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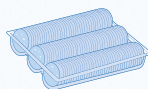
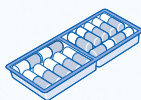
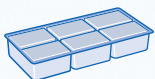
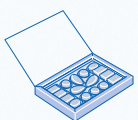


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design trends

Antoine Amrani Chocolates launches with premium branding

Antoine Amrani Chocolates has opened its premium, artisan chocolate factory and launched assorted gift boxes of delicious chocolates online at www.aachocolates.com and at Dean & DeLuca, New York, Washington DC, and at its exclusive factory store in suburban Philadelphia. Says local Philadelphia pastry chef and internationally recognized chocolatier Antoine Amrani, "I want people to return to the beauty and enjoyment of life's simple luxuries and small pleasures. This begins with beautifully designed packaging, and I believe the outside of the box needs to match the experience of enjoying the fine chocolates contained within."

Hired to extend Amrani's vision to its brand identity, packaging and website was **Smith Design**, www.smithdesign.com. Smith Design's mission was to develop a compelling visual image that would make a bold statement in the super-premium chocolate category. "Our charge was to position Antoine Amrani Chocolates at the highest end of the premium segment and to visually convey classic tradition with modern, vibrant innovation," says Martha Seidner, vp of Smith Design. Fred Potok, a partner in Antoine Amrani Chocolates, worked with Smith Design previously in his building and development business. "Smith Design was brought in because we needed the attentiveness of a boutique firm that also offers an extensive background in food, which is Smith Design's core competency."

The rich, matte, mahogany brown gift boxes contrast with a chartreuse logo and banding on each lid. The papers used, from **Mohawk**

Fine Papers Inc. (www.mohawkpaper.com), were selected for their environmental benefits. The brand's signature pattern is a European-inspired scrollwork that lines each box and shows



through where the lid meets the base. The boxes are made by **Simkins Industries Inc.** (www.simkinsindustries.com) and the plastic insert tray for the chocolates is supplied by **Tray-Pak Corp.** (www.traypak.com).

In addition to packaging and chocolate designs, Smith Design also created a website, sales materials, a press kit and other branding identities for the chocolates. The attractive gift boxes come in four- and six-piece tasting sizes and 9-, 17-, 34- and 68-count setup box sizes that are retail-priced from \$11.95 to \$122.

Soap cartons offer European charm

When Lornamead Brands Inc. wanted to introduce an affordable line of pure vegetable, boutique-inspired soaps under its Yardley of London luxury soap brand, it partnered with design firm **Little Big Brands** (www.littlebigbrands.com).

The resulting .018 SBS paperboard carton features detailed botanical illustrations, which bring a classic English garden feel to each box, and contemporary typography. **Curless Printing Co.** (www.curlessprinting.com) using a **manroland** (www.manroland.us.com) 306 press offset-printed a wrapped band image on the box's sides, top and bottom. The artwork on the outside of the box carries through to the inside, with a message under the top flap that encourages the consumer to: "Energize your soul" (Honeysuckle Citrus); "Bathe yourself in tranquility" (Almond Milk); or "Wash your cares away" (Lavender Wisteria).

"When you look at the natural soap category, you see a lot of clinical packaging," says John Nunziato, creative director, Little Big Brands. "We took a different approach. We chose to celebrate the beauty of nature with lush illustrations and details that honor the natural ingredients and the rich heritage of the brand. The result being product and packaging that work in harmony to awaken all of the senses."



Launch pad

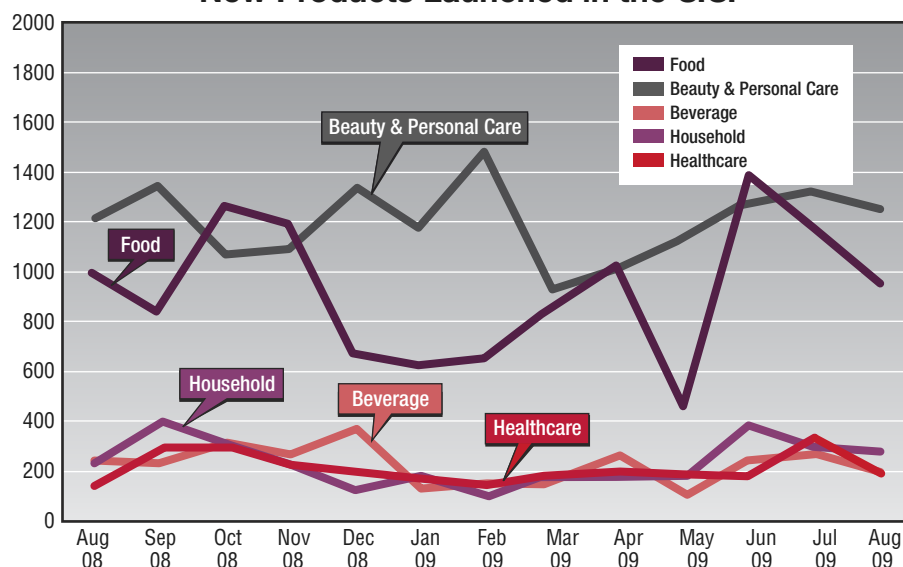
New Product of the Month

Not just lip service

The Rouge G Jewel lipstick compact for Slavic Beauty, a new autumn collection of lipsticks from Guerlain, was inspired by the "soul of Russia," according to Paris-based Guerlain. Rouge G Jewel is a lipstick described as a fascinating object and symbol of luxury. Glamorously housed in a jewelry-inspired case created by jeweller Lorenz Bäumer, the lipstick certainly delivers. The sumptuous compact has a inner mirror and a clever magnetic twist-tube mechanism that twists the lipstick tube up. The tube fits into a containing section and both parts have metal shrouds. When the tube is removed, a spring-loaded mirror is activated on the container. At first click, this lipstick promises personal luxury in radiant shades. The compact comes in a sleek, foil-lined paperboard carton offset-printed and embossed in glossy black.



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design trends

food packaging



Seafood pouches get a fresher look

Lyons Seafoods, part of the Alfesca Group in the U.K., enjoys category leadership in shrimp, chilled shellfish and smoked salmon markets. Lyons is relaunching its packaging with a new brand identity and pouch design, courtesy of packaging communication specialists **Reach** (www.reachdesign.co.uk), which repositioned the brand to be more emotionally engaging to consumers. Reach says it worked with consumers from the outset to identify issues at the retail stores and in consumers' homes. The new packaging evokes flair and style with its luxurious teal color scheme. The 100-g pouch of jumbo prawns has a window on the front panel for product viewing and includes a stylized illustration of a shrimp in bright colors, swimming up the front panel for a fresh, modern look. A photo vignette of a serving suggestion is included, as is the phrase, "responsibly sourced," and a health benefits guide.

Fresh salad in a cup

A new package that contains salad, dressing, cutlery and the convenience of a cup to eat it from is being used by Hicona, Liechtenstein, for its recently introduced "lifestyle product" called Market Salad.

The all-in-one kit-pack looks sophisticated in the clear cup, and is a healthy snack that can be easily prepared and consumed any time, with little mess. The product is exclusively distributed by Coop stores in Switzerland.

Greiner Packaging (www.greiner-gpi.com) supplies the K3 cup containing 120 g of salad, 40 g of French dressing, a fork and a spoon, and domed lid. Simply empty the dressing from the lid into the cup. Made from transparent PP, the cup allows consumers to see most of the contents. The top part of the cup is wrapped in a paperboard sleeve that provides pertinent product information. Market Salad is available in seven flavors.



Tortilla pouches are now reclosable

Honeytop Specialty Foods' tortilla wraps are now packaged in a pouch featuring a resealable closure from **Zip-Pak** (www.zippak.com). The press-to-close feature helps increase storage life of the delicate foods and gives consumers more convenience. The wraps are sold in the U.K. under the Honeytop brand. Honeytop bought a **Fuji Machinery Co.**

Ltd. (www.fuji-machinery.com)

FW3410B Alpha

horizontal flowrapper equipped with a Zip-Pak Reseal 360XM applicator unit, both provided through **Paramount Packaging Systems Ltd.** (www.paramount-packaging.co.uk), a Zip-Pak and Fuji distributor.

Honeytop provides ethnic breads, tortillas and pancakes throughout the U.K. and Europe, and is the first to adopt the new equipment. "The machine and the reclosable packaging help to differentiate our products on retail shelves," says David Laurence, joint managing director of Honeytop Speciality Foods. "Reclosable packaging offers consumers the flexibility and convenience they demand."

The applicator affixes Zip-Pak's Press-to-Close™ ZE70 to the pouch. The 7-mm closure is easy to secure and locks in the freshness and aroma of the tortillas. The closure technology allows the pouch to open and reclose any time, maintaining quality until the entire contents are consumed. The resealable package keeps marketing messages in front of the consumer until the last tortilla is used.



Oatmeal packaging healthy for earth

As part of PepsiCo's commitment to reduce its environmental footprint, the food and beverage marketer has replaced the PVC tamper-evident banding used to safeguard its Quaker Oats oatmeal, grits and cornmeal products that are housed in primary paperboard canisters.

Instead of PVC, the canister's plastic components are now made from **Gilbreth** (www.gilbrethusa.com) EarthFirst® PLA. The corn-based polylactic acid material that Gilbreth Packaging will provide for tamper-evident banding of the entire product line is engineered to be biodegradable.

In addition to this change, the Quaker Oats brand went through an expansive repositioning earlier this year when PepsiCo announced its "Go humans go" campaign. Quaker partnered with **Omnicom's Goodby Silverstein & Partners** (www.goodbysilverstein.com) to conceive and produce the campaign, which conveys that whole-grain oats can power bodies and minds, and inspires people to be their best.



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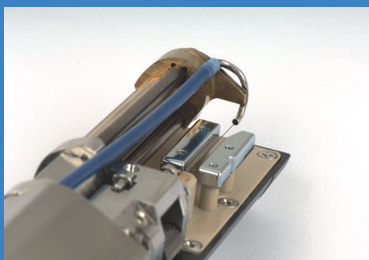
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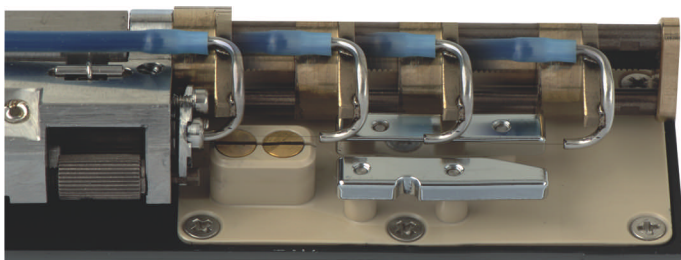
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In today's business world, success often seems to be driven by two major factors: knowledge and speed. In other words, you've got to know where you're going and get there first.

Access to information no longer seems to be the problem. Quite the opposite. Now, we frequently are deluged with too much information. There is a lot of data to sift through to find the one nugget that can lead to more efficient manufacturing or being the first to introduce a new product to the market.

How do you sort through the clutter and keep on top of the news that's important to your work and livelihood? Hopefully, you do that by reading *Packaging Digest* either online or in print. Either way, we strive to bring you packaging information that's relevant and timely.

Increasingly, packagers and product manufacturers are starting to rely on electronic media to quickly update themselves on market developments. However, many of you have told us you are concerned about how to find the specific information you seek and then whether it's accurate or not. While the Internet has allowed us exponential increases in access to information, it's often unfiltered and unchecked.

At *PD*, we produce firsthand stories about how real packagers are achieving success and what new products are

available to help them achieve their goals. In addition, we wade through the oceans of information available from global sources to capture material pertinent to the business of packaging.

In November, *PD* will introduce a new lineup of newsletters that are designed to appeal to your specific interests. In addition to our daily newsletter with the most current packaging news, we will offer monthly updates in topics you've said are most important to you: Food and Beverage Packaging, Medical & Personal Care Packaging, Sustainable Packaging, Packaging Automation & Controls and Packaging Concepts.

In addition, *PD* is making other behind-the-scenes changes that will expand our online capabilities and increase delivery speeds. Recently, *PD* also added an online Resource Center to help you easily find information from industry vendors, as well as blogs dealing with hot packaging topics written by industry experts. We have also placed all of these stories into refocused, online channels that help make it easier to find the information you seek.

It's no wonder that people seeking online packaging intelligence most frequently are referred to www.packagingdigest.com.

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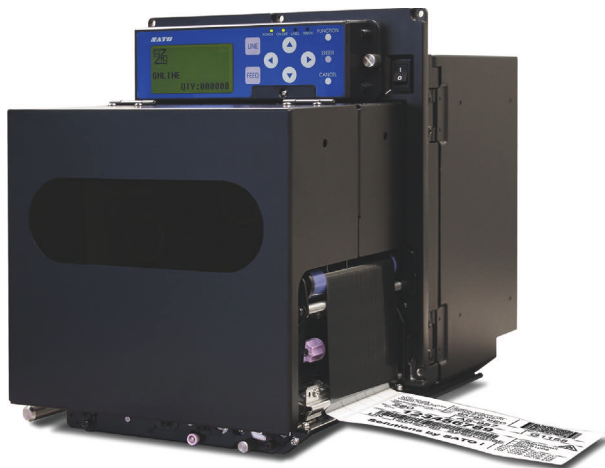
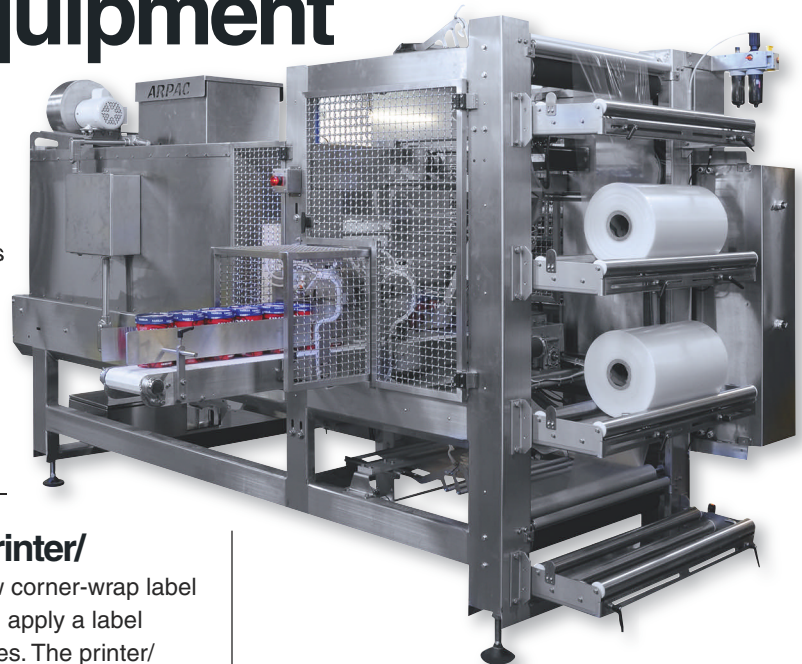
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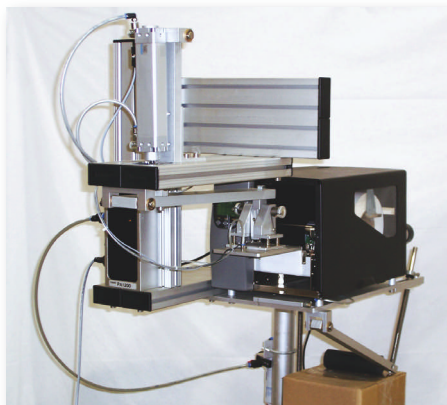
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Corner-wrap label printer/applier The PA1200cw corner-wrap label printer/applier can print and apply a label to two adjacent product surfaces. The printer/applier has a print width of up to 4.4 in. and a print length of up to 13 in. It features an all-metal construction with time-tested components, the co. states.

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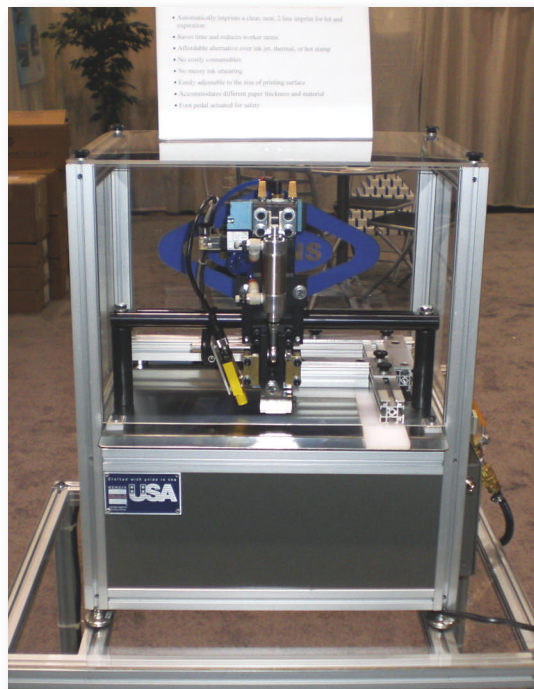
new products equipment

Intermittent-motion cartoner

The Promatic P91 S horizontal clocked cartoner has an output of 140-cartons/min and can now reach the performance level of machines that operate continuously, the co. states. Equipped with a balcony structure, the cartoner meets the high standards demanded in packaging pharmaceuticals and cosmetics. Finely adjusted handling guarantees a smooth sequence when opening and closing the cartons. The production process is monitored and controlled through a control panel using sensor technology. This guarantees simple operation, flexible controls and rapid intervention in the packaging process, the co. states.

Romaco, 49 0 7631 7067 0.

www.romaco.com



Tabletop debosser

The 350DBS debosser imprints unit cartons and is geared toward operations that do not require a fully automated cartoner. The semi-automatic system has a foot pedal and adjustable guides, and uses steel type rather than ink and ribbons. The debosser works on many types of carton materials and coatings and handles a wide range of sizes at speeds up to 60-cpm.

Bivans Corp., 323/225-4248.

www.bivans.com

X-ray system

The EZx compact x-ray system fits into most food packing production lines to protect against foreign objects. In addition to metal, the product detects glass, stone, bone and dense plastics.

Thermo Fisher Scientific, 781/622-1000.

www.thermofisher.com



Calibration system

The Cal-Smart® calibration system delivers two-point calibration by pushing one button. The unit also has temperature and pressure compensation for test consistency and manual three-point-certified gas calibration for high oxygen is provided as a standard feature.

MOCON Inc., 763/493-6370.

www.mocon.com

Case erector

The UCE100 case erector sets up shipping cases using 120 v of power with no special wiring required.

Unisource Worldwide,

800/864-7687.

www.unisourcelink.com



new products equipment

Vivo! Photo-Quality Digital Label Printer

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



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

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

Integrate Digital Color Label Printing In-line



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

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

Blank Labels & Inks



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

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

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

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

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new products equipment

Multipacker The co.'s continuous-motion packing machine is capable of handling a wide range of applications such as food, beverage and personal care products. Its single-, dual- and triple-lane configurations arrange product into many different compact pack patterns that are then wrapped with film, without the need for trays or pads. Next, the wrapped packs are sent through an energy-efficient heat tunnel, where the film tightly shrinks around each pack. This packaging process produces wrinkle-free, stable packs that when wrapped with printed registered film are the ideal choice for displaying product information and promotional advertising, the co. says.

Standard-Knapp, 860/342-1100. www.standard-knapp.com



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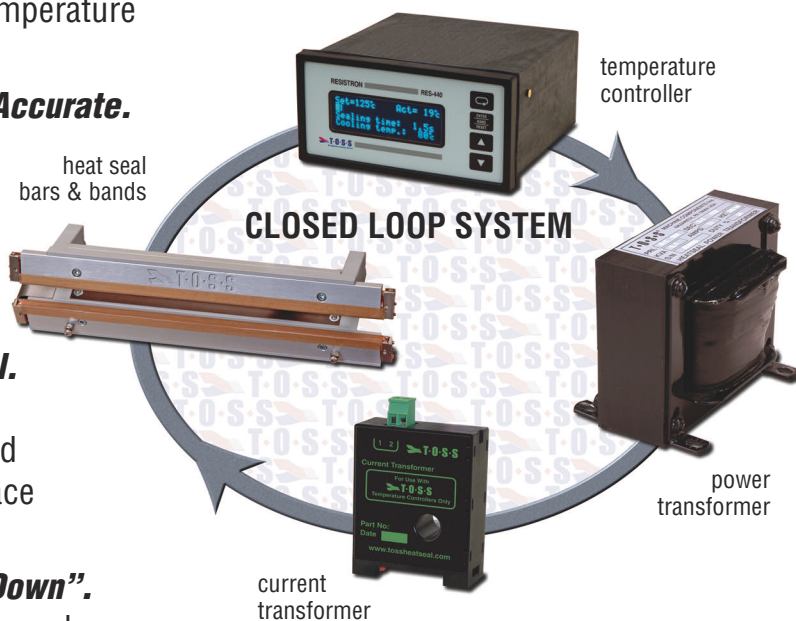
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TOSS Machine Components, Inc.

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Nazareth, PA 18064 USA
610 759 888

Camera The new GigE Vision® camera features resolutions from XGA to 5 mega pixel and frame rates up to 90-fps. The cameras also feature sensitivity and picture quality for demanding print, packaging and bar-code applications. Their Gigabit Ethernet technology and compatibility with a variety of peripheral devices can help cut costs when designing a vision system, the co. states.

Sony, 201/930-4782.

www.sony.com/videocameras



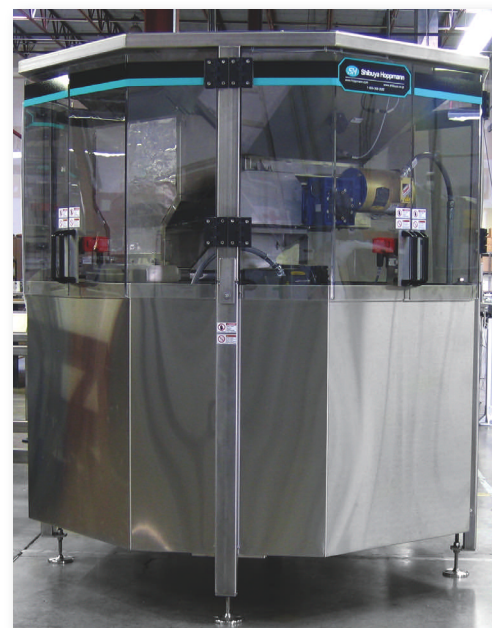
Compact filler/capper

The co. releases its new compact filler/capper, along with a centrifugal feeder/prefeeder combination. The filler/capper offers continuous motion assembly and decontamination.

Shibuya Hoppmann Corp.,

800/368-3582.

www.shibuyahoppmann.com



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Tube clamps Metric tube-clamping components and linear actuators are flexible and cost-effective, the co. says. They're suitable for constructing fixtures, machine-guard units, equipment bases, etc., using standard round and square tubing. One-piece split-clamp connectors as well as multi-part clamps are available in aluminum with a shot-blast-tumbled or black-powder-coated finish. Tube clamps are used to mount linear actuators in a static position for applications requiring linear movement.

J.W. Winco, 800/877-8351.

www.jwwinco.com



Remote control The Click-n-Go™ wireless remote control enables forklift drivers to simply place a pallet load on a stretch wrapper, back away and press a button. It gives the operator more flexibility by eliminating the need to stop within reach of a lanyard, the other option often used



for a remote wrapper start. Using line-of-sight transmission and a two-step activation process, the system is immune to interference or accidental activation from stray radio-frequency interference in a typical plant environment. Maximizes safety by requiring two buttons to be depressed in sequence for each machine activation:

The "arm" button initiates visual and audible alarms at the machine, followed by pressing the "start" button.

Lantech, 800/866-0322. www.lantech.com



Robotic palletizer The CPC Series palletizer features a Kawasaki industrial robot, a pallet magazine and pallet conveyors attached to the main support frame. Prior to delivery, the robot can be docked in a position ready for transport, while the pallet conveyors are "folded" up around the magazine and robot. Also features integration of the robot controller into the frame and a fencing system that also folds up, ready for transport. CPC can be supplied in two configurations, with either one or two integrated pallet chain conveyors. The conveyors can be supplied in a raised format or a low-profile format.

JMP Eng., 64 9 828 3304.

www.jmpengineering.com

High-speed digital camera The Phantom Miro eX-Series digital camera is available in three models: The eX1, eX2 and eX4. The camera is battery-powered with custom-designed CMOS sensors and ISO 12232 ratings of 4800 (monochrome) and 1200 (color), and is capable of producing full resolution frame rates of 500 fps. The product includes auto-trigger and 3.5-in. touchscreen LCD to review and edit videos.

Vision Research, 973/696-4500.

www.visionresearch.com

In-line palletizer The Alvey 950 hybrid in-line palletizer uses one or more robotic arms for pattern forming, making it suitable for handling small, finished-case sizes, multiple-product formats and complex patterns, the co. says. Designed with high speed and flexibility in mind, programming from the HMI allows for fast and easy product reconfiguration and quick line changeovers at speeds exceeding 100-cases/min. Flexibility is enhanced with the choice of robotic arm manufacturer and operating software. Gently manipulates products and accommodates a reduction in secondary packaging without compromising the integrity of the finished product, for more sustainable and environmentally conscious packaging, the co. states.

Intelligrated Inc, 513/701-7300.

www.intelligrated.com



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new products materials

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Recycled facestock New Fasson® Estate Label® 100# recycled facestock is made from 100-percent post-consumer waste paper. The facestock is Forest Stewardship Council-certified and provides a label presence suitable for wine, high-end beverages and gourmet foods, the co. states. The bright-white vellum stock is also suitable for brand owners and designers who want to help the environment and still be able to enhance brand image with a high-quality, fully sustainable stock that enables the label design to connect with consumers, the co. states. The new product has a 60# wet strength and is paired with a 1.2-mL recyclable liner made of PET and S100R, a wash-away adhesive that allows consumers or recyclers to cleanly remove labels from bottles after immersing them in water hotter than 100 deg F.



Avery Dennison, 800/944-8511.
www.na.fasson.com

Coated carton board Carta Solida coated cartonboard was developed especially for pharmaceutical packaging. The pure fibers and dirt-free surface of the carton board, attributed to the BCTMP pulp used in its middle layer and low-dust sheet cutting, enables trouble-free converting as well as runnability on the pharma packaging line. The carton board also features the ability to incorporate Braille characters onto the outer packaging. Embossing Braille on the packaging makes demands on a board, the co. notes, and the strong, elastic carton board offers the best resistance to breaking when embossing Braille text, the co. states. **M-real Consumer Packaging**, 203/229-7483.
www.m-real.com

Paperboard spout The 2Tap paperboard spout can be used on most bottles and jerry cans. The spout is an affordable and environmentally friendly replacement of the plastic funnel. The spout is attached to the bottle in question, folded up and either glued to one side or suspended from the neck. The spout can be folded out, placed on the neck of a bottle and liquid can be poured out. Once the bottle is empty, it can be disposed of together with the spout, with no more dripping funnels when the process is completed. In principle, the spout can be made to fit any size bottle and can also be used to advertise special offers or to display product information.

2Tap BV, 31 652 603369.
www.2tap.nl



Coated paperboard The co. releases an enhanced version of its KlapFold paperboard product. The new version features a lightweight, coated unbleached kraft sheet, designed for demanding packaging applications. The new product has a 3- to 5-percent lower basis weight and offers the same strength advantages as the original product. These lower weights can translate into saving opportunities for packaging printers and provide a sustainable alternative for brand owners worldwide.

MeadWestvaco Corp. (MWV), 804/327-5200.
www.mwv.com



S-pouch The new S-pouch features an upright spout position that doesn't interfere with pouch graphics. The pouch also has a spout attachment, the ability to stand steadily and has a full filling capacity. Custom spouts and pouches are also available, from 300- to 2000-mL pouch capacity, and spout dias from 15 to 45 mm.

S-Pouch Pak Co., 886 4 24637886.
www.s-pouch.com

TE deli containers The co. releases its Wide Flange TE deli container packaging that utilizes Clear Lam SecureGuard™ technology and it says is designed to work with existing trays. The container design doesn't affect shelf utilization and it eliminates the need for shrink bands, according to the co. Benefits include 100-percent leak-resistance, extended product shelf life (with barrier or breathable films) and the elimination of an overcap lid on single-serve items.

Clear Lam Packing Inc., 847/439-8570.
www.clearlam.com



Fluted container The new Micro Flute, tri-wall container is a light, eco-friendly, fluted container that features a 7-ply Bliss wrap using an NEE flute configuration. The ends are manufactured by laminating two, triple-wall EBB sheets together. This boosts sustainability and cuts basis weight by using lightweight liners and mediums, while increasing stacking strength and performance in cold storage, the co. states.

Maxco, 559/646-6700.
www.maxcopackaging.com



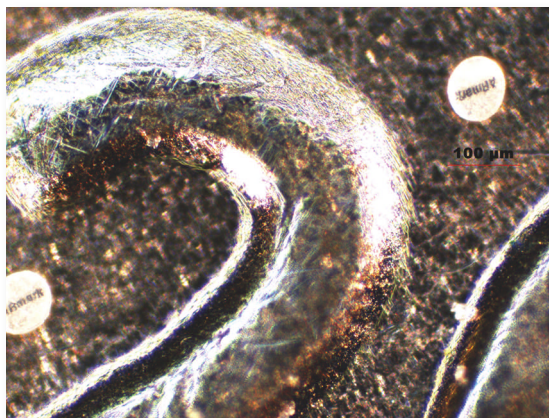
BIB packaging Cheertainer® BIB packaging is now compatible for use with petroleum products, following rigorous Department of Transportation testing. Positive test results enhance the value, flexibility and cost savings that come with using BIB packaging for petroleum-based applications, the co. states. As part of the testing, the bag portions were filled with both regular and synthetic motor oil and were inspected weekly for evidence of defects, including cracking, crazing, swelling and leakage. According to the report, there was "no visible evidence of deformation to any container" during the testing. The BIB packaging features an environmentally-friendly, form-fitting, square design that allows for seamless filling and full dispensing of the product.

CDF Corp., 508/591-6740.
www.cdf1.com



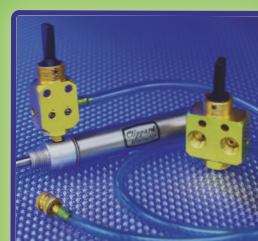
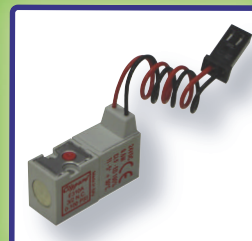
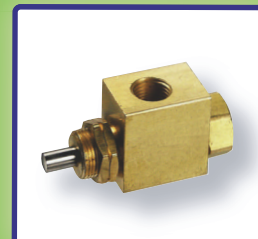
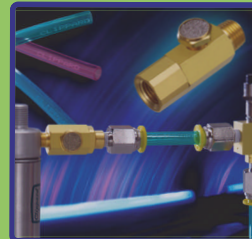
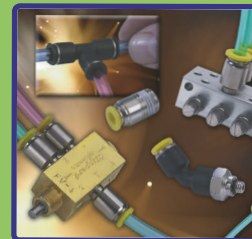
Product-identification system The IntelliMark authentication system enables brand authentication through microscopic markers embedded in consumer merchandise, secure documents, food and apparel. The system helps protect intellectual and brand-recognized property including electronics, apparel, accessories, sports equipment, pharmaceuticals, medical equipment and food products.

Smiths Detection, 973/830-2100.
www.smithsdetection.com



Hot-melt adhesives The co. releases its Clean Melt® PHC-8250 and PHC-8256 packaging hot-melt adhesives. An advanced family of high-performance bonding hot melt adhesives formulated with the co.'s proprietary technology, Clean Melt PHC-8250 and 8256 help manufacturers contain costs while adding value to the packaging process with better open times, quick setting times and wide application temperatures, the co. says.

H.B. Fuller Co., 651/236-59004.
www.hbfullerstrength.com



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877-245-6247

www.clippard.com

Cincinnati, OH 45239

new products materials

Metal containers With the installation of an advanced new 4-color digital printing press (right), the co. enables manufacturers to take advantage of all the benefits of the 100-percent-recyclable metal tins and other containers, in smaller quantities than would normally be considered cost-effective. The metal containers offer an attractive packaging alternative for a wide range of applications, says the co. Full-color decoration, in quantities as low as 500, is now available on more than 30 structure types. In addition, Add-Pak™ services are offered, which enable customers to select from a range of services such as filling, shrink banding, date code and drop shipping.

J. L. Clark, 815/962-8861. www.jlclark.com



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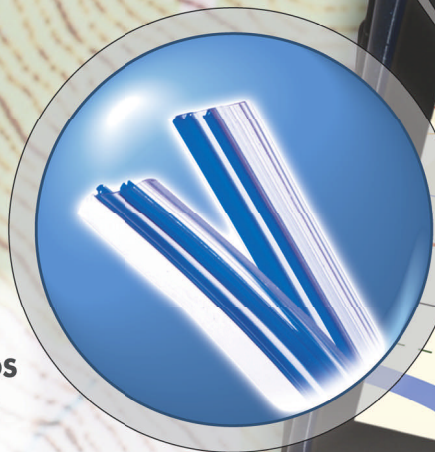
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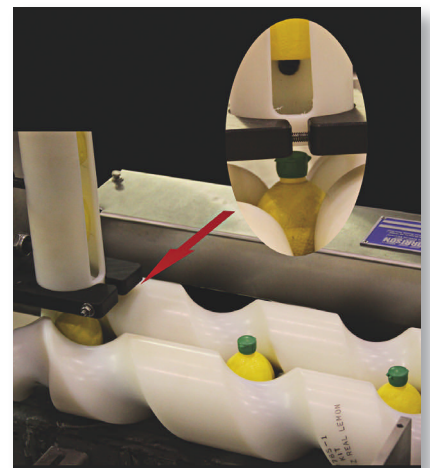


Container-handling solutions

Sustainable container-handling solutions are available that maximize packaging-line efficiencies for a wide variety of applications. The co. boasts solutions to real container-handling challenges come from design and engineering experience that encompasses nearly four decades of manufacturing timing screws, changeparts and drive units that provide control, synchronization and throughput to eliminate product damage and waste, prevent slowdowns and stoppages, reduce change-over time and provide quick turn-around for all time-critical needs.

Morrison Container Handling Solutions, 708/756-6660.

www.morrison-chs.com



Sealant film

ECX-3000 is an efficient sealant film for standup pouches. The film features improved sustainability through source reduction, as less material is used per pouch, and decreased packaging costs through improved yield. Easy, linear tear properties eliminate the need for laser scoring. The film also features improved processing and performance as well as improved efficiency on laminators and pouch lines, according to the co.

Charter Films, 877/411-3456.
www.charterfilms.com

www.Fresh-Lock.com

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new products materials

IBC shipper The Arena 330 shipper is a reusable, bulk, collapsible, plastic IBC that works in conjunction with sanitary single-use liner bags to dramatically reduce the cost and waste associated with shipping non-hazardous bulk liquids. A shipper trip lease service not only relieves both the supplier and the customer of the responsibility for packaging waste, it also dramatically reduces both the solid waste associated with one-way packages and the liquid waste associated with reusable drums, composite IBCs and tank-style asset IBCs, says the co. With reduced waste comes reduced cost, reduced carbon emissions and reduced environmental liability, the co. adds.

A.R. Arena Products, Inc., 800/836-2528. www.arenaproducts.com



Corrugated paper The co. introduces Wave Flute "By the Case" corrugated paper material in a 50-sheet case quantity, in one easy-to-handle size. The product is produced in custom colors and sizes, and a 50-sheet stock case in 6 standard colors for small runs or niche projects. The case of product consists of 50 sheets that are sized at 29.5 x40 in. The paper is available in 6 standard colors: Red; white; blue; black; green; and earth, at one color/case.

Surface Guard Inc., 630/236-8250. www.waveflute.com



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Paperboard multipack

Cap-it eco-friendly paperboard multipack, has been voted the paperboard package with the most positive impact on product differentiation, merchandising and sustainability by the Paperboard Packaging Council. Uses less fiber, the co. reports, and allows beverages to be viewed, for quality assurance. The billboard is sized for promotional graphics, backside printing, product traceability codes and onserts. The multipack accepts bottle sizes from 12 to 32 oz.

Graphic Packaging Intl. Inc.,
770/644-3062.
www.graphicpkg.com

Hermetic seals for wipes

Premoistened wipes for babies, personal care and general disinfecting are often packaged in plastic containers with a snap cap. Now, hermetic induction sealing of wipes packagers is available. The induction seal can extend product shelf life by sealing in moisture, the co. says. Helps ensure that the wipes stay moist, thus extending product shelf life.

Enercon Industries,
262/255-6070.
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sustainability

Business managers understand the direct connection between measurement and management: We manage well what we measure well. If, as a society, we are to address global climate change by managing global greenhouse gas (GHG) emissions, we need an effective way to measure these emissions. There are two approaches for measuring country-wide emissions: Production-based measurement (emissions produced within a country); and consumption-based measurement (emissions produced to manufacture and deliver the products and services a country demands or consumes). Much of the focus of international policy agreements has been on production-based measurement, but consumption-based measurement may be a more powerful and effective approach.



A more effective approach to measuring greenhouse gas emissions

The Kyoto Protocol and current GHG emission trading schemes in Europe, Japan and Australia are production-based approaches. They target the production of carbon dioxide and other GHG emissions within a country's borders. These types of trading schemes put a price on the carbon produced within the country's borders, but not on the carbon imported through products and packaging manufactured elsewhere.

This can create extreme distortions of measurement, and therefore misguided management. For example, at the 2005 G8 Summit, the U.K. used production-based methods to conclude that it had achieved emissions reductions and was on its way to achieving its Kyoto Protocol goals. Thus, the U.K. was held up as a model for emissions reductions through early investment and targeted action. Most of the apparent reductions, however, were the result of de-industrialization and coal facility closures within the U.K.'s borders as production of goods moved overseas ("Too Good to be True? The U.K.'s Climate Record," Helm, Smale and Phillips, 2007). The net emissions resulting from U.K. citizens' activities didn't really change that much, but emissions no longer occurred within the U.K.'s borders and were therefore no longer included in the U.K.'s measurement. These emissions occurred in less developed (and less regulated) countries. Because the production of one kilowatt hour of energy in less regulated countries generally produces more GHG emissions than the production of one kilowatt in the U.S. or the U.K., net emissions may actually have increased, not decreased, as manufacturing moved overseas.

So in a world of increasing consumption rates and international supply chains, a production-based approach runs the risk of hiding real increases in total GHG emissions. And when we're talking about global climate change, exporting the problem to another country does not actually help anyone.

Consumption-based modeling places responsibility where it belongs: at the source of original demand for goods or services. In consumption-based modeling, responsibility for all upstream extraction of resources and generation of emissions is attached to the final product at its point of sale or consumption. If that final product is sold or consumed in the U.K., responsibility for all associated emissions resides with the U.K. This changes the question from "How many GHG emissions are produced in our country?" to "What quantity of GHG emissions is our country responsible for through our consumption?"

So what does this mean in the U.S. context? The packaging industry has experienced significant off-shoring of manufacturing. If consumption-based models are to be used as the measurement framework for GHG emissions, then companies and countries that have invested in cleaner manufacturing and energy capacity will outperform those that have not. For the U.S., this means economic health domestically and environmental health globally.

Martha Stevenson is a senior project manager for the Sustainable Packaging Coalition, a project of GreenBlue (www.greenblue.org). For additional information, email spcinfo@greenblue.org

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GlaxoSmithKline switches to a shimmering coating for cartons of Aquafresh White & Shine toothpaste that **FACILITATES RECYCLING** while simplifying supply-chain logistics.

A shining move to sustainability

Lauren R. Hartman, Senior Editor

When it comes to producing packaging that jumps off the shelf, GlaxoSmithKline (GSK), Moon Township, PA, sets high standards for itself. The company makes sure that those standards apply not only to shelf appeal but also to packaging that's environmentally friendly and recyclable.

As packaging development manager, Michael Larocca identifies new technologies and packaging concepts that deliver benefits to GSK's products and packaging. "That's important to us and our customers," he says.

Recently, GSK succeeded on all of those fronts when it gave the carton for Aquafresh® White & Shine toothpaste a visual brushing-up. The carton now has a high-end, holographic look, without the use of a metallized film lamination, and is

more sustainable, since it was transitioned to a process created by converter **Specialized Packaging Group (SPG)** that combines **Henkel North America's** MiraFoil® metallic coating with its own proprietary HoloBrite™ filmless holographic press technology and a hybrid printing press. "We wanted a



more sustainable, lower-cost technology than traditional laminated holograms [could offer]," Larocca says. "SPG is a printing partner of ours and MiraFoil was one of the print technologies we explored during the development phase. SPG has experience using

MiraFoil."

Specializing in folding carton converting and paperboard packaging, design, engineering and manufacturing, SPG, with Henkel's help, was able to come up with the right sustainable fit for GSK's metallic carton alternative. SPG's HoloBrite technology is a press-applied effect that uses micro-

We wanted to find a more sustainable, lower-cost option to traditional holographic packaging.

embossing to create holographic patterns in-line, on-press. The process eliminates the need to send paperboard out for laminating with a holographic film and then overprinting the board, explains Laura Gustin, director of strategic customer Continued on page 26

Creating 'visual rattle' and sustainability for *Packaging Digest's* cover

This month, *PD* had the chance to incorporate the same MiraFoil coating described in the accompanying story on our cover, with help from Henkel and converter Classic Color, Broadview, IL. Printed in September, the October cover incorporates MiraFoil product number, L9213SL, which is more typically used for packaging applications, says Dennis Drummond, key account manager for Henkel Technologies in Elgin, IL.

Classic Color has been using the coating for a variety of applications. The company discovered MiraFoil when vp Jeffrey Hernandez and Drummond met through the Lithographers Club Of Chicago. "We met each other at one

of the Education Night meetings, and the rest is history," Drummond recalls.

More than 60 percent of Classic Color's work is with specialized magazine covers, books and packaging. Its main areas of expertise include workflow solutions, creative production, prepress, asset management, printing, finishing, and fulfillment. Classic Color also offers offset sheet-fed and digital printing services using specialized flexo coating techniques. "We're a high-end, visual communications company specializing in pre-media, brand management and print solutions," says Hernandez. "We like to help bring brands to life."

The October cover stock, a **Sappi Flo 70#** gloss text (paper), was printed two-up on a 40-in. **Komori LS 8** eight-color fully interdecked U.V. press with an anilox coater in Toyo HP 100 four-color process, plus the MiraFoil coating, using reflex blue and a strike-through dull varnish to create contrast. A Henkel overall gloss coating adds shine and a smooth feel. The press was equipped with a photopolymer flexo plate.

Cover graphics include GlaxoSmithKline's AquaFresh toothpaste carton, which features a blue and silver color scheme that's emphasized by the shimmery coating, along Continued on page 27

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development at SPG.

"The results add flexibility to the design," she says. "HoloBrite can be applied in spot applications and takes advantage of the artwork provided and of the paperboard itself."

In GSK's case, HoloBrite was used in conjunction with the MiraFoil coating to duplicate the effects of a metallized holographic lamination. MiraFoil provides the metallic

portion, while HoloBrite provides the holographic effects. Both are generated on the same printing press.

Fits the focus

"We center on a platform of affordable innovation," Gustin points out. "There's an increasing emphasis on sustainability, and Henkel has been an ongoing technical partner of ours, introducing new technologies

and helping us integrate their products into our processes."

Aquafresh White & Shine, a minty, sparkling gel formulation said to clean and polish teeth as it fights plaque, also keeps gums healthy and promotes whiter, shinier teeth. The packaging has to play the part of showing off the bright, shiny results, and must also grab attention at retail stores. Replacing the carton's earlier

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Classic Color press operator Tim Burke checks a MiraFoil-coated promotion for color consistency. Classic Color printed PD's cover using MiraFoil (see sidebar).

metallized holographic polyester film lamination, the new coating, which contains aluminum flakes, shines just as brightly for the toothpaste's packaging, and has more sustainable attributes. While Henkel's color selection guide for the coating shows 1,176 colors, just about any color can be applied over MiraFoil. In GSK's case, all six carton panels are covered with graphics that communicate the White & Shine story and the toothpaste's attributes.

In the first quarter of 2008, Larocca initiated a joint development program with SPG to evaluate its coating and print capabilities, challenging the converter on-press with various graphics. "Holographic laminations tend to dominate categories such as oral care, smoking control products and high-end personal care products," Larocca says. "We wanted to find a more sustainable, lower-cost option to traditional holographic packaging for Aquafresh White & Shine. With the range of finishes and value-added technologies for paperboard folding cartons, SPG was able to offer an excellent alternative [for Aquafresh]."

Because GSK produces and packages the toothpaste in-house, the new carton had to meet all of its specification requirements for high-speed automation. GSK evaluated the pros and cons of different options, Larocca recalls, and looked at SPG's impact on recycling, where it sources its materials, the overall supply chain,

Visual rattle (cont.)

with a "loaded" toothbrush and a tube of the White & Shine toothpaste, also in the blue and silver color scheme. "The cover required some setup time because the first-pass is the MiraFoil, and the process registration to the MiraFoil along with registration of the strike-through dull varnish," he explains.

"This is so far the first magazine cover we have printed using MiraFoil," he observes. "We have utilized MiraFoil for various other products, including sell sheets, pocket folders, magazine ads and, of course, packaging. The coating requires no specialized processes for printing, other than a coating unit, and additional running time for the MiraFoil coating, which is applied first."

Hernandez says the only challenge was in registering the process to the photopolymer plate. "That's generally a slight challenge for any spot-coating application," he says. "It's not a reflection of the coating; but rather the process." Classic Color has tested numerous coatings similar to MiraFoil but these have not been as impressive, he adds. "At best, the others looked like silver ink and presented some cleanup issues. But MiraFoil loads like an ordinary coating and cleanup is a dream. This coating has all the benefits of a dream silver coating," Hernandez points out. "Most printers are looking for an incredible foil-like silver. MiraFoil offers an option to printing on foil board with less resource. It's quite a unique product. We use it on any project requiring the look of silver foil. But we especially use it for the fact that it offers a more sustainable process... Clients are amazed at its reflectivity and the immediate 'wow' factor it offers." Classic Color has been using the liquid coating less than six months and already has clients "clamoring for it," Hernandez says.

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leadtimes and finishing costs. "A key requirement was that the end result on the shelf had to be comparable esthetically to a metallized lamination so that the carton would have a premium appearance for our brand," he says. When SPG presented the MiraFoil and HoloBrite technologies to GSK, Larocca says that GSK liked their sustainability aspects. "After several months of development

work, we determined that the MiraFoil/HoloBrite combination of technologies would be a fit for the Aquafresh White & Shine carton."

'Enviro-friendly' effects

Dennis Drummond, key account manager at Henkel Technologies, points out that Henkel designed MiraFoil to preclude the need for foil-laminated board. "Typical leadtimes

associated with [converting] foil board can be often measured in weeks whereas MiraFoil can be printed on-demand," he says.

SPG used Henkel's MiraFoil coating on the same basic SBS carton structure. Adding sheen and brilliance to the toothpaste carton surface, the liquid coating is applied before the cartons are printed in a single pass. Continued on page 28

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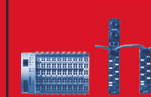
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to help reduce costs. SPG declines to identify specifics about HoloBrite or the printing process, as they are part of its proprietary manufacturing process, Gustin says.

She also says that, "The benefits of using in-line, press-applied effects versus a laminated paperboard include a significant cost savings, improved sustainability and a much shorter supply chain as the separate

laminating process is eliminated."

Echoes Drummond, "MiraFoil is designed to be applied in a coating unit at thicknesses higher than typically used with inks. It's less expensive than most foil board and foil stamping, depending on the coverage rate."

Cartons produced using MiraFoil can be recycled and are repulpable through the de-inking process. The

coating forms on the surface of the paperboard in such a way that it won't interfere with radio-frequency identification tags and other methods used to deter package theft, according to Henkel, allowing for 100-percent-readability in RFID and electronic article surveillance (EAS) applications. SPG offers multiple combinations of press technologies that work well with MiraFoil, including HoloBrite. "All of



Dennis Drummond, key account manager at Henkel Technologies, shows how shiny the liquid coating looks straight from the can.

them are modular and accomplished in-line with our hybrid press," says Gustin. "We have been commercially using MiraFoil for the last year, and GSK is one of the first commercial applications. We will have other rollouts in the next few months."

Combination of technologies

During the investigative phase, Larocca and the GSK team determined that a combination of Henkel's MiraFoil and HoloBrite technologies was an ideal replacement for GSK's earlier holographic lamination. The MiraFoil coating has a metallic look without the use of foil. It can be applied selectively—or pattern-applied—as-needed, and at normal printing speeds. Designed as an alternative to foil board laminating and hot foil stamping, the coating is suitable for labels, paperboard folding cartons, mailers and other packaging applications. MiraFoil enhances the brilliance of GSK's Aquafresh White & Shine printed cartons for less of an investment and with less leadtime.

Henkel says the glimmering appearance is as shiny or shinier than many metallic inks and the coating is UV-curable.

"We were able to duplicate our Aquafresh White & Shine toothpaste carton through the combination of press technologies," Larocca explains.

"MiraFoil is used on the silver areas of the carton graphics for a vibrant metallic effect, and SPG's HoloBrite technology creates the holographic pattern, eliminating the need for film lamination. This is the first package in its category to combine both MiraFoil and HoloBrite, replacing a conventional holographic lamination with inks and coatings to capture a comparable look."

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GSK transitioned from the metallized holographic lamination for the Aquafresh carton earlier this year. "By switching to this new technology, we successfully cut weeks off the supply chain and reduced costs overall by moving to the technology," Larocca says. "The biggest challenge along the way was achieving a comparable look on the store shelf. We don't want to surprise consumers. We don't want consumers to notice any change whatsoever."

"So we made some adjustments to the artwork for the carton graphics, adapting it to the technology, because the toothpaste carton is produced in a new way. We no longer need white ink printed over a lamination, for example. But there's no real difference graphically on the shelf," he says.

Benefits you can't see

The real differences are those that the consumer can't see, he says. "The most notable difference is the impact on the environment. The new carton eliminates the challenges of recycling paperboard cartons that contain polyester film laminations."

It has also resulted in a simplified supply chain. The combination of technologies that SPG has on its hybrid press supports shorter leadtimes and cost-effectiveness. And, because there aren't multiple steps and outside companies involved—it's all produced under one roof—SPG has a faster response time to produce and makes changes when needed.

The new package also meets GSK's specification requirements for high-speed automation.

According to Larocca, further analysis would also show the processes offer significant benefits in total carbon emissions. "And we're effectively cutting out a big portion of the supply chain," he acknowledges.

But the esthetics are really the big advantage to the specialized processes. Larocca and his team are very satisfied, he says. "The whites are brighter and the colors are more vibrant, too, because the printing is directly on a white substrate instead of a metallized lamination."

Key reasons why packagers choose MiraFoil over other metallic options is its sparkling look and its economics. But MiraFoil coatings are increasingly being used in offset, flexo and screen-printing applications for various benefits, reports Alexandria Symos, market development manager at Henkel. "The coatings protect designs from in-use failures, such as ruboff, cracking, peeling, warp and poor ink adhesion that can occur with

foil board, foil stamping and silver ink," she says.

Toothy smiles all around

SPG produces and prints the Aquafresh cartons at its facility in London, ON, and has the ability to work with MiraFoil coatings in its Radisson, NY and Greensboro, NC facilities as well. The new toothpaste carton started phasing

into retail outlets in June '09. "The value equation is a win-win for everyone," Gustin sums up. "The marketing and brand teams like the shelf presence. The packaging and production teams like the fact it reduces costs. And consumers like the recyclability."

Larocca is also all smiles. "MiraFoil offers a premium appearance more cost effectively

than some metallic inks. We consider this a real success in meeting our objectives," he says. "As a result, we're considering the coating for other GSK packages."

More information is available:

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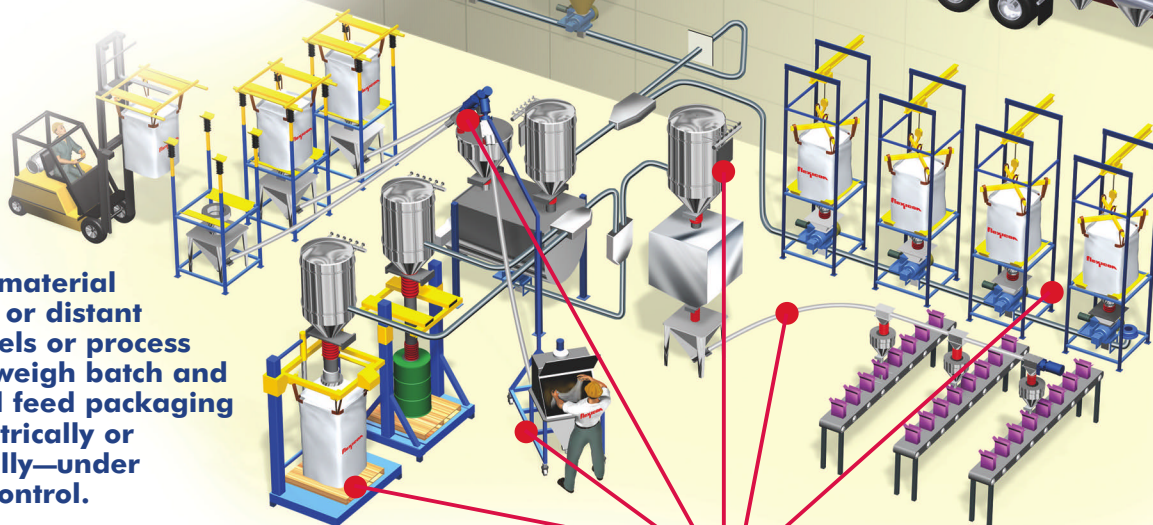
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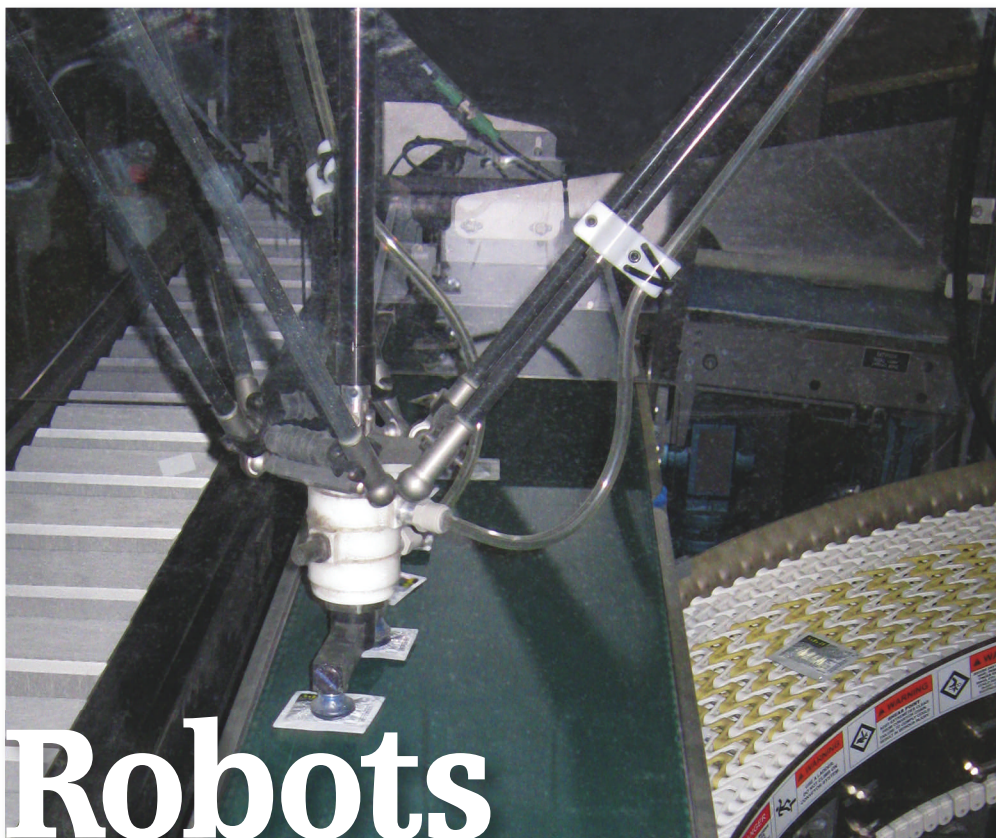
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Robots carton pouches

An automated turnkey line at **CCB PACKAGING INC.**, Cedar Rapids, IA, features three robotic cells placing small pouches of OTC tablets into a carton-feeding system, as well as a cartoner and a stretch bundler.

Jack Mans, Plant Operations Editor

A new secondary-packaging operation at contract packager CCB Packaging Inc., Cedar Rapids, IA, utilizes pick-and-place robots to precisely place small pouches containing over-the-counter drug products such as Advil, Tylenol and the like, into flighted pockets feeding a cartoner. In addition to the robotic operation, the automated turnkey system, which was supplied by systems integrator, **Blueprint Automation**, includes the cartoner and a stretch bundler, as well as ancillary equipment.

CCB, which was founded in 1988 to hand-assemble point-of-purchase displays, has grown from an initial staff of 12 employees to more than 100 full-time employees and 150 to 200 contract staff with a 175,000-sq-ft facility.

"Our business mainly consists of breaking bulk packs of products into individual packages or variety packs, and a typical operation might have as many as 20 people," says vp Frank Cotty. "A few years ago, we made the decision to change our focus to contract packaging through automation. That lets us significantly reduce our labor costs and line staffing, while increasing line throughput. This, in turn, affords our customers reduced pricing and higher overall value."

Backing up its ideas with action, three years ago, CCB purchased an integrated line with six pick-and-place robots from Blueprint Automation. "That was our introduction to Blueprint Automation, but our relationship since then has progressed to a really strong partnership," says Cotty. "They've enabled us to stretch the envelope in our thinking. With this latest project, we needed to run 62 different products into four carton sizes. We just went to Blueprint with our needs, and they came up with the complete line. They helped

us with the installation and startup, and they maintained a full-time person here to adapt the programming based on our operator feedback."

The new line was installed to run convenience-size packages of OTC products for Lil' Drug Store Products Inc. CCB ran this business from the mid-90s until 2003, but then it lost the business because the equipment could only place one package into a carton, and Lil' Drug wanted multiple packages to be placed into the cartons. The business went to a copacker in Chicago.

The new robotic system, which can place multiple pouches per carton, enabled CCB to resecure the contract by reducing the cost per piece for the customer, as well as maintaining the flexibility to run singles, doubles, triple or more pouches into a single carton.

As a result of this system, Lil' Drug signed a multiyear contract with CCB to package the products. "We have had a long, successful partnership with CCB Packaging," says Jim Bohnenkamp, director of operations for Lil' Drug Store Products.

"I discussed our quality and line-speed requirements with Frank Cotty at CCB, and I was very impressed with the commitment that they are making to automation. The consistent high-quality product at a reasonable cost structure is impressive. A number of different philosophies were reviewed for placing small OTC pouches within cartons, and this is the best solution by far."

Three robotic workcells

The new Blueprint Automation

line utilizes three robotic work cells to singulate pouches from bulk and place them in the infeed of the cartoner at a rate of up to 300 bucket loadings/min for the three workcells.

Within each workcell, a feeder singulates the pouches and presents them to the robot. The robot utilizes vision guidance to acquire the pouches from a continuously moving conveyor. A vacuum end effector picks and places one, two or three pouches at each robot cycle.

Finished cartons are conveyed through a checkweighing system and then on

Continued on page 32





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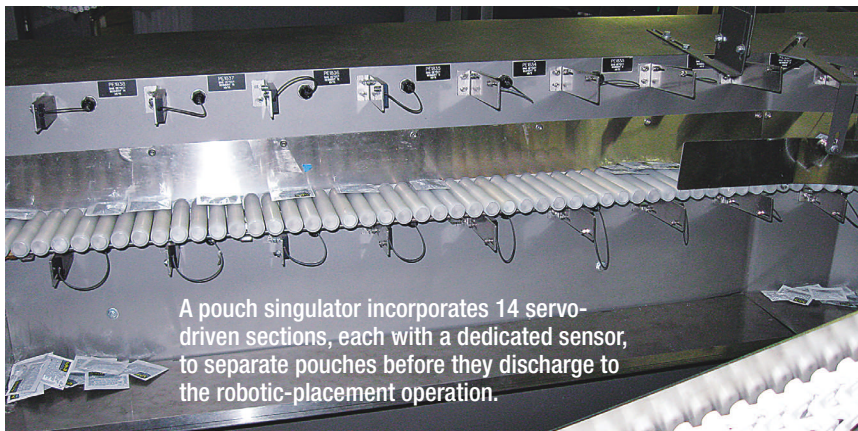
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to a bundler. Bundled stacks are then conveyed to a manual case-packing station. The RSC cases are automatically erected and sealed using hot-melt adhesive. "We went from a range of nine to 12 people to run these products for Lil' Drug to four to six people with the new automated line," says Cotty.

Singulator sections

To start the operation, the pouches are dumped into the feed

hopper of a singulating system. The pouches travel up an inclined flighted conveyor and are released on demand onto the singulator, which consists of 14 servo-driven tracking sections.

A sensor above each section views the pouches on that section and speeds up or slows down the rollers to separate the pouches. The goal is a separation of about 25 mm when the pouches discharge onto the robotic-pick conveyor, which is running at a right angle to the singulator.

The pouches travel beneath a **Cognex Corp.** vision system that looks for the center and the orientation of each pouch on the conveyor. Based on the information from the vision system, the FlexPicker™ IRB360 robot from **ABB Inc.** descends and picks up one pouch with one vacuum cup and then descends again and picks up the second pouch.

The end effector turns before each pickup so the pouches are oriented properly for placement in the buckets. If two pouches are touching on the conveyor, the robot ignores them and they drop off the end of the robot-pick conveyor into a box and are recycled.

Robot places pouches

The robot swings over and places the two pouches into two adjacent buckets on the cartoner infeed conveyor. A laser sensor looks for the pouches in the buckets, and if each bucket contains a pouch, it signals the second robot to proceed with its placement. When this is completed, another laser sensor checks the buckets to make sure that each bucket contains two pouches and that the pouches are oriented properly for cartoning. A supervisory control system collects and displays important production data.

Continued on page 34

Carton blanks are placed into a horizontal carton-transport chain that runs parallel to and contiguous with the bucket conveyor containing the pouches. Pushers then extend and push the pouches into the cartons.



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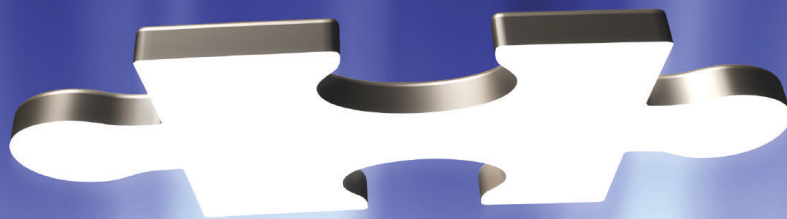
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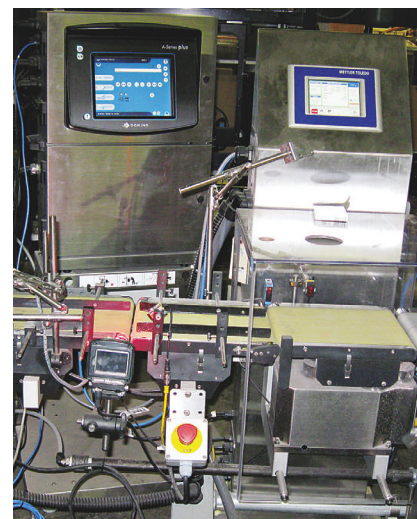
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The buckets then continue into the model SC6 cartoner from **Oystar USA**. A rotating three-arm suction system picks carton blanks from a magazine with suction hoods and places them into a horizontal carton-transport chain. Plastic fingers on the suction hoods open the cartons as they are being transferred to the chain, which runs parallel to and contiguous with the bucket conveyor.

Pushers with integral holddown blades extend and push the pouches into the cartons as they travel continuously through the machine. The holddown blades ensure that the pouches travel smoothly into the pouches and don't jam. When loading is complete, a sensor inspects the cartons to ensure that they do contain pouches.

While the cartons are still in the cartoner and the flaps are still

controlled, a Model A200 Plus small-character ink-jet printer from **Domino Amjet Inc.** applies the lot number and a use-by code to one end flap. The end flaps are then sealed with hot-melt glue from a **Nordson Corp.** ProBlue 4 unit, after which a **SickUSA Inc.** bar-code scanner verifies that the bar code on the carton coincides with the information in the machine computer, and a



After passing over a checkweigher, above, the pouches travel to a compact bundler, top, that wraps a band around a stack of six or 12 cartons. The bundler assembles five stacks at a time and then transfers them into the stretch-wrapping section.

Banner Engineering Corp. vision system verifies that the lot and use-by date have been printed on the carton. Machine setup as well as format data are displayed on a 12-in. color touchscreen operator panel. If errors are found by any of the inspection systems, the machine stops and the problem is corrected manually.

Bundling six or 12 stacks

The pouches pass over a checkweigher from **Mettler-Toledo Hi-Speed** with an accuracy of 0.5 gm, and then travel to a PEWO Pack-250 compact bundler from **Pester Pac Automation USA**, which stretch wraps a band around a stack of six or 12 cartons. During *PD's* visit, CCB was running 12-packs.

Because of the fifth panel on the cartons, which have an opening for hanging the cartons on pegs, the cartons then pass through a device that turns them 90 deg on the conveyor so they will be properly oriented for bundling. This enables the bundler to place a stretch band around the sides that don't have the fifth panel.

The bundler assembles five stacks at a time. In this operation, five cartons enter the stacking section and spring-loaded siderails lift them up, after which another five enter the section and are lifted. This continues until the

Continued on page 36



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stacks are 12-cartons-high, at which point the five stacks are pushed out of the stacking zone.

This group of stacks then enters the subsequent transfer zone in which the five stacks are separated into one-row stacks by an additional drag-type cross-feed pusher. The individual stacks are pushed via the main infeed pusher through the film-wrapping zone, one at a time.

The machine is equipped with

two rolls of film, which are spliced together in the stretching section. The infeed pusher moves a stack of cartons through the film curtain, and a closing bar descends and pushes the film downward behind the stack. Simultaneously, a heated-sealing blade rises just above the machine table plane. The sealing blade meets with the rubber sealing profile on the closing bar at the bottom of the stack, and the two sections of film are heat-

sealed together.

The bottom layer of film travels through a slotted shaft that is mounted cross-wise below the stack and turns to stretch the film to the proper tension, just prior to this seal being made. The amount of tension can be adjusted via the touchscreen HMI to provide the optimal film tightness for each carton.

Print-and-apply labels

The 12-pack stacks are turned

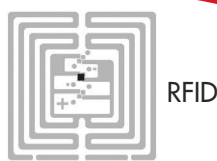


Stacks of cartons are manually loaded into shippers after which they are conveyed to a hot-melt top sealer.

onto their sides as they leave the bundler and pass a print-and-apply system that incorporates a Domino Amjet PCU III printer control unit. The system applies a small label that includes a bar code and other identification.

The RSC shipping cases are erected by a **Lantech.com, LLC**, case erector and are conveyed to a manual station where a worker places the stacks in the station. The filled shippers are conveyed to a Bel 270 hot-melt top sealer from **Wexxar Packaging Inc.** Both the case erector and the top sealer utilize Nordson Corp. ProBlue 4 hot-melt systems.

The sealed cases pass a Domino Amjet C6000 twin-head ink-jet case-printing system that applies a product name, bar code and other information to the cases. The cases are then manually palletized and stretch wrapped on a **Phoenix** unit for distribution and shipment to Lil' Drug Stores.



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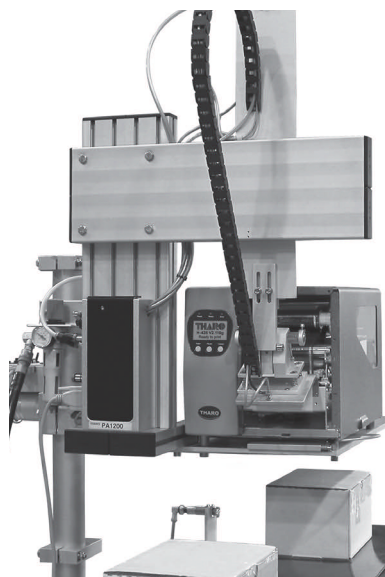
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Smart buys

Packaging managers share key criteria for selecting **FILLING, PALLETIZING AND CONVEYING** systems.

Filling, palletizing and conveying system purchase decisions are often made by a committee comprising managers with varying points of view.

For example, an engineering manager may be interested in a system's integrated functions and how the system makes the best use of available space. An operations manager may ask questions about efficiency and controls such as: Is the interface user-friendly? A maintenance manager often is concerned with durability and wants to know if the equipment can provide a long life with maximum uptime and low maintenance and if the system is well supported with easily purchased replacement parts and factory service.

Critical criteria

No matter their role in the organization, nearly everyone involved with an equipment purchase usually has one main concern: The efficient packaging of a company's products. Therefore, selection of packaging systems should be determined mostly by criteria focusing on system reliability and functionality instead of simply purchase price.

These criteria should include the ruggedness of

construction; maintenance intervals; availability of important options and accessories; customization for the packaging application; and the reliability of equipment and the vendor.

Not every filling, palletizing or conveying application is "heavy-duty." If your application involves drums, totes or pails being filled and moved at high-volume intervals, it most likely requires rugged, heavy-duty equipment, especially if the

This lost production is the true cost of having to service or replace equipment.

equipment isn't maintained regularly.

"This is a long-term decision, so a lot of consideration must go into the demands of the system," advises Mark Yeck, operations manager at A&R Transport, a nationwide provider of bulk transportation, warehousing, and packaging services for the plastic, chemical, agricultural and food

industries. "For example, we're filling 1,500-pound IBC containers on our packaging line, and up to 2,400 pounds on the drum line. So, we need rugged equipment to consistently handle that weight."

Robust construction sought

Sam Ammary, a Los Angeles-based plant project manager for a global producer of gas, chemical and energy products, says it's also important for his company to have robustly constructed systems support for the firm's continuous operation of filling and carrying of totes and drums.

"It's best to design a system according to the requirements of the application, and that would especially apply to heavier-duty applications," Ammary says. "Conveyor rollers and bearings should be heavy gauge. The filler should be made in a heavy construction, built to withstand repeated tasks required for the application."

Over time, most filling, palletizing and conveying systems are subjected to daily abuse, such as severe impacts from forklifts operating in tight spaces, and less and less maintenance. If the system isn't rugged enough, production will suffer.

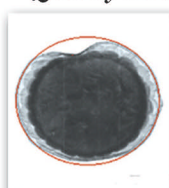
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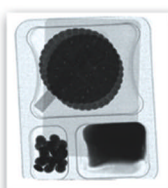
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Specialty Equipment, which provides equipment to both Yeck's and Ammary's firms, says that ruggedness is essential to companies that depend on 24/7 operation, especially when high-volume production and low maintenance of filling drums and totes are involved.

Says Carlton Rickard, vp of Specialty Equipment, "It's a huge problem for customers that experience downtime because their equipment can't take the wear and tear. Bolts loosen over time, which throws structures out of alignment and eventually leads to downtime and substantial costs."

True costs

"The choice to purchase less than heavy-duty equipment is solely to cut up-front costs," says Ammary. "But that decision will lead to higher maintenance costs over time. If you need to continuously run equipment, such as a filling system, the downtime can be a far higher cost."

Yeck agrees: "When you don't have a backup system and something goes wrong, then you're done. You're down until you can get it fixed. And, that means lost production, which can be very expensive."

This lost production is the true cost of having to service or replace equipment. Explaining just how expensive production losses can be, Rickard states, "A good example comes from a customer who makes mint flavoring additives worth \$10,000 per drum. If the drum-filling system is down for just one hour, then 20 drums are not filled, and that equals \$200,000 worth of production."

When you ask companies about maintenance costs, they might say they have a couple of mechanics on the site for every hour, at a cost of about \$300. In reality, it may be \$50,000 for every hour of production they lost while fixing the problem. The costs of replacement parts and labor often are incidental when compared to the costs of lost production.

Options impact bottom line

Most equipment manufacturers and systems integrators offer a range of options and accessories to enhance the functionality of packaging equipment. These accessories or upgrades can be critical to production throughput and directly impact the bottom line.

A supplier that can design, engineer, fabricate and deliver filling, palletizing, and conveyor systems can be an important resource.

Describing Specialty Equipment's range of services from analysis through

startup and post-sale support, Yeck states: "That range of capabilities is important to us. They actually designed and fabricated the line that we needed."

The initial assembly of the equipment was done in the U.S., at Specialty Equipment's home office in Houston. For this job, A&R Transport visited the manufacturing facility to see the assembled machine in operation before it was final installation.

"Then, it was dismantled," Yeck

explains. "They sent a tech rep here, did the installation and spent a couple of days with us making sure that we knew how to operate it and understood everything about it."

Real-world reliability

Reliability cannot be measured just by the durability and dependable performance of a piece of equipment. The responsiveness of the equipment vendor and its post-sale services also

contribute greatly to uptime.

"If we need any maintenance service that our people can't handle, which is rare, we depend on the vendor for needed support, assuring us of maximum uptime," Yeck remarks.

This article was prepared by Specialty Equipment, a supplier of filling, conveying and palletizing systems. For more information, contact Specialty at 713/467-1818 or www.specailtyequipment.com

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MACTac Vivid Ice BOPP label film with MP238 optically-clear adhesive shows off Private Spring Water's crystal-clear product for its many customers.

Labeling a clear response to market demands

A bottled-water company embraces a **CRYSTAL-CLEAR BOPP LABEL** material after putting the stock through a rigorous testing program.

Barb Axelson, Contributing Editor

At Private Spring Water, a supplier of custom-labeled bottled water to customers across the U.S. and Canada, it's important to present attractive product images. But it's equally important to provide quality and function.

The woman-owned small business is directed by Monica Churchill, president; her husband Ken Churchill, vp; and majority shareholder Lisa Knight. Its customers, including country clubs, hotel chains, wineries, restaurants and salons, demand the best as they strive to enhance their individual images.

Private Spring Water designs the containers, prints the labels and bottles the water in the same 10,000-sq-ft San Martin, CA, facility. It offers semi-gloss laminated paper, metallized-paper and film labels.

William Pappin, another company shareholder who is also printshop manager, says, "We also do company logos, tradeshow, events, birthdays, bar mitzvahs—you name it. Our customers had noticed clear labels and began asking for them."

Label stock hunt begins

Pappin put his 25 years of printing experience to work as he started to research the perfect label stock. According to Ken Churchill, "For our

customers, the label's appearance is the most important factor impacting the final product, and achieving a clear, 'no-label look' gives them the final, high-end esthetics required."

The transition from paper labels was underway. After working with several film suppliers to find

I put it through rigorous testing for clarity, adhesive, wet strength, and the label stock withstood everything I threw at it.

the right product, Pappin discovered that the one that performed very well through printing, converting and rigorous durability testing was a new product from **MACTac**, a subsidiary of **Bemis Co. Inc.** and a pressure-sensitive base material supplier in Stow, OH.

"They came in and looked at what we were doing," says Pappin. "Their crystal-clear material looked like it was printed directly on the bottles."

Called Vivid Ice, the label film boasts optically clear, 2.0-mil BOPP film top-coated for premium

printability by a range of technologies, including UV- and water-based flexography, screen, offset, gravure and thermal-transfer. Developed for semi-rigid and rigid containers, especially for food and beverage labeling, Vivid Ice is coated with MP238 clear adhesive—an optically clear, acrylic emulsion. The pressure-sensitive adhesive is resistant to water-whitening, is pasteurizable and has good open time. The label stock is united to a 1.5-mil PET release liner.

Passing the tests

"I put it through rigorous testing for clarity, adhesive, wet strength and the label stock withstood everything I threw at it," says Pappin. "You can't see the adhesive, and as far as adhesion goes, if you pull off a label during processing, you have five minutes to take it off (with no residue). Our quality-control standards are very high, and this is an excellent feature."

The product also went through die-cutting tests to ensure its ability to matrix-strip cleanly. Printability tests helped determine how well Private Spring Water's current inks adhered to Vivid Ice.

The converter/bottler uses a 7-in., seven-unit **Mark Andy** Comco Cadet flexo press, soon to be expanded to a nine-unit press. Depending on the particular label, designs can be printed in up

to seven spot colors on white paper stock, up to six spot colors on the Vivid Ice material or in four-color process on white or clear stocks.

"We do a three-dimensional or reverse-graphic label," explains Pappin. "We had issues with the right layout and the sequence of colors, but now our business is booming because of this particular item. I attribute a lot of that to

with scrapping mislabeled bottles. The company offers customers seven different bottle sizes from a small 8-oz to a large 1.5-liter.

Pappin notes that if a closure pops off or if the container becomes wet in some other way, the clear adhesive could turn milky white, but Vivid Ice has an anti-whitening agent in the adhesive. "I put [labeled bottles] in freezers,

under water, set them outside for a week, and even buried them in the ground," he says. "When we brought the labels in and washed them off, we found them to be absolutely bulletproof."

Private Spring Water began using the clear bottle labels approximately 18 months ago. "Our customers are thrilled, and so are we," Pappin notes. "It took some printing-press

reconfigurations to get it right. But as we got better and better at printing the labels, they now look like we're printing photographs."

More information is available:

Mactac, a Bemis Co., 866/262-2822.

www.mactac.com

Mark Andy Inc., 800/700-6275.

www.markandy.com

Our customers had noticed **clear labels** and began asking for them.

MACtac and their persistence in working with us. I basically acted as their database on a flexographic-printing machine."

Downstream on the press, the knives that are used to slit the labels prior to rewinding had a little trouble slicing through the material at first. MACtac fixed it right away, and Pappin notes that it was a team effort. "They were in charge of every situation; customer service has been there for us, and we've developed a really good relationship."

Sticking with the task

Additionally, Private Spring Water needed a film with an adhesive that would maintain strength and performance while adhering to a convex bottle, despite the film adjusting shape to conform around the complex surface. The adhesive also needed to provide some open time because of the costs associated



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This continuous-motion machine, left, applies trigger caps to metal cans of spray paint at a rate of 200 cans/min. The cans travel in pockets on the rotating machine, while the caps travel on a cap race. Both cans and caps are spun as the machine rotates until they are in perfect alignment, at which point, the caps are attached to the can by a downward force of 100 to 200 lb.

Rust-Oleum adds 12-oz cans of spray paint that feature **CUSTOM CAPS** with user-friendly and more ergonomic triggers that can spray paint in any direction, even upside-down.

Trigger-happy paint cans

Jack Mans, Plant Operations Editor

In the mature spray-paint market, packaging and product-use innovations are just as important as the product advancements themselves. Rust-Oleum Corp., a worldwide leader in protective paints and coatings for both the home and industry, recently launched its new Universal all-surface spray-paint line that combines innovation and product advancements.

A key feature of the 12-oz spray cans is the revolutionary cap that employs a user-friendly and more ergonomic trigger that makes the product easier to use. The new cans can spray paint in any direction, even upside-down, and the easy trigger actuation eliminates finger fatigue. The caps also include a drip guard to prevent paint from getting on the user's fingers.

Rust-Oleum's existing capping machines were not equipped to handle the unique needs required by this packaging innovation, so the company selected **Haumiller Eng.** to customize a continuous-motion system to ap-

ply and orient the special cap for its new packaging.

Trigger alignment is critical

A critical requirement was that the new trigger must properly align with the can's label. Haumiller addressed this through a novel assembly process that orients each cap precisely at high speeds.

As Rust-Oleum was developing the cap and the can graphics, the Haumiller team began adapting the Haumiller 4600 container/cap orienting system to work with the cap's unusual design. The custom system, which uses machine vision to detect a black eyemark on the label to help consistently position the caps, can run more than 200 assemblies/min. By using a continuous-motion system, the tooling never loses contact with each component, and thus ensures perfect alignment, Haumiller says.

Haumiller's technology allows Rust-Oleum to optimize



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- If a can is missing in a pocket of the main turret.
- If a can is misoriented before trigger assembly.
- If a trigger is missing or there is a misassembled trigger in the cap race.
- If three cans in a row are rejected from the same pocket.
- If a cap is not assembled correctly on the can.

the assembly process, maximize productivity and increase up time in production, while offering the most consistent performance possible.

“It is difficult to find new ways to generate growth and differentiate a product in such a competitive, mature market,” says Russ Holmer, president of Haumiller Eng. “But I think we found a way to make Rust-Oleum’s vision a reality and add value to its already superior product. We were able to reduce the risk of such a complex project and take the can’t-be-done concerns out of the equation for them.”

Tooling for cans and caps

In production, filled aerosol cans with a valve stem on top are delivered on a conveyor to the continuous-motion, 12-pocket orienting machine and enter a starwheel where two levels of tooling grip the can—one near the top and one near the bottom. A photo eye detects the presence of cans on the conveyor, and the machine stops if cans are not present. The cap assemblies are fed oriented with their open end down with the trigger trailing from a hopper to a vibratory feeder. They travel down a track and are picked up by grippers in the infeed starwheel just above the cans.

The cans and caps are then transferred to the main rotating turret. The cans enter the pockets, while the caps are transferred to a cap race. Each of the 12 pockets in the main turret is equipped with clips and a stepper-driven rotating stage with magnets that spins the can at 120 revolutions/min. A sensor detects the registration marks on the cans.

Rust-Oleum wants the trigger and label on each can to be aligned exactly the same on every can, so the sensor tells the control to stop the can spin

when the can is aligned properly to receive the cap.

The caps on the cap race are also spun as the turret rotates, until they reach the proper positioning with the trigger trailing. At this point, clips lift the cap off of the cap race, which ends at this point, and stroke down to apply the cap to the can.

As the turret continues around, an air-cylinder-actuated assembly cam applies 100 to 200 lb of force to finish

applying the cap to the can. The cans then travel through an exit starwheel onto a take-away conveyor. Cans without caps or missing triggers are deflected off the conveyor after they leave the machine.

To ensure that a cap is never stuck in the machine, a pin extends through the upper tooling as the rotating turret reaches the can exit point to release a cap if one is present, and an air blast blows it into a chute leading to a basket on the floor.

“I always admire the Haumiller team for looking at a problem logically and figuring out how to solve it,” says Bill Tucknott, project engineer for Rust-Oleum. “We knew it would be a tricky product launch, and I’m glad we chose Haumiller.”

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The Really Cool Food Co. aims for the peak of food quality and safety with the installation of new **X-RAY INSPECTION AND CHECKWEIGHING EQUIPMENT.**

'Really cool' inspection of organic foods

Lauren R. Hartman, Senior Editor

The Really Cool Food Co., LLC, an organic prepared foods manufacturer, tries to set its products apart by focusing on exceptional quality. The company's chefs develop and prepare great tasting, convenient and healthy meals, entrees, salads and side dishes with artisan care in its USDA-certified organic commissaries. In December 2008, the Really Cool Food Co. opened a state-of-the-art production and distribution center in Cambridge City, IN. Between its two facilities (the other plant is in New York State), it is capable of producing and packaging more than 30 million lb of prepared food each year.

As a measure of its quality-consciousness, the company recently installed AdvanChek x-ray inspection systems from **Mettler-Toledo Safeline** at its production facility in Cambridge City.

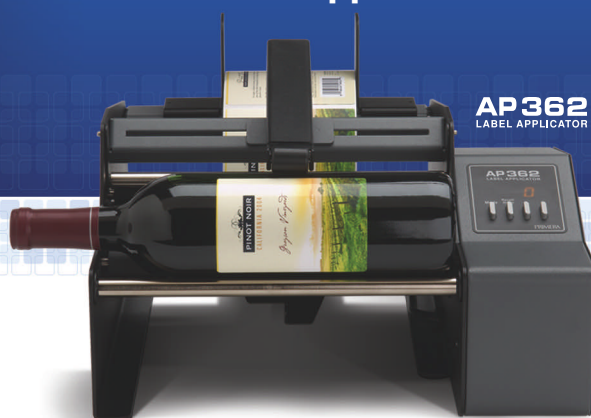
Safety above everything

When planning the equipment for the new Cambridge City facility, the Really Cool Food Co. contacted Mettler-Toledo Safeline's sales representative to discuss installing metal detectors for its tray-packing lines. "Food safety is priority No. 1 for us," says Grant Lorsung, co-president and COO. "We wanted the best inspection equipment possible and we got it, thanks to Pete Haggard at **Action Services**. Pete

showed us the benefits and value of using x-ray to check for objects with different densities versus using a metal detector that checks only for metal. The x-ray systems increase our ability to find a wide variety of foreign material, which helps us ensure the highest level of food safety."

The company says its \$30-million, 79,000-sq-ft facility in Cambridge City operates three processing lines for cooked proteins, which feed into two packaging lines. The two lines handle a variety of meal combinations, producing more than 120 products that are packed in PP trays ranging in size from 12-oz, single-serve home meal-replacement containers to 5-lb deli and foodservice packaging. To achieve maximum food

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Really Cool Foods' tray packs of organic entrees, salads and side dishes convey to one of two x-ray units which can detect many types of contaminants.

safety and shelf life, the company uses proprietary technology to seal the trays.

Says Lorsung: "When we were deciding on x-ray inspection, we chose to spend a little more and detect a wider range of foreign materials. The systems detect metal as well as bone, wood, glass, stones, plastic and a variety of other objects. Given our focus on quality, Mettler-Toledo Safeline was the No. 1 choice for x-ray, hands down."

The AdvanChek x-ray system uses a vertical, single beam and

When we decided on x-ray inspection, we spent a little more and detect a wider range of materials.

an electronically controlled, low-powered x-ray generator and proprietary data-and image-analysis software to identify objects that are of different densities than the product it's inspecting. Along with detecting foreign objects, the x-ray unit seeks product voids and can even verify that a product's composition conforms to the company's specifications.

"We found a few things that the x-ray systems have picked out that we couldn't believe—they were tiny objects," says Lorsung. "The system can find smaller pieces of metal than can most other metal detectors and has fewer sensitivity issues with water and vibration. The false reject rate is close to two percent, which is

Continued on page 46



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Optimum sensitivity

The company's two AdvanChek x-ray systems feature a color touchscreen control panel and a 300-mm-wide inspection area that can handle the Really Cool Food Co.'s full range of products being packaged on those two lines, from the home-meal replacements to the foodservice products. To

facilitate changeovers, the systems are preprogrammed with product-specific settings so that the operator simply enters a UPC code into the touchscreen control panel and "accept/reject" criteria for the specific product that's defined.

An auto-learn capability automatically analyzes product variations to continuously achieve optimum sensitivity throughout a production run, making frequent

calibration unnecessary.

Lorsung says that the x-ray systems take only about two min to change over. "They're the easiest thing in the plant to change over," he says. "What pleases us most about these systems, other than their detection capabilities, is their ease of operation. Our quality assurance manager and operators are all very happy with the Safeline x-ray systems."



During production shifts, the production room is kept at 37 to 40 deg F. However, during a sanitation shift, hot water and high-pressure washdowns can cause the temperature to soar and also create a lot of steam in the area.

But the inspection systems operate reliably, handling the temperature extremes without any compromise to the electronics during washdowns, thanks to their IP65-rated control panels.

Productivity is another important measure at the Really Cool Food Co., adds Lorsung. "With the Safeline systems, we haven't spent even five minutes on maintenance in the six months we've had them in operation. Their reliability saves time, saves headaches and guarantees that our food is safe."

Checkweighers, too

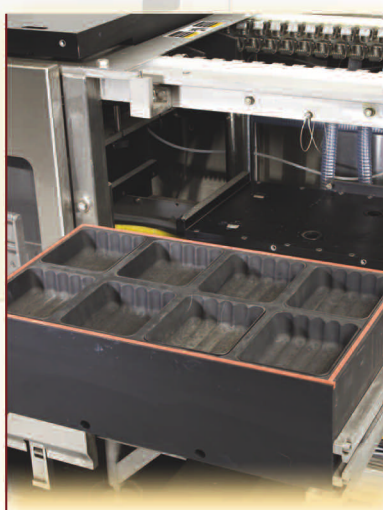
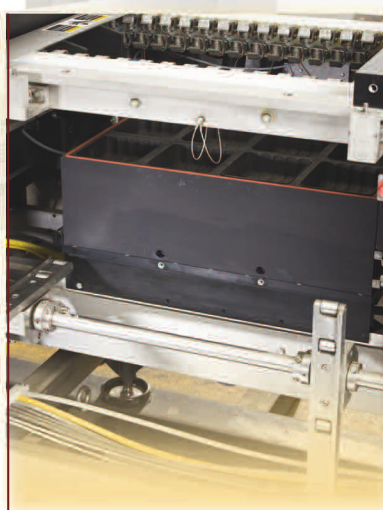
The company also selected Beltweigh XE checkweighers from Mettler-Toledo Hi-Speed for its new packaging lines. Installed on each line, the Beltweigh checkweigher inspects for underfills and overfills before the AdvanChek system inspects for foreign objects. Both inspection systems provide real-time analysis, detection and rejection to automatically remove out-of-tolerance products from the production lines.

"The checkweighers track and record the weight of every package," Lorsung says. "They also ensure the correct weight of every product, which is another way for us to assure that we're constantly providing customers with the highest product quality. We are laser-focused on food safety," he concludes, "and this facility is the realization of careful planning and a lot of hard work."

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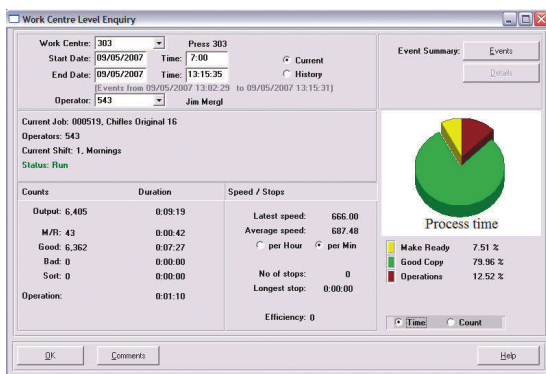
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ERP clarifies operations

Kendall Packaging adopts an enterprise resource planning (ERP) system **ACROSS ALL OF ITS FLEXIBLE-PACKAGING FACILITIES.**

Lauren R. Hartman, Senior Editor

Flexible packaging supplier Kendall Packaging, Mequon, WI, has added the PECAS Vision enterprise resource planning (ERP) package from **Radius Solutions Ltd.** to operations across all of its facilities. Serving a variety of consumer product manufacturers, Kendall custom-produces barrier pouch and package structures, rollstock, premade bags and striped-metallized film at facilities in Jefferson, WI, and Pittsburg, KS.

Positioned to meet nationwide distribution, Kendall serves customers in personal care, confectionery, baking, cheese and pasta market sectors. Providing quality packaging and exceptional service at competitive prices is its credo. Thus, Kendall consistently invests in technology that can help generate the latest packaging capabilities with shorter leadtimes, prime printing quality and on-time delivery to customers.

Recently, management saw the chance to replace an outdated management information system (MIS) with new software and underwent a rigorous five-month evaluation process. Kendall considered 10 companies before selecting six for product demonstrations. Two finalists were chosen for visits before the company decided on vision suites from Radius Solutions.

"We were very comfortable with Radius Solutions," says Mike Sallmann, Kendall's CFO. "We felt they understood our business, had a very detailed implementation plan and were a sizeable and financially sound organization. We were also confident that their vision system would fit our needs right out of the box."

Kendall is implementing Radius' entire PECAS vision suite, which comprises estimating, order management, scheduling, costing, production management, production-floor data collection, customer relationship management, materials

movement, quality management and reporting.

Enhancing customer service

Kendall says the new system should generate a fast return on the investment through "the marriage of disparate systems," which will eliminate manual record keeping and eliminate the need for maintaining separate spreadsheets and databases.

The new system will also enable Kendall to quickly compare cost estimates against actual costs. "The PECAS Vision system will help us enhance customer service and improve estimating and scheduling processes," Sallmann says. "In short, it will provide the foundation for significant business growth, without the need to increase the staff."

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Green will grow

A new environmental marketing study shows that despite tough financial times, **GREEN PURCHASING STILL SHOWS SIGNS OF GROWTH**. But purchasers want more from their green purchases, as performance and price score high on their checklists.

When purchasers look to buy packaging, some of the top factors that influence their decisions are performance and price, according to the recently released EcoMarkets 2009 Summary Report by TerraChoice Environmental Marketing.

The EcoMarkets Report is an annual survey of green purchasing trends and behaviors across North America. It was completed by more than 580 professional purchasers in the U.S. and Canada between April and July 2009 in partnership with the National Institute of Governmental Purchasing (NIGP), the Purchasing Management Association of Canada (PMAC), and the Buy Smart Network (formerly known as the Sustainability Purchasing Network). Collectively, these respondents are responsible for spending \$24 billion a year while their organizations spend more than \$68 billion annually.

Purchasers prize price, performance

Although the study's respondents attributed some importance to all of the purchasing factors indicated in the survey, price and performance were ranked as

most important in a list that also included environmental and social considerations.

Respondents were asked to compare green packaging products with their conventional counterparts in terms of performance and 61 percent selected the option that green performs the same while 15 percent of purchasers believe that green packaging products perform better (see Fig. 1).

Comparing "green" packaging products against traditionally used containers, bags and sacks revealed that slightly more purchasers believe that green packaging costs more while 30 percent see it as costing the same.

Shining bright in dark economic times

Throughout the EcoMarkets study, findings suggest there is plenty of room for green product growth in the marketplace. In fact, 83 percent of purchasers expect to be buying more green in the next two years. Third-party eco-labels will also continue to play an important role in helping purchasers identify leading environmentally-preferable products.

As part of the EcoMarkets study, respondents were asked whether their overall

How conventional packaging, bags and sacks compare with green packaging, bags and sacks in terms of performance (2009)

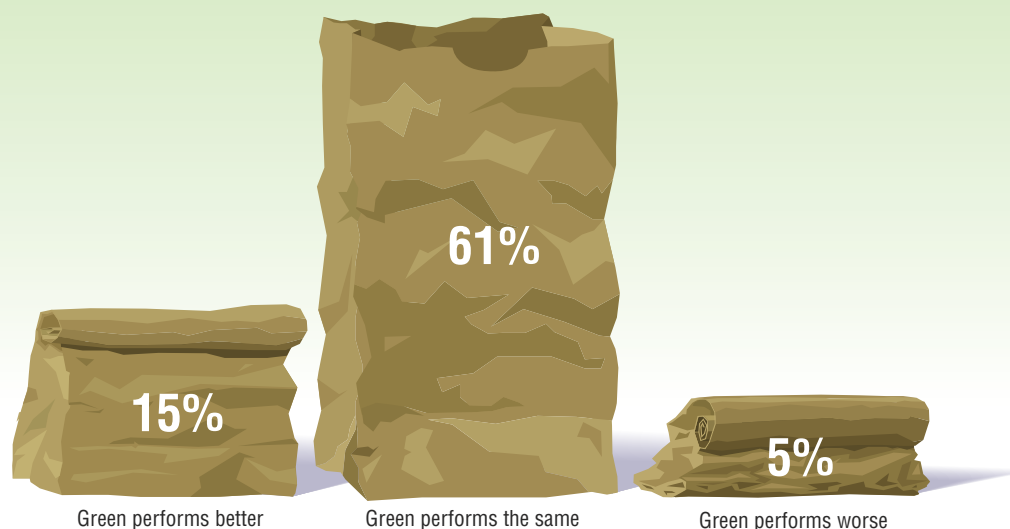


Figure 1

procurement budgets increased, decreased, or stayed the same over the past 12 months. Of the 21.2 percent whose budget increased, 57 percent plan on being more active in green purchasing; of the 37.5 percent whose budget decreased, 60 percent also reported plans to be more active in green purchasing.

The survey found that of 30.8 percent whose budget remained the same, 57 percent plan to be more active in green purchasing (see Fig. 2). Therefore, despite tougher economic times, the outlook for green purchasing looks very positive.

To further illustrate this positive outlook for green purchasing, the majority of professional purchasers (64.1 percent) reported that the current economic situation has had no impact on their amount of green purchasing relative to "regular" purchasing; 16.1 percent reported a slight increase in the amount of green purchasing (0.5 percent reported a significant

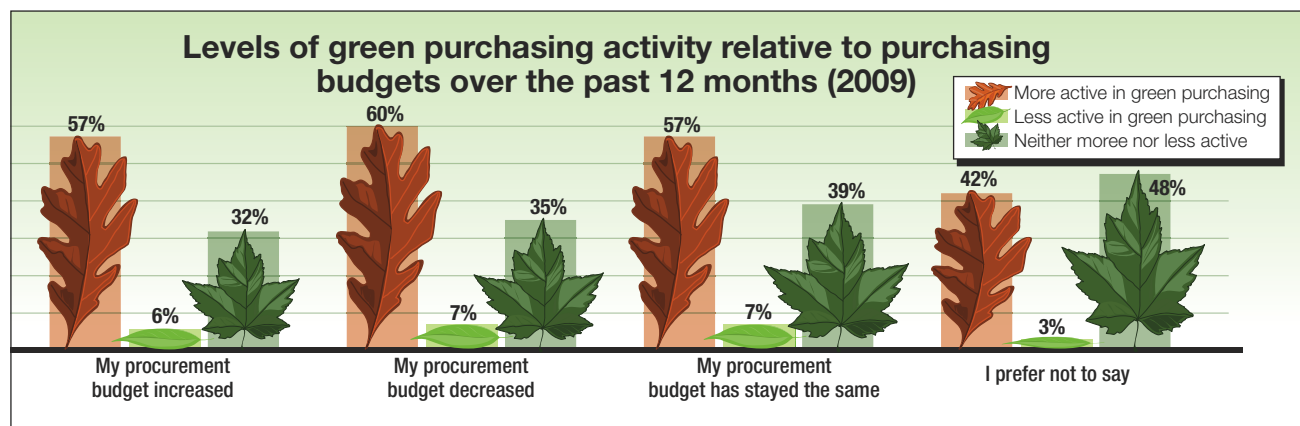
The majority of professional purchasers reported that the current economic situation has had no impact on their amount of green purchasing relative to "regular" purchasing.

increase, and 15.6 percent reported a marginal increase); and the smallest percentage—4.2 percent—reported a decrease in green purchasing (3.8 percent reported a significant decrease, and 10.4 percent a marginal decrease).

More than three quarters (79 percent) of purchasers who stated a belief that North America is in a short-term recession (one to two years) predict that their organization will do more green purchasing in the next two years; 84 percent of those who opined that North America is experiencing a longer-term recession of three to five years still anticipate more green spending within their organizations over the next 24 months. Even those respondents who stated a belief that the North American economy has entered into a depression anticipated that their

Continued on page 50

Figure 2



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organizations will do more green purchasing.

Politics might affect purchasing preferences

What influence will federal governments in the U.S. and Canada have on the amount of green purchases in North America? More than three quarters of purchasers (76.3 percent) believe that the Obama Administration in the U.S.

will have a positive impact on green purchasing in North America; more green purchasing will occur as a result of the Obama Administration's policies. The greatest percentage of purchasers feel rather neutral about the impact the Harper government in Canada will have on green purchasing; 42.4 percent believe that green purchasing will neither increase nor decrease as a result of the Harper government's policies.

Corporate initiatives can ignite sales

This year, more general green purchasing trends were also examined. For instance, it became clear that a popular way to support and influence green purchasing is through the development of organization-wide sustainability policies and/or green purchasing policies.

Most North American

organizations have either already implemented a sustainability policy and/or green purchasing policy, or have plans to implement such policies in the near future. More than half (56.5 percent) of organizations have either a formal or informal organization-wide sustainability policy. Of those organizations without such a policy, 53 percent have plans to implement one in the near future. Similarly, 57 percent of organizations either have a formal or informal green purchasing policy; and 54 percent of those organizations without one plan to implement one soon.

Ecolabels can build credibility to green claims

When it comes to selecting green products, eco-labels can increase trust and confidence in green products. In fact, 88 percent of buyers use and/or recognize at least one ecolabel. In the U.S., Energy Star, Green Seal and EcoLogo are the top three most recognized ecolabels with recognition rates of 88 percent, 61 percent and 59

More than three quarters of purchasers believe that the Obama Administration in the U.S. will have a positive impact on green purchasing.



percent, respectively. In Canada, the top three most recognized eco-labels are Energy Star, EnerGuide and EcoLogo, recognized by 81 percent, 76 percent and 62 percent of purchasers, respectively.

When it comes to ecolabels in the packaging sector, EcoLogo has a variety of standards available, including reusable utility bags, recycled plastic products, food containers, plastic film products and paperboard. GreenSeal also has a number of standards in the packaging sector, including plastic resin film bags (in development) and reusable utility bags.

Kate Rusnak is a communications consultant for TerraChoice Environmental Marketing. The EcoMarkets 2009 Summary Report is distributed freely at www.terrachoice.com.

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Collaboration modernized

Product Life Cycle Management technology can help control the **INTERPLAY OF PACKAGING DESIGN DATA**, thus preventing errors, write-offs, delays and brand erosion.

Recently, the design team at a major consumer packaged goods/food-and-beverage (CPG/F&B) company spent a considerable amount of time optimizing the size and position of the brand logo on the front, top and two side-panels of a club-size box. Meanwhile, in another location, the company's package development team worked on optimizing the strength and cost of the box's handle.

What neither team knew or could foresee was that when the artwork was combined with the final package specification, the resulting carton would have a handle rivet piercing the central element of the brand logo on each side of the box. The product went to market with this flaw undetected, and ultimately led to a redesign that would otherwise have been unnecessary. Money, productivity and some amount of brand equity were sacrificed in the process.

No individual or team did their work poorly. The carton was surely beautiful in design, and the handle was certainly up to its challenge.

Derisive diversity

Packaging and artwork management is generally recognized as one of the more challenging aspects of bringing a new product to market. Part of the reason why packaging and artwork management is so challenging is that project team members in nearly every phase of the design process are myriad and diverse (see Figure 1).

A study by Siemens PLM Software in conjunction with AMR Research of
Continued on page 52



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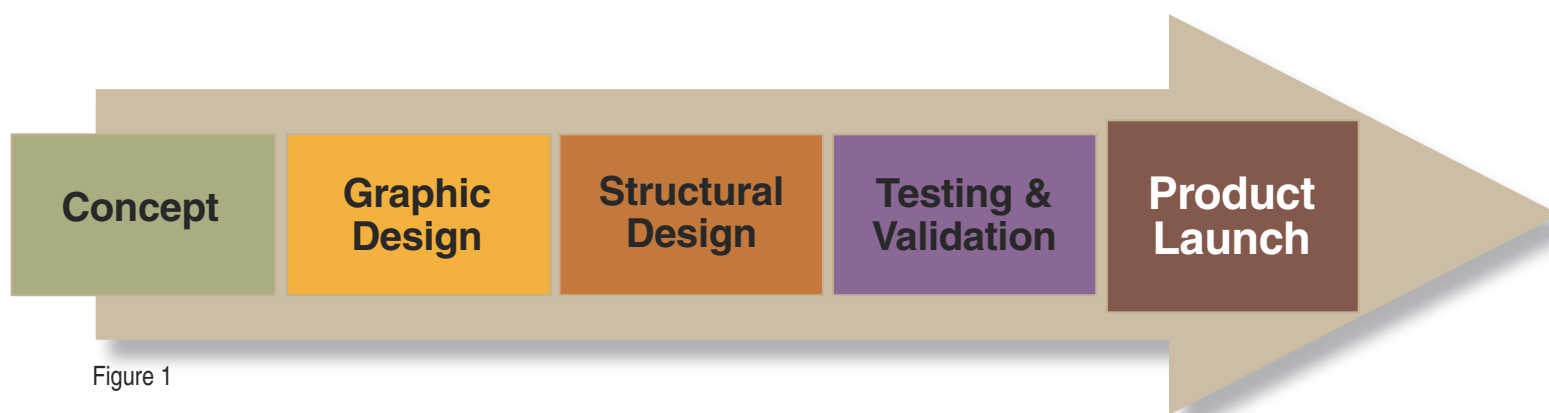


Figure 1

128 respondents in the CPG/F&B industry showed that each of eight disciplines listed in the survey questionnaire were named as required collaborators in the process. For example, during the concept phase, every discipline was seen as a key collaborator by a minimum of 34 percent of the respondents (see Figure 2).

An even greater degree of minimum collaboration was seen across the other phases of the process including artwork development, testing and validation and launch. When one considers the degree of collaboration across so many disciplines that's necessary to pull off more than 900 projects/year, which is the all-company survey average, the need for automation and control of packaging and artwork data becomes clear.

No place for [inter]play

The IT architecture of most CPG/F&B companies today is built on two pillars:

1. Enterprise resource planning (ERP) systems that address the needs of the transaction and financial processes of the company; and
2. Document-centered office productivity

When all of these requirements are in the systems and tagged to the same product, conflicts can be clearly identified.

suites that provide individual workers with flexible communications tools.

Neither of these pillars provides an effective platform for managing the interplay of communications about consumer and retailer messaging; brand and business requirements; geometry; imagery; instructions; ingredients; claims; and all of the other information that's required in the packaging development process. The consequences of suboptimal IT support for this critical process are errors, write-offs, delays, recalls and brand equity erosion.

Product Life Cycle management (PLM) software addresses information and collaboration challenges by providing a technology platform that manages all brand and package assets in a single, accessible database;



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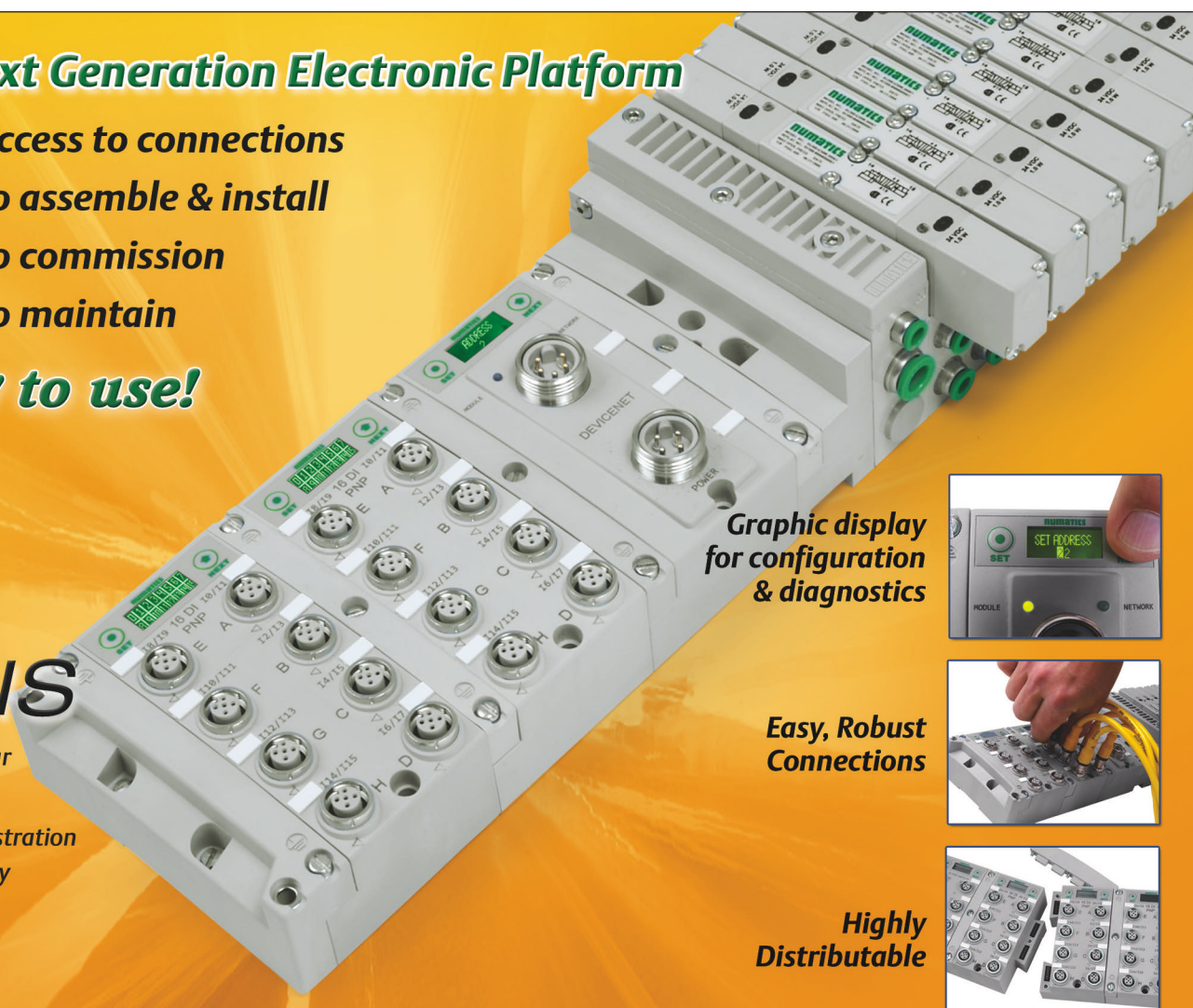
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facilitates the aligned creation of creative and technical briefing documents; provides and supports a variety of tools for accelerated virtual package design and package testing; drives the flow of work in the artwork development; aids approval processes as well as the entire packaging and artwork-management process; and enables on-demand rendering of the artwork through the entire process. It's somewhat surprising that only 29 percent of the aforementioned survey respondents are using this technology today in any way.

Avoiding the write-off

According to the survey, packaging write-offs as a percentage of revenues are growing over time for most companies. The average value for write-offs in the most recent year among the respondents was 1.4 percent, an enormous waste number considering that the average revenue of responding companies was in the range of \$10 billion. Yet a full 16 percent of the companies claimed packaging write-offs of more than 2.6 percent.

CPG companies that use PLM software minimize write-offs and other errors due to outdated specs or content. The PLM keeps the efforts of each player in sync, even as many things may be changing simultaneously, and can even encourage collaboration.

Conflicts between the objectives of different disciplines can be dealt with early on and at minimal cost. For example, the marketing leaders of a packaging design project may want a large front panel of a carton to convey maximum impact in the store aisle. Yet the manufacturing team on the same project may want a shorter carton to enable stability in manufacture. Sales needs the package to stay within the facing guidelines of key retailers to ensure maximum distribution. When all these requirements are in the systems and tagged to the same product, conflicts can be clearly identified. Using the

Consequences of suboptimal IT support for this process are errors, write-offs, delays, recalls and brand equity erosion.

information from the PLM, the CPG company can consider all stakeholders' requirements and size the box accordingly.

Survey results indicate that many

CPG companies plan to adopt PLM technology in an effort to improve the performance of their packaging and artwork management processes.

Nearly 40 percent of the survey

respondents plan to implement PLM technology within the next year; another 26 percent of respondents plan to evaluate PLM software in that timeframe.

Dan Staresinic is the worldwide director for consumer products and life sciences for Siemens PLM Software. For more information, visit www.plm.automation.siemens.com

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Figure 2 – Survey Response:
Concept Phase Collaboration

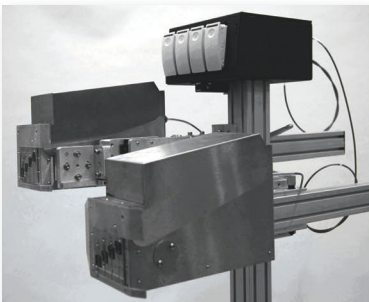
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Agency	45%
Manufacturing	43%
Procurement	43%
Sales	41%
Supply chain	34%

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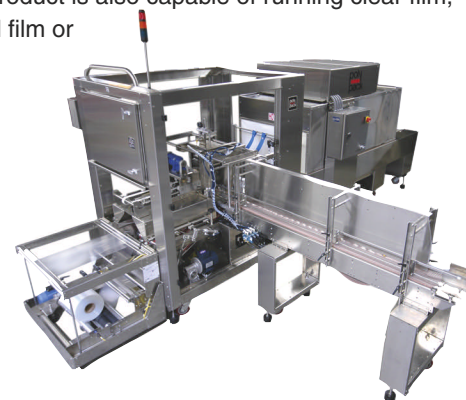
Ink-jet printer The CaseJet™ MVP line of HP thermal ink-jet-based case-coding systems is designed primarily for food processors and packagers. The coder comes in three models: An economical basic model that prints up to 4-in. of 2-in.-high text, graphics and bar codes using one or two printheads; a mid-range-plus model with additional software and connectivity options; and the top-of-the-line pro model, which prints up to 16 in. of 2-in.-high text.

RSI Systems LLC, 866/774-6847. www.rsipro.com



Shrink wrapper The TANGO 24 shrink wrapper offers three different interchangeable infeeds and uses an intermittent-motion wrapping assembly capable of running up to 20 bundles/min without using a seal bar. The product is also capable of running clear film, random pattern printed film or print registered film.

Polypack Inc.,
727/578-5000.
www.polypack.com



Laser label applicator

The iCon laser is a laser-coding system priced less than \$10K. The co. also introduces a three-panel printer/applicator specifically for production lines requiring the application of multiple labels to cases or pallets at the same point on a production line. The printer/applicator allows one machine to do the work of three, the co. reports.

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



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Sealer The MPS 6000 line of band sealers has been upgraded to improve the functionality of the control package. The sealer now has increased capacity of the sealing section, is more flexible and can handle a broader range of applications, the co. says. The new design allows for the easy customization of the machine, either at the time of order or in the field.

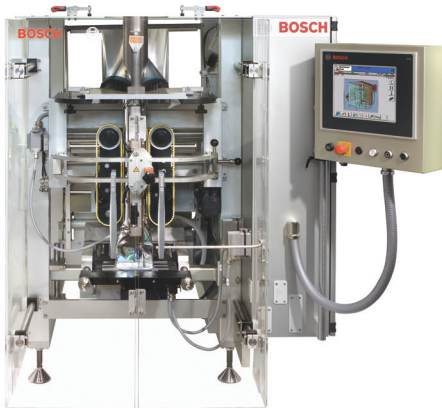
PlexPack Corp., 416/291-8085.
www.plexpack.com



CHINA-HUALIAN MACHINERY GROUP CO., LTD.

Conveyor/filler/capper Uniline, a new conveying, filling and capping system, integrates the functions required to form a counting line, including container loading, desiccant insertion, counting and filling, cotton insertion, capping, coding, metal detection and rejection. Positions each container inside a dedicated housing, ensuring traceability at every stage of the packaging cycle, from loading to rejection, the co. states. No change parts are required for container changes, irrespective of diameter, height and shape. The system is designed to guarantee total visibility and accessibility during this phase, the co. reports, preventing any stray product from becoming hidden on the conveyor line.

IMA North America Inc., 215/826-8500. www.ima.it



Vertical bagger The SVI vertical bagging machine's low height and numerous in-field upgrade options make the new bagger suitable for a wide range of food and nonfood applications. The combination allows the intermittent-motion SVI machines to produce bags with a corner seal as well as doy-style bags with optional zippers. The co. can upgrade the machine for corner sealing with an additional module. For production of several standard bag styles, the operator changes the forming set. Packages a wide range of food and nonfood products such as powders, bakery items, tea, coffee, fresh pasta, as well as pet food and detergents.

Bosch Packaging Technology, 715/243-2404.

www.boschpackaging.com

Ambidextrous labeler

The e300 labeler features an ambidextrous design and user-adjustable dispensing speed. It's capable of labeling at rates up to 1,000 in./min. It has PLC controls with a color touchscreen HMI. The labeler also comes with a cradle mounting, a wipe-on brush applicator and a variety of field-convertible options, including a tamp/blow applicator, an alarm fault package and a T-Base stand.

Labeling Systems, LLC,

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Case erector The 450 case erector has a large-capacity KD case magazine that ensures nonstop operation. Automatically indexes stacks of KD cases when needed, and may be refilled at any time without lifting cases. Optional case magazine extensions are available to allow for additional capacity. The erector also features high-speed production, a walking beam-case drive that automatically squares cases as they are transferred through an erector, and a servo-operated sealing ram that ensures precision compression. Also has Intelligent Control for high-speed operation and provides real-time operating data, comprehensive production reports and independent operation of all functions, diagnostics and changeover settings. Erects and seals RSC and HSC cases at speeds of up to 55/min. Model 450 measures 16x9 and can be installed on most packaging lines, the co. states.

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



Vf/f/s machine The redesigned XPdius high-speed vf/f/s machine is designed to pack a variety of products including snackfood, petfood, meat, poultry, seafood, grain, powder, fresh and frozen produce, pharmaceuticals, baked goods and more. The machine has an open, user-accessible design that provides easy access to all operating functions, and has a film-splicing table and an easy-to-wind film roller assembly with film tracking that keeps film centered. The machine now has an even quicker film changeover than the previous generation, the co. states.

WeighPack Systems Inc., 514/422-0808.
www.weighpack.com



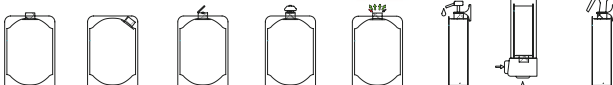
Ink-jet printhead The TJ500 Thermal Jet printhead is constructed of a sealed, industrial-grade housing with a stainless-steel faceplate and built-in photo sensors to detect product speed and direction. The printhead's Smart Level ink-detection system provides "ink-low" and "ink-out" status of the ink cartridges. As a fully licensed HP partner, the co. has designed and engineered a printhead that's economical and easy to use. Suitable for many one- and two-line marking/coding applications, UPC-A bar codes and alphanumerics, the unit can print one or two lines of characters 1/4- or 1/2-in. tall, and reaches speeds of 300 dpi. **Diagraph**, 800/722-1125. www.diagraph.com



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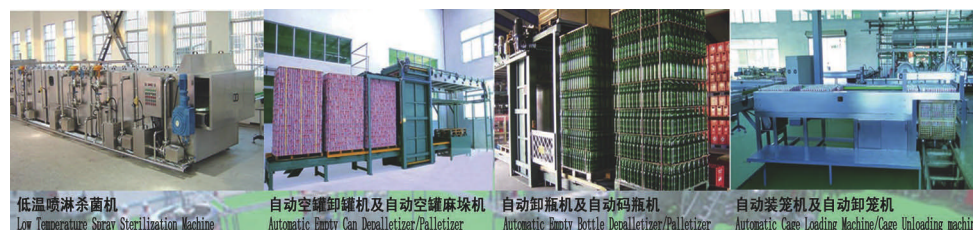


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system integration

According to the website of the **Control System Integrators Association** (www.controlsys.org), a system integrator is “an engineering organization that focuses on industrial control and information systems, manufacturing execution systems and plant automation that need application knowledge and technical expertise for sales, design, implementation, installation, commissioning and support.” A system integrator “takes a problem that may have some engineering input and that

automate a packaging operation. Not surprisingly, the most common reason a majority of the three groups cited was “to control labor costs.” Some responding to this survey offered specifics about how they responded:

- “We developed a machine that reduces the workforce from 16 persons to four. The overall cost of the machines was lower than the monthly cost of the workforce replaced.”

- “Within the last year, we replaced a manual, industrial bag-filling and palletizing line with automated baggers and robotic palletizing. Labor dropped from three to one person per shift.”

- “We automated a small assembly operation that went from four operators to one and increased output by 225 percent.”

These respondents didn't mention if they'd employed system integrators for their labor-reduction projects, but automated baggers, robot palletizers and automatic assembly machines are all in a day's work for a packaging integrator.

For packagers, “gaining production efficiencies” was a close second among their reasons to automate.

OEMs and integrators agreed, but not nearly as

much. Here's what some of the packagers said about achieving greater efficiency:

- “We recently added

case sealers to our fractional packaging line that save about 8 seconds per case, at 2 to 3 million cases per month.”

- “We implemented software cycles for quick changeover, from beverage flavor to beverage flavor, and saved about 90 minutes of run time per day.”

Gaining a “competitive edge” is a top reason to automate, though packagers were much more likely to say so. When the integrators were asked what they thought their clients wanted most, only about half said “eliminate manual operations.” Slightly fewer said, “remove production bottlenecks.” These are low percentages, considering the packagers reported their top two priorities to be controlling labor costs and gaining production efficiencies.

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.



Why use a system integrator?

has general requirements and specifications and provides an answer that includes final project engineering, documentation, procurement of hardware, development of custom software, installation, testing and commissioning.”

Presumably, packagers who hire system integrators require such services, but what is it that packagers hope to accomplish with the help of a system integrator? Last year's Packaging in Automation study (www.packagingdigest.com/automationresearch) addressed that question.

Packagers, packaging OEMs and packaging integrators were asked to name the main reasons to



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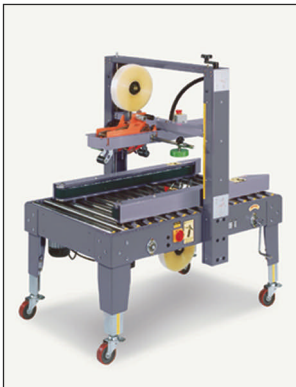
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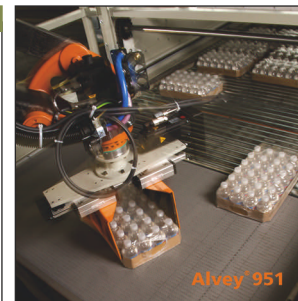
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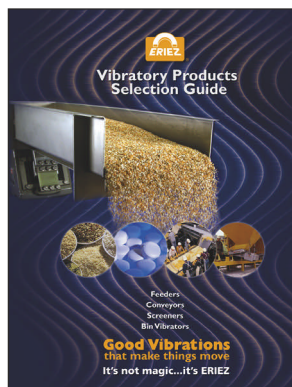


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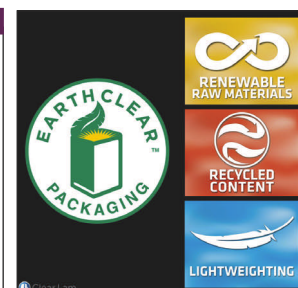
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5E2382 Imar Multi-lane Vertical form / fill / seal 180ppm
5E1040 Kaps All Automatic 4 spindle Capper 80 cpm
R23241 Kiss Pkg Semi Auto (6) spindle capper 150cpm
5E0950 Kisters In-Line shrink bundler w/tunnel 120cpm
6M1980 Lock s/s 1.5" H x 24"W Aperture Metal Detector

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

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MOVERS & SHAKERS



Dennis Smith
A. Schulman Inc.

A. Schulman Inc. appoints Dennis Smith director of new business applications and Oliver Stahl general manager, engineered plastics, North America.

Ball Corp. names Gary E. Woeste vp, sales and marketing, for the Metal Food and Household Products Packaging Division,



Gary E. Woeste
Ball Corp.

Americas.

International Packaging Research Assn. elects Thomas Goedecke president.

All-Pak Inc. hires Matt Evanovich as a



Larry D. Fischer
Elsner Engineering Works Inc.

national account manager, Pittsburgh-based sales, for the Custom Solutions Div.

Elsner Engineering Works Inc. promotes Larry D. Fischer to sales manager for the Americas.

Adept Technology Inc. appoints Rush LaSelle as director of global sales and marketing.

EskoArtwork appoints Bryan Stringer



Bryan Stringer
Esko Artwork

worldwide business development manager, sign and display.

Menasha Corp. promotes William F. Ash to president of ORBIS Corp., Menasha's second-largest operating



Timothy T. Griffith
Smurfit-Stone Container Corp.

division.

Smurfit-Stone Container Corp. appoints Timothy T. Griffith vp and treasurer.

Eriez partners with Richard Parmee, founder of Cheyney Design and Development and the Sapphire Alliance.

TGW-ERMANCO hires John Clark as director of marketing and promotes Del Deur to director-product



John Clark
TGW-ERMANCO

development, Edward Smithburg to director-sales support and Rodney Wilson to director- systems integration. **Neopac** appoints Martina Christiansen director of sales, Pharma.

CELEBRATING

Avery Weigh-Tronix gains Class A certification for its software development from the Carnegie Mellon Software Eng. Institute. The **TPackagign Machinery Mfrs.' Institute** chooses names five packaging industry leaders for the Packaging Hall of Fame Class of 2009: Patrick J. Helm, Balluff Inc.; Mark Jacobson, Econocorp Inc.; Dwight C. Schmidt, Fibre Box Assn.; James E. Scott, JES Packaging; and Dennis E. Young, Michigan State University.

BUYING & ALLYING

Motoman Inc. partners with Agile Planet, Inc. **HP** allies with R.R. Donnelley & Sons for development of an HP Ink-jet Web Press solutions and establishes an additional sales channel for HP Ink-jet Web presses with Pitney Bowes. **Unisource Canada** acquires Mondrian-Hall Inc. **Thiele Technologies Inc.** buys the Hudson-Sharp Machine Co. **Rovema Global Packaging Group LLC** acquires BOSSAR S.L.

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

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Abbott expands sustainable packaging programs

Abbott reports further progress in meeting its goal of a five-percent reduction in the amount of packaging used in its key products by 2013. To achieve this goal, the company has launched or is in the process of launching more than 40 sustainable packaging initiatives across its nutrition, pharmaceutical and medical products businesses.

www.packagingdigest.com/abbott

Kraft will chop packaging supplier base

Kraft Foods Inc. plans to cut its base of suppliers in half, including packaging suppliers for a number of brands. Kraft sees the effort as the next logical step, following several years of closing plants, selling brands and shifting money into marketing budgets. www.packagingdigest.com/kraftsupplier

www.packagingdigest.com

Killer drink



The Ugandan government suspended the production of potent gin after 19 people died and eight others were hospitalized. The Uganda National Bureau of Standards says the packaging and distributing of gin in plastic sachets and bottles has been banned.

Companies will now have to

pack the gin in glass bottles—but that makes it too expensive for many locals to afford ...

www.packagingdigest.com/killergin

Talk back!

Here's what readers of packagingdigest.com are saying.

PMMI should be complimented for their continuing effort to highlight innovative packaging and especially for committing significant floorspace [to PACK EXPO Selects]...

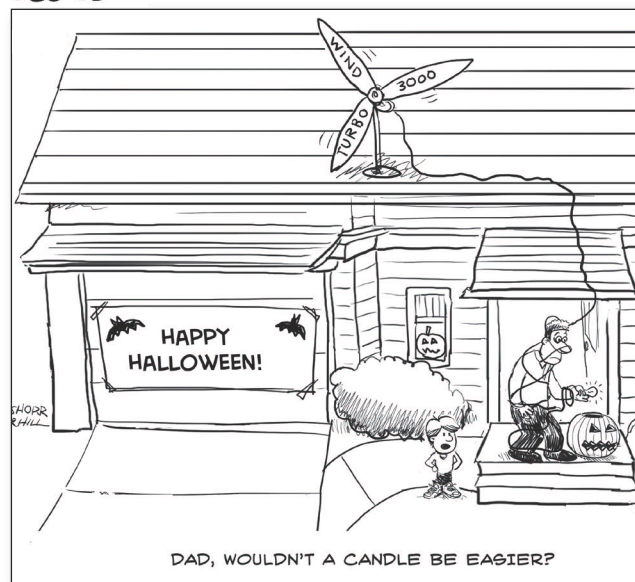
Robert Kimmel, in response to "PACK EXPO Selects puts spotlight on innovations"

Can this #\$\$@% be recycled?...

Black Jack Shellac, in response to "New fruit puree snack in squeezable pouch"

While I agree with you that there is mass confusion in the marketplace, I take some exception to the idea that the responsibility all lies with the consumer. As a packaging engineer for several (very large) consumer goods companies, we are also forced to bend to the needs of the market. And the media plays right into this. *Pkggeek*, in response to blog post "An eco dictionary...kind of"

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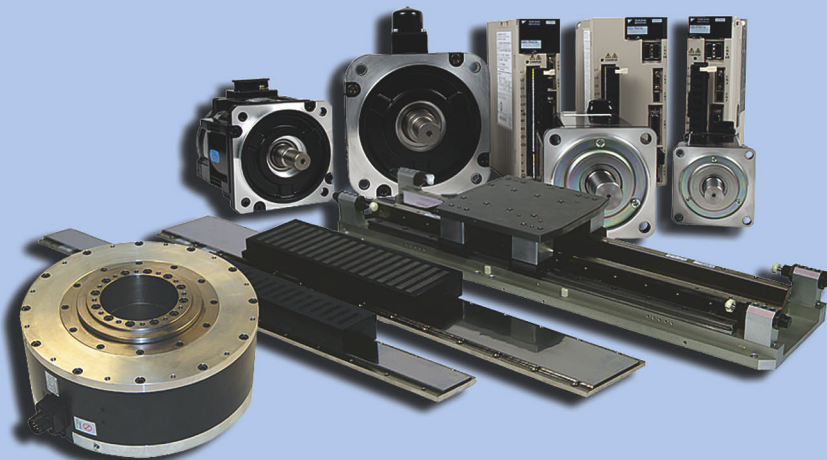
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