. “There has been a major consolidation of paper mills and a desire to use American-made packaging to help business stay in the U.S. versus sourcing from China,” she adds.

## Economic effects

The economy also affects packaging design.

While the recent economic situation hasn’t caused the confection/snack market to decline, it has affected packaging in terms of smaller product sizes and more resealable packaging geared to draw consumers that worry about cost and waste but still have a sweet tooth to satisfy.

**More information is available:**

The National Confectioners Association,  
202/534-1440. [www.candyusa.org](http://www.candyusa.org)  
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# new products equipment

**Micro PLCs** An expanded line of micro-size PLCs includes the new FP0R Series, which offers a large program capacity, high-speed processing and user-friendly features in a compact housing, the co. states. The new series comes with up to four axes of built-in pulse outputs for motion applications. The motion functions incorporate some of the features of a dedicated motion controller, such as different acceleration and deceleration time settings. The system features integrated label-application functions with a fast startup time (30  $\mu$ sec) for accurate label placement. Each motion axis of the PLC can operate independently or as two pairs of linear interpolation, according to the co.

**Panasonic**, 877/624-7872. <http://pewa.panasonic.com>



**Case former** The CF-50T case former expands the Little David line of high-performance case formers. This machine has been designed to automatically erect and bottom seal RSC corrugated cases. May be used alone or with virtually any case sealer as part of a complete packaging/sealing station. Features a heavy-duty steel construction designed to endure the most rigorous industrial environments. Other features include

full safety guarding, a large case range, speeds up to 20-cases/min and tool-less changeover.

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



**Ink-jet coder** The co.'s ink-jet coder features sealed-nozzle technology that eliminates daily or weekly cleaning. Uptime is maximized with its low maintenance requirements. A Windows operating system facilitates use. Integration simple via standard Ethernet and USB connections. Inks available include a heavily pigmented versions for high contrast printing on dark products.

**Leibinger**, 262/642-4030.

[www.leibinger-group.com](http://www.leibinger-group.com)



**Piping system** The SmartPipe™ is a modular, aluminum compressed-air distribution system featuring lightweight materials and push-to-fit connectors that can be installed without threading, welding or sweating, the co. states. The versatile piping system can be easily integrated into existing steel or copper systems or modified to accommodate changing needs. The piping system is made from smooth, calibrated aluminum with a low friction coefficient that provides the best possible flow, says the co. Full bore fittings minimize pressure drops and leak-free connectors prevent costly compressed air loss. Available in multiple sizes, the piping system is designed for headers and branch lines all the way down to the point of use, the co. says.

**Kaeser Compressors**, 800/777-7873. [www.kaeser.com/smartpipe](http://www.kaeser.com/smartpipe)



**Palletizer** The HL palletizer accommodates heavier products that require taller unit loads, e.g., petfood packs, flour and grain, wood pellets and industrial cases weighing up to 80-lb, the co. states. The palletizer can work at rates up to 45 items/min, depending on product weight and size combinations. Using an integrated FANUC M710 or M20 robotic arm, the palletizer builds stable unit loads in almost any pattern such as interlocked, brick, spiral, column or other configurations that ease transport. Is available as a dual station 1-in-2-out palletizing system or as a single station 1-in-1-out palletizing system, which can be fully automated with a pallet-transport conveyor, and pallet and slipsheet dispensing.

**Schneider Packaging Equipment Co.**, 315/676-3035.  
[www.schneiderequip.com](http://www.schneiderequip.com)

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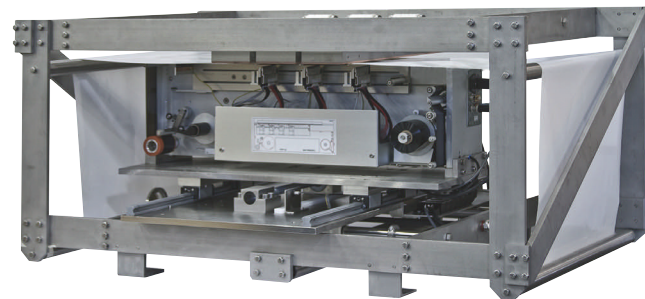
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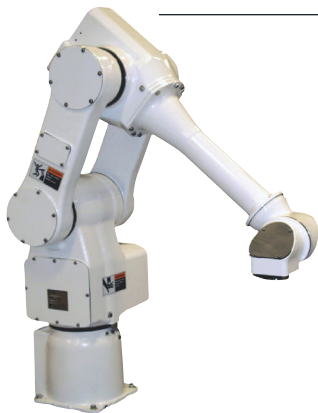
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**Thermal-transfer printing** The ThermalPak™ traversing system for high-speed multi-lane, multi-row printing features up to 14 thermal-transfer printheads on a common platform. The system prints on multiple lanes simultaneously and quickly traverses to print multiple rows before starting the next machine cycle. Suitable for use on a wide variety of hf/f/s and IV bagforming machines that produce multiple lanes and multiple rows of packages per cycle, the traversing system maximizes production throughput and flexibility, the co. states. With 300-dpi resolution, the system can print fixed and variable text, graphics and multiple bar-code formats on a variety of packaging substrates to add expiration dates, product identification, lot/batch numbers, company logos and more.



**Norwood Marking Systems/Allen Coding Systems**, 800/626-3464. [www.itw-norwood.com](http://www.itw-norwood.com)



**Robot** The five-axis MPK2 robot with a dynamic, next-generation DXM100 controller for food handling, picking, packing and other high-speed material handling applications, is particularly designed for environments where cleanliness is important. Features an IP-67 rating that permits washdowns even with certain caustic chemicals, and a hollow arm design that allows cables and hoses to be run internally throughout the entire robot from base to wrist. The slim arm and internal cabling allow the robot to reach confined spaces without interference, reducing maintenance and facilitating programming, the co. says.

**Motoman**, 937/847-6200.  
[www.motoman.com](http://www.motoman.com)

**Bar-code printers** The Pronto! Barcode Printer Family of high-resolution, high-speed bar-code label printers features a lifetime warranty and QuickSwap™ replacement and repair service. The Pronto!486 prints high-resolution bar-code labels at 600 dpi while the Pronto!482 rapidly prints bar-code labels at up to 10-in/sec. Both printers offer on-demand, peel-off operation, standard Ethernet connectivity and high-speed variable data processing.

**QuickLabel Systems**, 877/757-7978.  
[www.quicklabel.com](http://www.quicklabel.com)

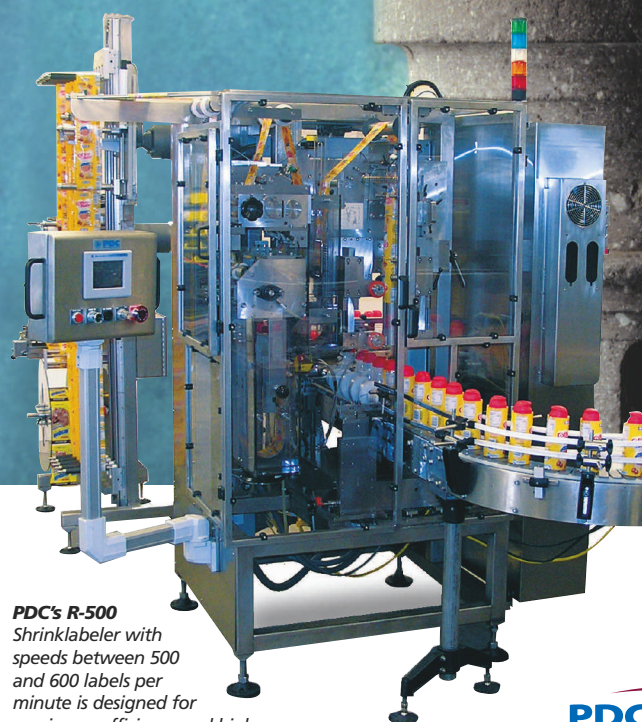


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# new products equipment

**Case erector, sealer, palletizer** The Model 330HS high-speed case erector ensures square cases with a walking beam case-transfer unit that provides positive case indexing and squaring. The servo-operated compression-sealing ram incorporates squaring devices that square every case during compression to facilitate case packing and palletizing. The erector is equipped with an intelligent control package and operator station with a full-color display that shows real-time operating data and allows independent operation of functions, diagnostics and changeover settings. The Model 206 case packer uses servo-driven mechanics that provide accurate and consistent product accumulation and packing at higher speeds than traditional mechanical packing. The Model 436 top sealer is 10-ft-long, built with a stainless-steel frame and has a welded and bolted construction to tackle demanding challenges, the co. states. Model 72A palletizer runs cases, trays or totes, with smooth case transit, load positioning and rapid product changeover.

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



**Rotary labeler** A rounded base frame for a rotary labeler provides a smaller footprint and superior ergonomics for operators and maintenance personnel, the co. states. This new frame is available with any PE labeling system to provide the industry with precision labeling and superior labeling efficiency.

**P.E. USA-Labeling Systems,**

513/771-7374. [www.pe-us.com](http://www.pe-us.com)

**Shrink tunnels** Ambiance Hot Air™ shrink tunnels use a combination of three dry-heat technologies: Recirculating hot air; blown hot air; and the "SPAF" system, which injects cool air into the sleeve, controlling the areas of greatest shrink. The tunnels produce highly consistent, "steam-like" results where the use of steam can be impractical or unavailable.

They also control sleeve temperature, from room temperature to shrink temperature, and are efficient and low in wattage. The tunnels have 16 directed nozzles in a precise, ascending profile, and heating elements are electronically regulated from 3 to 18 kw.

**PDC Intl. Corp.,**

203/853-1516. [www.pdc-corp.com](http://www.pdc-corp.com)



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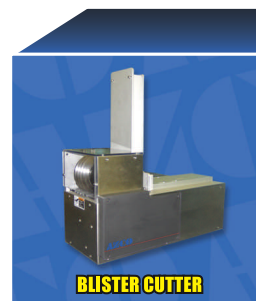
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**Bag handler** The BL40-5 suction-cup bag-handling device features a long, stable bellow and an elongated, thin, sealing lip with a wide diameter for an increased working area. This helps to reduce changeovers between bag sizes, shapes and dimensions, the co. reports. Featuring high initial flow, the suction cup offers quick gripping speeds and is suitable for level adjustments. The bag-handling suction cup can contact food items directly in top-loading applications. With a wide temperature range of -76 to 392 deg F, the cup can handle dozens of products including bags of frozen food. A thick bellow on the cup handles heavy bags filled with liquid, viscous content or dense food items, the co. states.

**PIAB**, 800/321-7422.

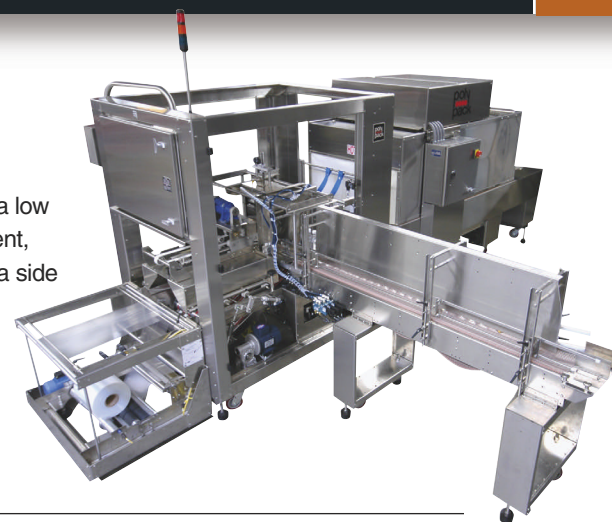
[www.piab.com](http://www.piab.com)



**Shrink wrapper/bundler** TANGO 24 shrink wrapper is a low cost, compact, print-registered shrink bundler that offers three different, interchangeable infeeds: An inline infeed; an inline flood infeed; and a side infeed. These modules can be changed in less than 10 min. The shrink wrapper uses an intermittent-motion wrapping assembly that doesn't use a seal bar and is capable of running up to 20 bundles/min using clear, pattern-printed or print-registered film.

**Polypack Inc.**, 727/578-5000.

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



**I/O adapter** The wireless POINT I/O adapter is a high-speed, standards-based 802.11-g module that supports the co.'s Integrated Wireless Architecture™, combining Rockwell Automation's field proven I/O and the co.'s wireless technology and support. The co. reports that the adapter provides a familiar programming experience to users by incorporating the I/O adapter's Add-On Profile (AOP) in RSLogix 5000.

**ProSoft Technology Inc.**,

661/716-5257.

[www.prosoft-technology.com](http://www.prosoft-technology.com)



**P-S labeler** Label-Vantage™ p-s labeler can handle full- and partial-wraparound front/back-label panel applications on plastic, metal, fiber and glass containers. The machine can be operated in three shifts and features a one-piece, heavy-duty, stainless-steel welded uni-frame that allows it to easily accept a second applicator head for front and back labeling. A color touchscreen control system allows for easy interfacing and setup of label countdown, bottle speed, motor speeds and recipe settings with an onscreen keyboard for alphanumeric naming. Also features a European-designed label applicator capable of reaching speeds up to 40 m/min.

**KAPS-ALL Packaging Systems**,

631/727-0300. [www.kapsall.com](http://www.kapsall.com)

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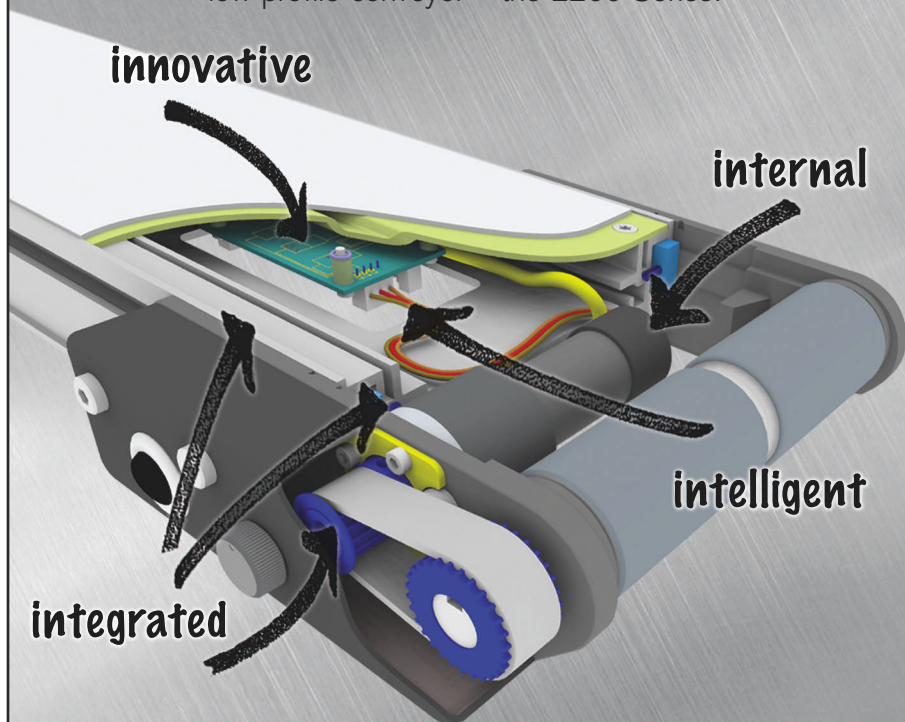
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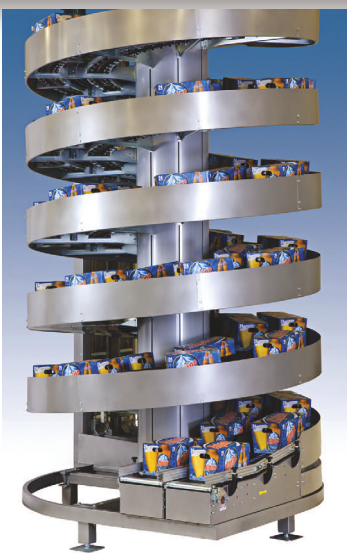
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## new products equipment

**Spiral conveyor** Dual 8- and dual 20-in.-wide slat spirals are now available on the co.'s conveyors. The new Dual Track Spirals feature two tracks that operate within one spiral structure. Both tracks can go up or down and optionally can be reversible. Only one drive motor is required for each track, resulting in energy savings, the co. states. The dual spiral conveyors are designed for low maintenance and long life and require less floorspace than conventional conveyors. Models with dual 8-, 12-, 16- or 20-in. wide slats are available.

**Ryson Intl.**, 757/898-1530. [www.ryson.com](http://www.ryson.com)

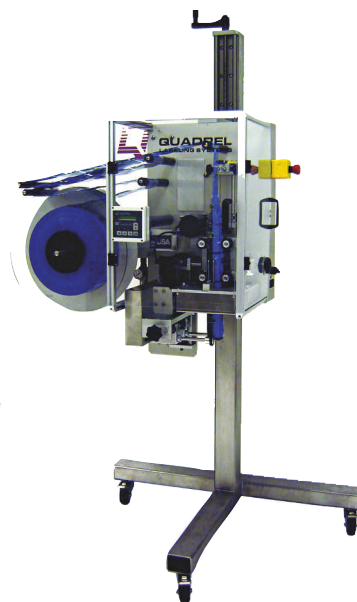
**Ink-jet case printer** The PZ Pilot Pro® high-resolution ink-jet printing system generates bar codes and other product information directly on corrugated cases and other containers. Prints characters up to 2.1 in. high per head and can run up to four printheads from one controller. Utilizes a Xaar® 380 piezoelectric drop-on-demand printhead that offers a large droplet size. The system features simple user prompts to program, save and store messages. The built-in software automatically calculates ink usage for each message in order to modify messages and control consumable costs as needed.

**Squid Ink Mfg. Inc.**, 763/795-8856.  
[www.squidink.com](http://www.squidink.com)



**Sleeve applicator** The SL 150 is a high-speed, compact, self-contained, mandrel-style shrink-sleeve label applicator. It features a high-torque, intelligent micro-stepping drive motor with a quick-change, modular cutter plate. Other features include a M3 microprocessor controller with a flash memory and 50 programmable presets, a 20-in. unwind and a U-Mount-style mounting yoke. The system can apply sleeves at up to 150-bottles/min and is compatible with most existing T-Base or H-Base mounting stands.

**Quadrel**, 440/602-4700. [www.quadrel.com](http://www.quadrel.com)



**Stick-pack applications** Comprehensive development services are available for stick-pack applications. Support the initial concept stage through large-scale production, spanning dry and liquid market segments. Services also include product assessment, pouch sizing and material selection, engineering services including dosing system selection for free- and nonfree-flowing formulations, sampling and pilot production. Access to capable, trained operators, total supply-chain management and multi-product expertise including beverage, energy, vitamin, personal care and nutraceuticals.

**T.H.E.M.**, 800/322-8436.  
[www.them.net](http://www.them.net)



**Unscrambler** The NECOSORT-III unscrambler features lightweight bottle-handling capabilities as it ensures that bottles are positively held, moved and controlled

throughout the unscrambling process, says the co. Sorts a wide range of bottle types and sizes. Its vertical drum design has only two moving parts, is tolerant of damaged bottles and has the smallest footprint in the industry, the co. states. Uses no reciprocating motion, complicated mechanisms or hard-to-adjust container-handling parts.

**Nalbach Eng. Co. Inc.**, 708/579-9100.  
[www.nalbach.com](http://www.nalbach.com)



**Printer/applicator** Model 3600ST tamp/blow label printer/applicator is a high-speed machine that thermally prints and applies pressure-sensitive labels onto moving containers with varying heights. Maintains consistent label placement from the leading edge of containers using a servo-driven slide and an ultrasonic sensor. The applicator can be programmed in auto tamp, normal tamp or inverted tamp, depending upon the application, the co. says.

**CTM Labeling Systems**,  
330/332-1800.  
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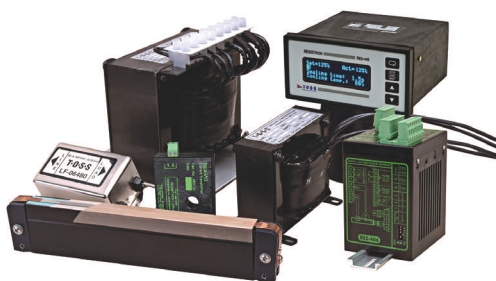
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**Closed-loop sealer** A closed-loop system relies on the electrical resistance of a heat-seal band itself to maintain stable temperatures. The band acts as a built-in meter to provide stable and predictable results day in and day out, the co. states. The system provides heat seals with a control system compatible with any new or existing packaging system.

**TOSS Machine Components Inc.**, 610/759-8883.  
[www.tossheatseal.com](http://www.tossheatseal.com)



**P-s labeler** A standalone p-s labeler is designed for simple wraparound, flat-panel and promotional spot-labeling applications, the co. says. The economical, yet robust frame of the standalone unit supports a standard Series 3 Premier label head rated at 1,200 in./min.

**Tronics America**, 866/465-3415.  
[www.tronicsamerica.com](http://www.tronicsamerica.com)

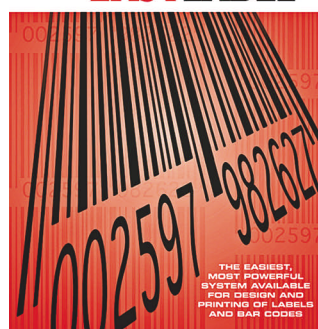
**Ink-jet printer** The 1510 small-character continuous-motion ink-jet printer is easy to operate through its user interface and features a simplified fluid-replacement system with Smart Cartridge™ microchip-enabled fluid bottle. Designed for medium-duty applications that involve printing codes 16 to 20 hr a day, 6 days per week, the printer is designed for the food, beverage, chemical, pharmaceutical and personal care/cosmetic industries, the co. states. An integrated core consolidates the printer's key ink system components into one, and requires preventive maintenance only every 18 months, the co. reports.

**Videojet Technologies Inc.**, 800/843-3610.  
[www.videojet.com](http://www.videojet.com)



**X-ray inspection** The EZx Compact, a small and easy-to-use x-ray system, is engineered to fit into nearly every type of food-packaging line, the co. states. The system can now detect metal as well as other common contaminants such as glass, stone, bone and dense plastics. Offer the sensitivity required for compliance with corporate quality policies and HACCP guidelines, and its patented wraparound detector design enables 100-percent inspection of any product passed through the machine. Suitable for metallized film and foil packaging, the system measures 1 m long, allowing for easy installation on production lines that previously would have required custom-fitting or a redesign.

**ThermoFischer Scientific**, 781/622-1000. [www.thermo.com](http://www.thermo.com)

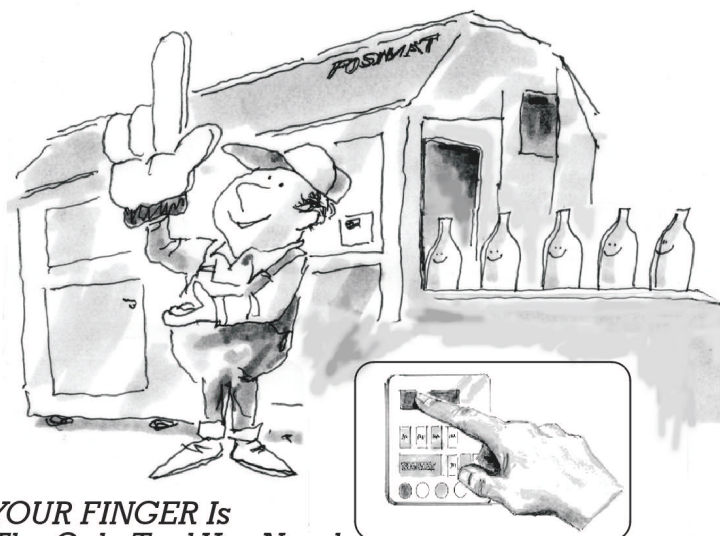


**Label printer/applicator** The PA2000t tamp label printer/applicator features an all-metal cabinet and a small footprint with a remote front panel for easy access. With or without a computer attached, the system has the ability to print and apply labels from 2x1 to 6x8 in. at speeds up to 58 labels/min. The use of springs and an adjustable pressure-sensing switch on the tamp pad allow for precise label placement and controlled contact, according to the co.

**Tharo Systems Inc.**, 800/878-6833.  
[www.tharo.com](http://www.tharo.com)

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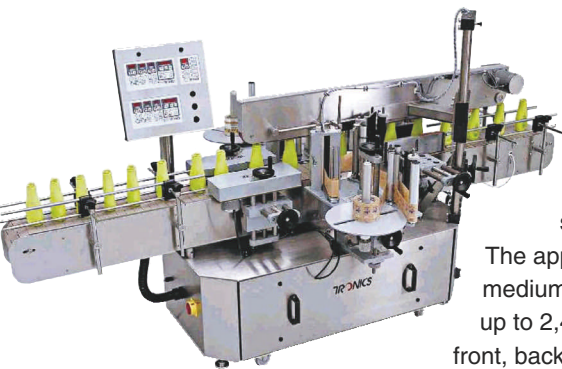
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# new products equipment



**Label applicator** The Tronics Series 3 p-s label applicator can be configured to handle a wide range of package shapes and label configurations.

The applicator is available in standard-, medium- and high-speed models that apply up to 2,400 in. of label stock/min. Applies front, back, wraparound, top and bottom p-s labels onto a broad range of packages of food/beverages, pharmaceutical/nutraceuticals, personal-care items, household chemical and medical products and more. Can be configured to handle flat-sided, round, oval and contoured containers.

**Weber Marking Systems Inc.**, 800/843-4242.  
[www.webermarking.com](http://www.webermarking.com)

**Turntable stretch wrapper** The SMHPA-200 portable, automatic turntable stretch wrapper can be automatically forklift-loaded and is easy to maintain, the co. states. Handles up to 55 loads/hr, has a 5,000-lb weight capacity, a 16-rpm variable-speed motor, a four-year unlimited cycle warranty and a 10-year structural warranty.

**Wulftec**, 877/985-3832.  
[www.wulftec.com](http://www.wulftec.com)



**Vf/f/s** The XPdius Elite vf/f/s machine accepts a variety of products including snackfood, petfood, meat, poultry, seafood, grain, powder, fresh and frozen produce, pharmaceuticals, bakery goods and more, the co. states. The machine has an open, accessible design that provides easy access to operating functions with no third hand necessary. Featuring an easy-wind film-roller assembly, film tracking that centers the film at all times and a film-splicing table, the vf/f/s machine now has a quicker film changeover than the previous generation, the co. says.

**WeighPack Systems Inc.**, 514/422-0808.  
[www.weighpack.com](http://www.weighpack.com)



**Round-bottle labeler** The R321 round-bottle labeler includes a heavy-duty frame, a product-metering wheel, a photoelectric product sensor, a 15-in. label-wrapping station and Uni-Flex label-wrap backing plate. The SL1500 label applicator features a 1,500-in./min label dispensing speed, with label roll capacity up to 12-in. OD, applicator control security and password protection.

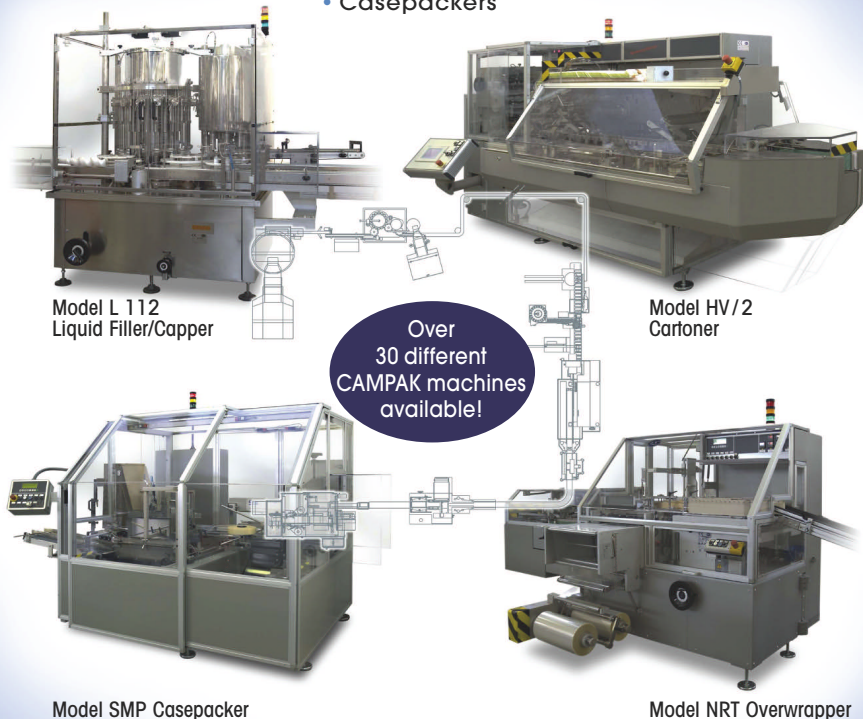
**Universal Labeling Systems Inc.**, 877/236-0266.  
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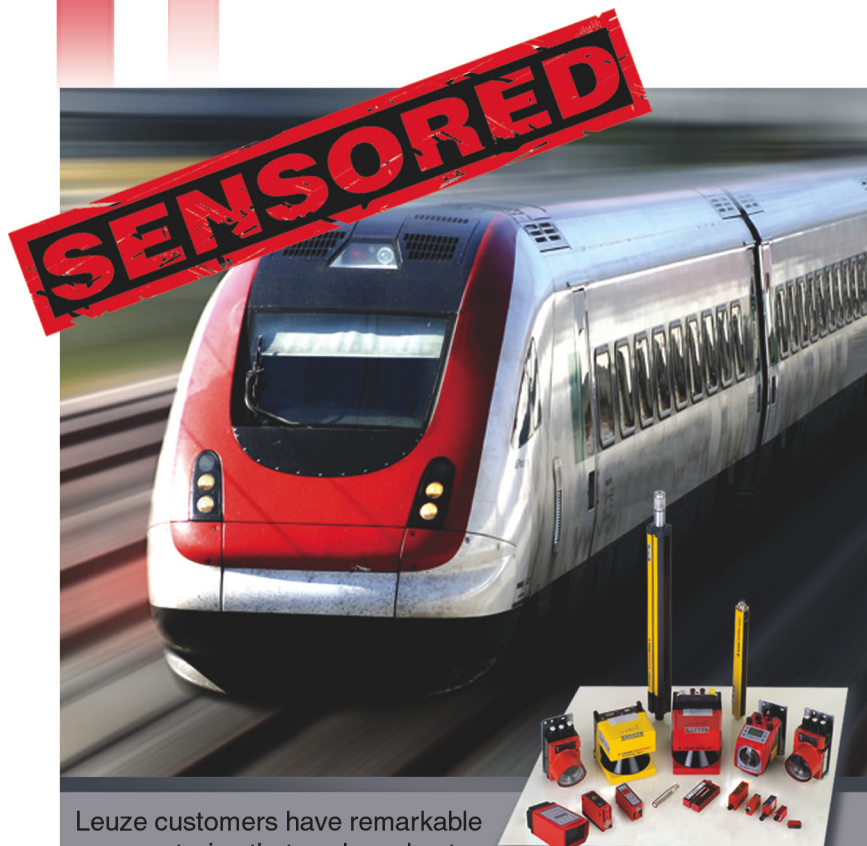
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# system integration

The last two installments of this column looked at the criteria packagers consider most and least important when selecting a system integrator for an automation project, at least according to the end users who responded to PD's recent Automation in Packaging survey ([www.packagingdigest.com/automationresearch](http://www.packagingdigest.com/automationresearch)). Topping the list was cost. At the bottom were affiliations with preferred vendors.

Reasonable arguments could be made to

Association (CSIA). The CSIA's Certified Member program is designed to help identify integrators capable of delivering successful projects in a consistent fashion using sound business practices.

To become certified, CSIA members must meet stringent performance standards measured in an intensive audit conducted by an independent third-party consulting firm. The audit verifies that the integrator has—and actually adheres to—policies governing general management, financial

CSIA's website offers a search engine that can locate certified members focused on specific industries, including packaging.

The CSIA also offers all of its members a blueprint for running a successful business, so even associate membership can be a plus. The organization's collection of Best Practices & Benchmarks represents the combined experience of their most successful members and many member clients from a broad range of industries. The Certified Member audit is based on these recommended practices. But with only 94 CSIA-certified integrators to choose from, packagers may not be able to rely exclusively on the CSIA's audit process to help assess every job candidate. But if a member has the right expertise, there's no reason to ignore business skills as a criterion.



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

## Integrators' business skills are verifiable

explain both of those findings, but the last three criteria on the list, financial stability, business skills and professional certifications/awards, really shouldn't be last. After all, what good would it do to hire the most cost-effective systems integrator if their financial stability and business skills proved to be so poor that they couldn't survive the end of the project? Perhaps the problem is that packagers think these particular criteria are too difficult to verify. After all, who would a packager turn to for an independent evaluation of an integrator's viability as a business?

The answer is the Control System Integrators

management, project management, quality management, technical management, human resources and business development.

The certification audit is specific to the control system-integration industry, and the auditors are all industry veterans. End users need not be familiar with the operations of a successful system-integration business in order to assess a particular integrator's viability. They need only visit the CSIA's website, [www.controls.org](http://www.controls.org), and check the Certified Members list for the integrator's name. For end users that don't already have a list of integrators under consideration, the



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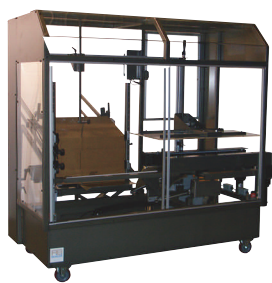




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## Servo Caser Packs Speed, Efficiency, and Economy in a Small Package

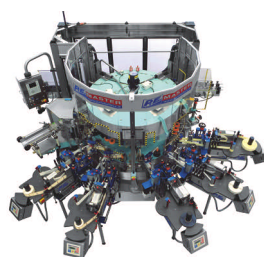
The Model 206 case packer provides all the most asked-for features in an automatic case packer. Servo-driven mechanics provide accurate and consistent product accumulation and packing at higher speeds than traditional mechanical packing and ensure quick changeover with programmed operation. On display at Pack Expo booth # C-600

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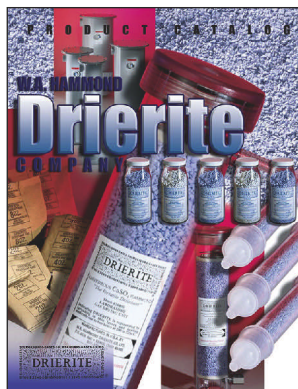


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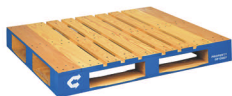
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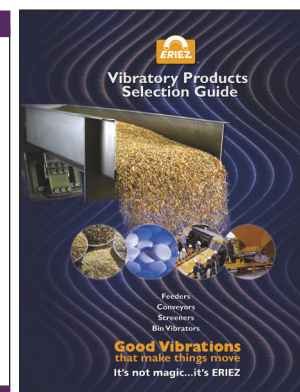
The Bivans Model 74A707 fully-automatic vertical cartoner automatically loads bottles and vials at speeds of 80 to 120 cartons per minute. The product is positioned vertically to eliminate leakage and ensure product integrity. The machine erects, loads, and closes the cartons, for an operator-free production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

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Eriez complete vibratory product line is presented in an easy-to-use manner with a broad overview to help select the proper equipment. Eriez innovations provide a large array of feeding and conveying equipment options and they can convey, screen and feed materials in quantities from a few spoonfuls to more than 600 tons per hour.

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## Lantech's New Click-N-Go™ Wireless Remote Control

Lantech's Simple Automation™ stretch wrapping systems become easier to use with the new Click-n-Go™ wireless remote control, exhibited for the first time at a Las Vegas

Pack Expo in booth C1823. Click-n-Go enables fork truck drivers to simply place a pallet load on the stretch wrapper, back away a few feet and press a button. The Click-n-Go remote control is currently available for shipment on new machines, as well as for retrofit to existing Lantech Simple Automation machines.

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## MOVERS & SHAKERS



Dr. Kotaro Morita  
SAKATA INX and INX Intl.

**SAKATA INX and INX Intl.** promote Dr. Kotaro Morita has been promoted to Director of its International Operation Division and Chairman of the Board of INX Intl. and Yuichi Kataura to chief technical officer, director of research and development for INX International and senior vp on the INX Board of Directors.



Jim Lyons  
Kliklok-Woodman

**Greiner Packaging** names Tobias Strasser as the head of Division K. **Kliklok-Woodman** hires Jim Lyons and Mario Pino as field salesmen: **MWV** appoints Julia Amadio as the VP of Helathcare global marketing. **Pharma Tech Industries** appoints

Steven Jones as regulatory affairs manager and Drew Hoffman as business development manager. **Triangle Package Machinery Co.** hires Greg Osborne as sales manager – Southeast region. **Rexam Beverage Can** promotes Rich Grimley to COO and hires Kip Nickel



Mario Pino  
Kliklok-Woodman



Julia Amadio  
MWV Healthcare

as VP, sales and marketing. **Ball Corp.** names Michael L. Hranicka as executive VP and for the company's North American metal beverage packaging operations **Advanced Vision Technology** appoints Juan Da Silva as sales director for Latin and South America. **Elopak** appoints Ole Tjeldflåt as



Steven Jones  
Pharma Tech Industries



Greg Osborne  
Triangle Package Machinery Co.

interim executive VP, Region Americas. He also remains executive VP, equipment supply. **GS1 US** elects Pamela G. Bailey, president and CEO of the Grocery Manufacturers Association, and Leslie G. Sarasin, president and CEO of the Food Marketing Institute, to its board of governors. **Shorewood**

**Packaging**, a business of International Paper, adds Kelly Ryan as business development manager for its Consumer Products Business. **Spiroflow Systems, Inc.** appoints Jeff Dudas as CEO. **SATO** appoints Mike Fowler, Brian

Lang and Lim Yee as executive officers.

## GROWING & GOING

**Adept Technology, Inc.** has a new Adept Robotics Centre inaugurated by PSG College of Technology in Coimbatore, India. **Beckhoff Automation** opens a sales and engineering center in Charlotte, N.C. and hires Ron Pryor as a customer service engineer and Les Queen as an application engineer, both at the Charlotte office. **Cedex Plastics S.A.L.**, the new Lebanese-based joint venture between EXOPACK and the INDEVCO Group, invests in a VAREX® coextrusion line from Windmoeller & Hoelscher. **Davis-Standard** commissions a new coextrusion pilot line at its new 4,000 sq-ft blown film lab in Somerville, NJ. **DuPont Teijin Films** consolidates all U.S. PET film production to its Hopewell, VA. Location and will close the Florence, SC, plant. **Rollprint Packaging Products, Inc.** opens a new prototype laboratory designed to provide medical disposal manufacturers with state-of-the-art packaging support.

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## sales staff



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## Truth about fat

### New label act in Congress

A new bill is being introduced in Congress that would force packagers to declare the trans fat content of food when such content is less than 0.5 g.  
[www.packagingdigest.com/fattruth](http://www.packagingdigest.com/fattruth)



## Damaged packaging can mean big discounts

Salvage grocery stores sell surplus goods at deep discounts, an appealing idea during an economic downturn. Commonly found at such stores are items with damaged packaging, which triggers significant discounts. Is this a growing trend as consumers seek ways of cutting costs?  
[www.packagingdigest.com/damage](http://www.packagingdigest.com/damage)



## Trademark infringement

### Removing a UPC

In a recent decision, a federal court has warned that the act of selling goods with altered or removed UPC codes may be no less of a trademark infringement than peddling knockoff Gucci handbags. The new precedent has particular importance for certain retail chains, which routinely sell so-called "gray market" goods.  
[www.packagingdigest.com/upcremove](http://www.packagingdigest.com/upcremove)

## When green packaging fails Common Sense and Sustainability blog

"Green packaging doesn't damage products, people do," says *PD* blogger Dennis Salazar, who offers in this blog post a number of tips on how to keep your packaging green, while still protecting products effectively. These tips are based on Salazar's more than 30 years of field and real-world application experience in sustainable packaging. [www.packagingdigest.com/greenfails](http://www.packagingdigest.com/greenfails)

## Packaging or fine art? Excellence in Packaging blog

The FlowerbyKenzo fragrance bottle is capped by an ingenious, high-resolution flower image captured by Rexam via the latest in tampo printing technology. *PD* blogger Anton Steeman details this sophisticated package, including suppliers. [www.packagingdigest.com/fineart](http://www.packagingdigest.com/fineart)

## Talk back!

Here's what readers of [packagingdigest.com](http://packagingdigest.com) are saying.

I hate to be the one to say it, but people can be misled with ANYTHING!!! Not just cigarettes. Smoking is dangerous for your health, but so is crossing the street in NYC...Let's all be adults and take some responsibility for our own actions.

*M., in response to "Cigarette packaging design can mislead smokers, says study"*

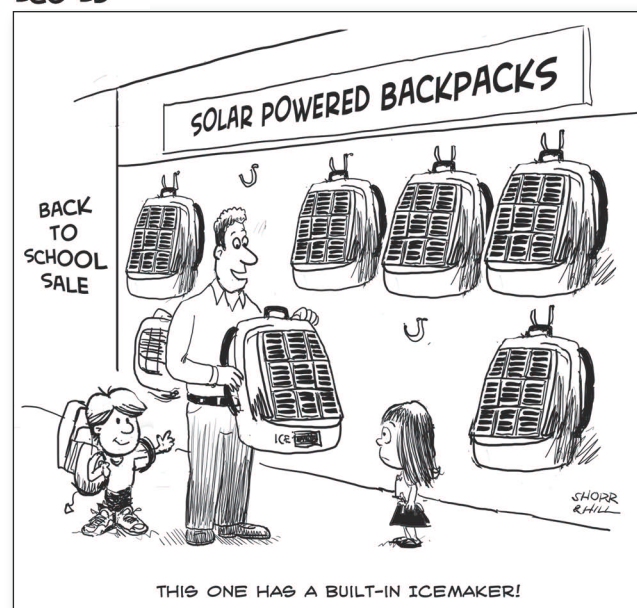
## Glover must be hard up for work ...

*Susan, in response to "Danny Glover joins striking Bemis workers at rally"*

A+ to Amazon for wanting to green up their packaging, but F- for sending books in boxes several inches too large on every side with just an air bag or two to protect it. I don't think it's the "greener" packaging that is at fault here; it's Amazon tossing a book into a one-size-fits-all box with no protection to speak of.

*Melissa, in response to blog post, "When green packaging fails"*

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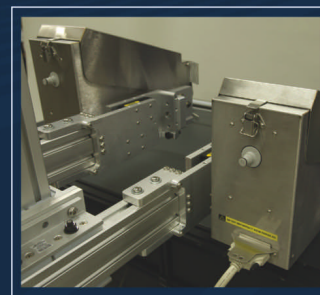
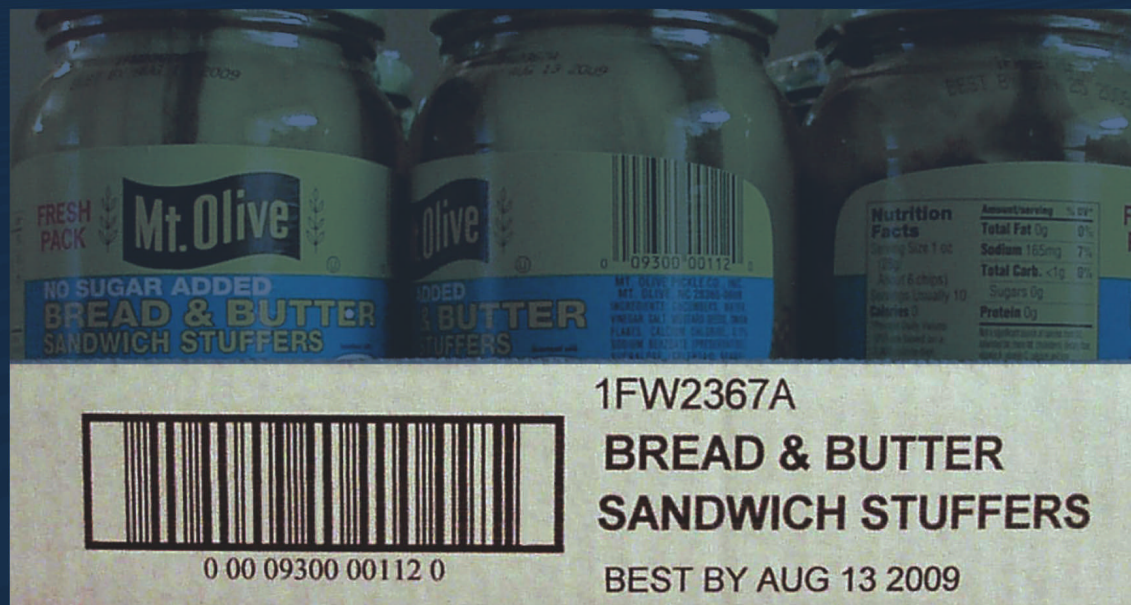


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