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FLEXING MUSCLE:
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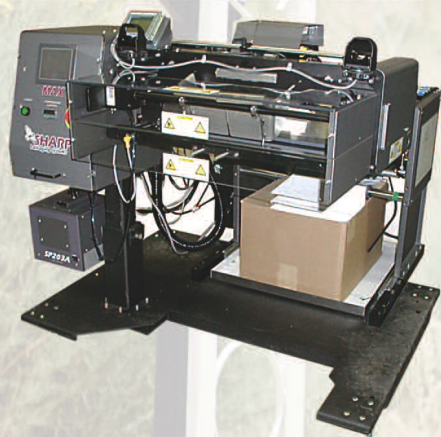


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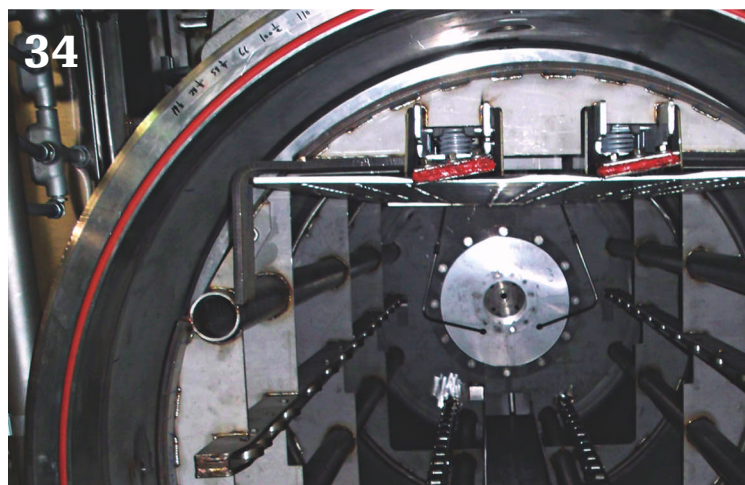
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staff

Editorial/Production Offices

2000 Clearwater Dr., Oak Brook, IL 60523
630/288-8000 Fax 630/288-8750



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



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

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

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

EXECUTIVE OFFICERS

Charles, G. McCurdy, Chief Executive Officer

Daniel Koskovich, Chief Financial Officer

Ron Wall, Senior Vice President, Publications

Kevin O'Keefe, Senior Vice President, Events Division

Roger Burg, Vice President, Operations

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Patricia Spinner, Senior Group Publisher
973/808-1250
patricia.spinner@cancom.com

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packaging concepts

Heinz dips into new packet



Heinz has developed a new Dip & Squeeze ketchup packet, a dual-functional package that, according to the company, marks the first ketchup packet makeover for the foodservice industry in 42 years. The new packet has two dispensing sections: A peelable opening that allows users to easily dip foods such as fries into the ketchup; and a tearoff tip to squeeze the condiment onto foods outside of the packet. Heinz says that Dip & Squeeze also holds three times as much ketchup as a traditional condiment packet, and Heinz says that the new larger size eliminates mess associated with opening multiple traditional-size packets for a meal.

"Americans love Heinz Ketchup, and now the Dip & Squeeze product makes it easier and more fun for them to enjoy it on-the-go," reports Dave Ciesinski, vp of Heinz Ketchup. "From dipping nuggets and fries to squeezing ketchup on hamburgers or eggs, the Heinz Dip & Squeeze product gives consumers more flexibility, so they can have fun and enjoy eating Heinz Ketchup on whatever and wherever they want."

Packaging details are proprietary, says Jessica Jackson, group leader, public relations and communications for Heinz North America, but the new package is sure to win favor with consumers.

Shaped like the familiar Heinz ketchup bottles, and displaying bright red Heinz graphic elements, the packet also resembles a thermoformed base-and-lid combination often used for barbecue sauces, mustard dips and the like for fast-food use.

Very cherry jar and cap speak volumes

To achieve a bold unmistakable look for its new Very Cherre™ Montmorency Tart Cherry juices, Old Orchard has adopted brightly colored twist-cap closures from **Crown Closures Americas (www.crowncork.com)**, a business unit of Crown Holdings Inc. The juice is packaged in eye-catching squat 11-oz bottles from **Saint-Gobain (www.saint-gobain.com)**. While the round shape adds a premium look to the brand, it somewhat limits how much information can be communicated to consumers. With the help of Crown, the brightly colored closure turned into an impactful branding platform. A two-color printing process communicates Very Cherre's key health benefits and messages to consumers around the skirt of the closure, including, "Antioxidant Rich" and "Super Premium." The bottles are sold in groceries throughout the U.S.



Resealable can drives Monster's DUB edition

Monster Energy has partnered with custom car magazine publisher DUB Publishing and cofounder Myles Kovacs to develop its latest Monster Energy product, Monster Energy DUB Edition. Monster launched the new beverage in a 32-oz, resealable Jumbo Cap Can from **Ball Corp. (www.ball.com)**. Said to be a first for energy drinks, the can includes logos for both brands and a nod to the automotive culture. The can end has a patented, eye-catching, lug-cap closure from **Dayton Systems Group Inc. (www.dsgtech.com)**.

"Monster Energy DUB Edition is a truly innovative package—a unique beverage in the first-ever 32-oz Cap Can," says Mark Hall, president of Monster Energy. "It's the first co-branded, urban-targeted energy drink, and the can design communicates the product's functional nature and aggressive positioning."

According to DUB's Kovacs, the drink was created to target males 18-34. DUB approached Monster about the partnership because no other energy drink company had captured this particular consumer. The aluminum Jumbo Cap Can is lightweight, portable, unbreakable, quick to chill and 100-percent-recyclable. It's also resealable, a rather unique feature, and has an unusual "pop-and-smoke" effect when opened.



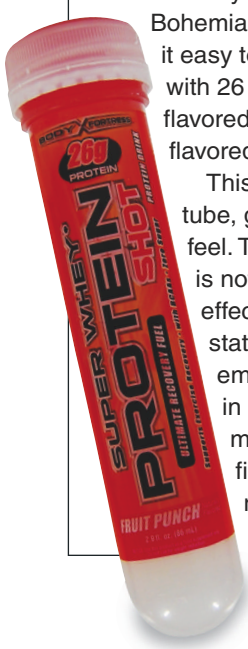
Launch pad

New Product of the Month

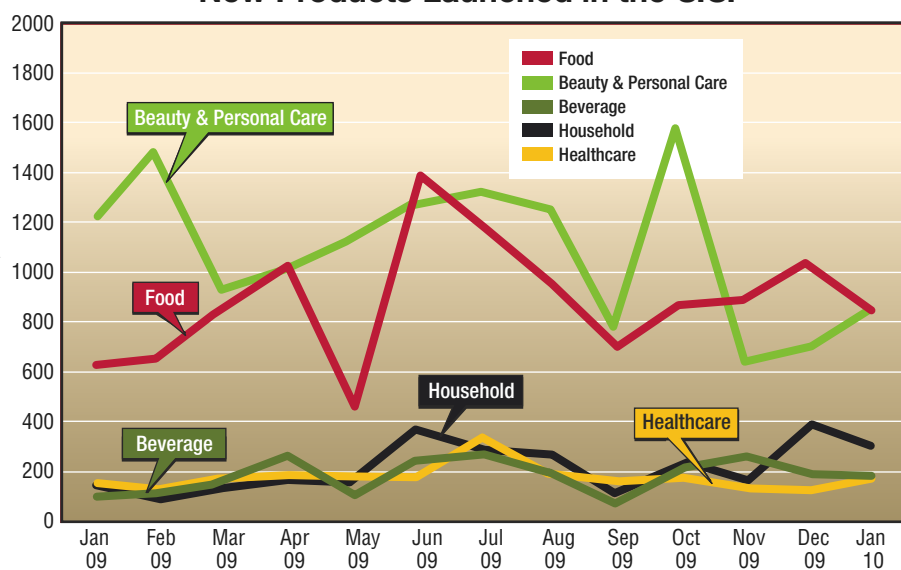
Protein shot encapsulates cool

The Body Fortress Super Whey Protein Shot, from Bohemia, NY-based Body Fortress, makes it easy to get the protein the body needs with 26 g of it, packed into a fruit punch-flavored powder formula that is "naturally flavored."

This protein shot is offered in a vial tube, giving it a more clinical and effective feel. This isn't an entirely new type of package, but is not overly common and is used here to convey effectiveness and practicality. The company even states that consumers can reuse the vial once empty as a supplement holder. The product retails in a 2.9-fl oz vial. The PP tube has an injection-molded cap and is sleeved with a gravure-printed film body label. Standing 170 mm tall, the tube replicates the look of a vitamin capsule.



New Products Launched in the U.S.



Source: Mintel Global New Products Database (GNPD)



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packaging concepts

Premier Foods 'stocks' up on PET jars

Britain's largest food producer, Premier Foods, has launched OXO Reduced Salt stock granules in a PET jar from **Graham Packaging Co.'s** (www.grahampackaging.com) Chalgrove Plant in the U.K. Premier Foods required a lightweight, square container in line with OXO's iconic "cube" branding look. The translucent square-shaped amber jar matches the look of OXO Concentrate Liquid Stock bottles. The translucency combined with the cube shape meant that any variation in the thickness of the walls would have affected the color of the product, explains Adrian Bird, production and development manager at the Chalgrove plant. "The jar preform was designed to ensure consistency across the packages and, once in production, set very tight wall thickness limits."

The 375-mL container features a paper label printed by **Ormerods** (www.ormerods.com). The label colors differentiate the beef, chicken and vegetable stock varieties. The Reduced Salt Stock Granules offer all the flavor of regular OXO but with 25 percent less salt. The granules can be sprinkled onto meat and vegetables before grilling or roasting and can be added to recipes for a fuller flavor.



Barrier-coated PET bottles bring eco-benefits to wine brand

Sutter Home Winery is now using PET bottles from **Ball Corp.** (www.ball.com) for all of its 187-mL wine bottles sold throughout the U.S. The bottles feature Plasmax®, a transparent, internal silicon-oxide barrier coating technology, that protects the wine inside the bottle, provides exceptional clarity and does not contaminate the PET recycling stream because it is easily removed during the recycling process.

"The plastic bottles weigh only one-sixth what the glass bottles weigh, and they're much smaller, so consumers get the same amount of wine in a smaller, unbreakable, less wasteful and recyclable bottle," says Wendy Nyberg, senior director of marketing for Sutter Home, which began using Ball's custom-designed PET wine bottles in select markets in 2005 and has gradually increased distribution since then.

"We know that the Plasmax barrier coating Ball provides will keep our wine fresh and that the bottles can still be easily and effectively recycled," she adds. "Producing the PET bottles generates 60 percent fewer greenhouse gasses than producing the glass bottles, plus the smaller PET bottles allow us to use less fuel and gain supply chain efficiencies, because we get more bottles on a pallet and on a truck."

The bottles preserve the look of the original glass container and run on the winery's existing filling lines. Sutter Home is pleased with consumer acceptance of the PET bottles as well as the entrée they provide into venues that do not allow glass.



Creamer bottles show off sleeve labels

Darigold, a farmer-owned, Seattle-based dairy that distributes its products in Washington State, Idaho and Oregon, has launched creamers in two flavors and two sizes in a contoured bottle with an easy-pour cap. The French vanilla and hazelnut flavors grab attention in the dairy case, incorporating heat-shrinkable PETG bottle labels from **Printpack** (www.printpack.com). Providing point-of-purchase appeal, the labels are gravure-printed in six colors. States Randy Eronymous, marketing director for Darigold, "The overall look has excellent shelf presence that we believe will lead to increased sales."

The characteristics of the Pure Affinia™ PETG film allow the sleeves labels to shrink around the contours of the bottles, allowing for a message around the neck and the entire container. The glossiness of the film enhances the high impact graphics on the 360-deg label. Graphics include an ingredients statement, bar codes, promotional information and nutrition facts.



Hot coffee in a hurry

The self-heating Cafe2Go coffee beverage kit, includes everything needed to enjoy a hot cup of coffee anytime, anywhere. Serving 18 beverages in minutes, the kit was designed and manufactured by **Innotech Products, Ltd.** (www.heatermeals.com/cafe2go). It includes a Truetech flameless ration heater, which is approved by the U.S. Army to heat MREs. To heat the coffee, remove a service caddy or paperboard cup, creamer, sugar, coffee carrier and a clear pouch filled with salt water/activator solution from the top of the Cafe2Go box and reclose the kit. Place the Cafe2Go box on its side, remove the water spout and add 1 gal of water. If preparing the All Coffee kit, add the coffee pouch (if using the Cafe2Go Variety Pack, add coffee, tea, or hot cocoa later). Secure the water spout. Tear-off the top of the heater bag and pour the enclosed salt water packet into the beverage heater pouch wrapped around the water bag inside the Cafe2Go box.

The patented heater comprises a powdered iron and magnesium alloy and an activator solution in a clear pouch of salt water. The pouch is made by **Pactech** (www.pactechpackaging.com) using 48-ga PET/5.5-mil LLDPE containing 14 oz of salt water. When combined, the biodegradable, nontoxic components create an exothermic reaction, releasing heat and steam. In 20 minutes, the temperature of the water increases to 100 deg F, and, in 30 minutes, there is a 120-deg temperature rise from the original temperature of the water, according to Dave Blandford, marketing director at Innotech.

The package acts like a bag-in-box, with its self-contained tapping spout connected to a large film liner bag and heater bag, which is used to hold the activator solution. The heater is designed to keep the beverage warm for almost one hr. Cafe2Go was approximately a year in development and production started in October 2009. The kits are currently available directly from Innotech; and the co. is in discussions to expand distribution. The outer box is provided by **Boutwell Owens & Co. Inc.** (www.boutwellowens.com), which produces and prints the outer corrugated box; the spouted tapper is from **Hedwin Corp.** (www.hedwin.com). The water bladder is fabricated by **Truetech Inc.** (www.heatermeals.com) of 1-mil nylon and 4-mil LLDPE.

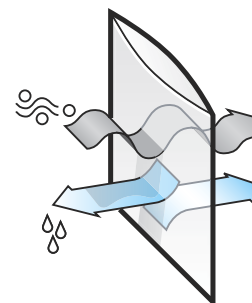


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comment

John Kalkowski, Editorial Director

PD's owner changes, but commitment remains



Change is inevitable in business. People move on, and businesses change hands. It's no different for *Packaging Digest*. In February, *PD* was purchased by Canon Communications from Reed Business Information as part of a four-publication deal. Canon is a rising B-to-B media company dedicated to serving the advanced manufacturing sector with targeted publications, digital media, exhibitions and conferences in the U.S., Asia and Europe.

Packaging Digest has a long and storied history among packagers. Over five decades, it has risen to become the most widely read source of packaging news across all industries in the world's premier market and around the globe. Readers have told us repeatedly they depend on this publication to stay abreast of packaging trends and innovations. Our case studies, they say, give deep insights into packaging developments.

Advertisers know, too, that *PD* is the way to reach decision makers among packagers and brand owners. Utilizing online resources, *PD* also offers readers easy access to the latest daily packaging news and a plethora of resources that can help them in their research, while at the same time giving advertisers ways to connect directly with the vast packaging audience in the U.S. and abroad.

Don't expect that to change. If anything, look for

improvements to *Packaging Digest's* print and online products. Simply put, *PD* is a good fit with Canon's existing portfolio. In the world of mergers and acquisitions, the word "synergy" can have negative connotations. Here, we expect it to mean that the whole truly will be greater than the sum of the parts.

Patricia Spinner, our new publisher, says Canon will leverage its properties to create a stronger and more direct route to the packaging sector. To reach and understand all parts of the market, you will be able to rely on *Packaging Digest* and *Pharmaceutical & Medical Packaging News* (PMPN), as well as Canon's packaging tradeshow: WestPack, EastPack, MidPak, SouthPack, Pharmapack, and PACKEX.

We invite all of *PD's* audience to tell us about your success stories and your challenges. *Packaging Digest* will listen — and innovate to meet your needs.

It's an old axiom that any business that sits still will be passed by soon. We don't intend to let that happen. Packaging is a dynamic market which must constantly reinvent itself. Packagers expect the same from their partners.

John Kalkowski

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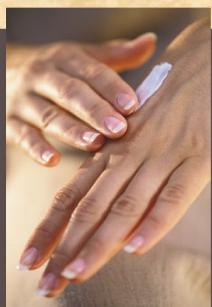
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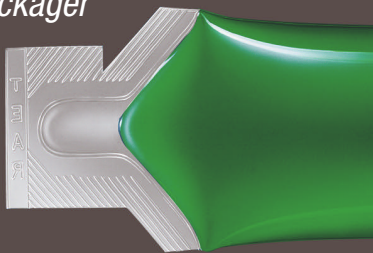
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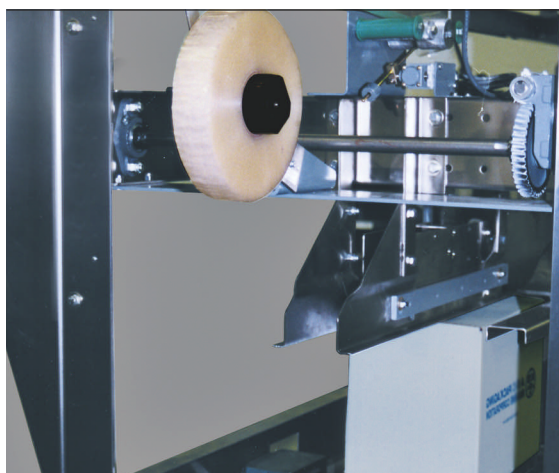
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MGS Machine Corp., 763/425-8808.

www.mgsmachine.com



Tape sealer The Model 436 sealer seals cases with tape at speeds to 50-cases/min. This tape sealer provides automatic case feed and spacing and squares cases as the tape is applied, for securely sealed cases that form straight, stable pallet loads. The system's metering belt case feed, powered by a 1-hp motor, ensures case transfer for synchronized flap folding and sealing.

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

www.abcpackaging.com

Casing The co.'s SetLine casing forms groups of product either directly off a multi-lane filler or from a traditional single-lane infeed, and places these product groupings into multi-pack sleeve sets. Sleeves are then finished by glue and directly packed in a final shipper for palletizing. The SetLine is capable of producing sleeves from either micro-corrugated or solid board. Sleeve styles range from wrap-around, over-the-crown, drop-through and the co.'s A+F clip sleeve. Shipper designs include wrap-around cases and trays, various display shippers, pre-made RSC case and others.

OYSTAR USA, 732/536-8770.

www.oystarusa.com



ID reader The DataMan 200, the newest addition to the co.'s DataMan family of ID readers, adds Ethernet connectivity and liquid lens technology to the world's smallest high performance fixed-mount reader. With liquid lens



technology, autofocus is achieved with a single software command and the user is provided with an exceptional depth of field, the co. states. Rugged and resistant to

shock, vibration and wear, the ID reader features an easy-to-use interface for setting up the application and supports a wide range of 1D and 2D codes.

Cognex Corp., 508/650-3000.
www.cognex.com



Small object counter The D10 Expert™ Small Object Counter, delivers small object counting for a variety of applications, including pharmaceutical pill, tablet and gel cap counting, agricultural seed counting, process verification, verifying product flow from the nozzle of a chute. The small object counter consists of a specialized sensor paired with preconfigured PFVCA fiber optic arrays, creating a two-dimensional sensing field in which objects are readily detected upon breaking any point of the array. This arrangement makes alignment easier and object positioning control less critical than with traditional, single-point emitter and receiver fiber optic assemblies, assuring reliable, consistent small object counting with response times as fast as 150-microseconds, the co. says.

Banner Engineering, 888/373-6767.
www.bannerengineering.com

Bagmaker The "G3" twin-tube V/F/F/S snack food bagmaker features a welded tubular steel frame with a center-balanced profile that allows weighers and volumetric fillers to be mounted directly to the machine. The G3 can produce up to 240 bags/min (120 per tube), with all-servo motion controls. The co. states this is a cost-effective alternative to floor-mounted support. The electrical cabinets are tucked inside the frame, allowing total access to the interior for ease of maintenance.

Kliklok Woodman, 770/981-5200. www.kliklokwoodman.com

Conveyor FlexLink takes small-product production lines to new heights with the launch of the X45 and X45e conveyor platforms. X45 is the new, compact conveyor platform, which offers easy integration with machines and space-efficient filling, production and packaging lines. Thanks to careful design, product handling is gentle and stable, contributing to high product quality standards and high line efficiency. The X45 design offers a long service life, low noise level and easy engineering. X45e is the intelligent platform for automated



processes such as assembly, controlled filling and sample analysis. Sophisticated 24-V drive units and puck-handling modules with embedded controls simplify controls engineering and enable high line efficiency. Power consumption is very low due to the efficient PM motor and transmission. All are RFID prepared, facilitating track & trace and automated QA capability.

FlexLink, 610/973-8200. www.flexlink.com



Industrial PC Integration of the new Intel® Atom™ processor generation in the co.'s industrial PC product range offers a combination of low power loss and high performance at an economical price, the co. states. The processors, which are based on an entirely new microarchitecture that is optimized for small size and minimum power consumption, support the current trend towards compact and economical devices. The housing construction of the APC620 and PPC700, which is optimized for fan-free operation, shows its full strength because the components that have to be cooled the most, such as processor and chipset, are mounted directly on the large heat sink, the co. says.

B&R Industrial Automation Corp.,
770/772-0400.
www.br-automation.com

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new products equipment



Linear actuator The G4 37000 Series Can-stack Stepper Motor Linear Actuator, built for extended reliability and high performance, is a 36-mm linear actuator in the G4 line of products that leverages the same improvements as the recently released 25-mm linear actuator. Technical enhancements include optimized stator tooth geometry, high-energy neodymium magnets, an oversized output spline, custom engineered plastics, and larger ball bearings for greater rotor support and high axial loading capability.

Haydon Kerk Motion Solutions, 203/756-7441.
www.haydonkerk.com



Label printer The LX900 Color Label Printer produces labels at speeds of up to 4.5-in./sec. Separate ink cartridges for cyan, magenta, yellow and black allow single-color ink replacement. Typical applications include product labels for cosmetics, coffee, wine, water, and hundreds of other specialty and gourmet foods. The printer is also ideal for private labeling, test marketing and pre-press proofing, the co. says.

Primera Technology Inc., 763/475-6676.
www.primeralabel.com



Bulk bag filler

The C1-2 Bulk Bag Filler uses an automatic gain in weight adjustment to monitor and compensate for any weight variation. Using programmable one-touch controls, the bulk bag filler operator can control operations as well as upstream infeed devices. A filling rate of up to 20-bags/hr is attainable, depending on the 'flowability' of the product and the storage hopper or conveyor used to deliver the product to the filler.

Spiroflow Systems Inc., 704/291-9595.
www.spiroflowsystems.com

DR motors The modular DR motor is specifically optimized for packaging applications. These compact motors are smaller in diameter than other AC motors commonly found in the market. The resulting low-inertia rotor means highly dynamic performance often associated with servo motors, the co. says. This premium-efficient AC motor with integrated brake can cycle thousands of times per hour, providing both energy savings and performance. The optional feedback systems allow integration with the most sophisticated drive control systems by SEW and others, the co. states.

Sew-Eurodrive, 864/439-8792
www.seweurodrive.com



Filler The co.'s F4.1 model boasts improved cleanliness and has been designed to combine a small footprint with Extended Shelf Life (ESL). Like the current model, the footprint remains small but now provides the option to add an automated CIP system. By touching a button, the user can clean the valves in place without adding or removing any hardware, which decreases the amount of cleaning time and operator contact with the filling environment, thus increasing sanitation. The series features a gear drive system that is lube-free and made with the co.'s field-proven, composite, allowing for smoother, cleaner bottle handling.

Fogg Filler Co., 616/786-3644.
www.foggfiller.com

Shrink wrapper The new Auto-Adjust capability on the co.'s Contour™ shrink-wrap machines removes the guesswork from changeovers by eliminating most hand adjustments and replacing them with electronic motion controls. Changeovers are completed with the touch of a button on the HMI. Intelligent programming ensures that change parts have been removed from the machine prior to proceeding with the well-planned changeover sequence. An error message appears on the HMI directing the operator to the specific area affected if something hasn't been removed. This prevents costly damage to the machine if the changeover procedure isn't followed correctly.

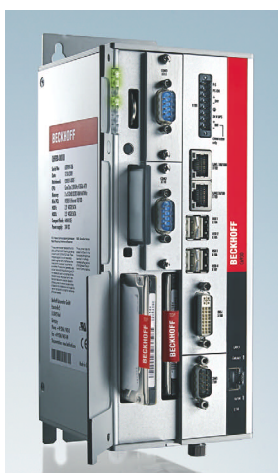
Douglas Machine Inc., 320/763-6587.

www.douglas-machine.com



Industrial PC The C6930 IPC includes a 3.5-in. motherboard designed for powerful Intel® Core™ Duo or Core™ 2 Duo processors and offers high data security through an integrated RAID system for mirroring hard disks. The industrial PC also

features a wide range of PC interfaces, up to three Ethernet ports, e.g., for EtherCAT®-based controllers and optional fieldbus interfaces for conventional fieldbus systems. The system is designed for simple



installation of control cabinets. An easy-to-replace cooling fan cartridge with speed control and double ball bearing fans enable operation of the PC at temperatures up to 131-deg F. Additionally, the industrial PC is designed to fit into compact spaces.

Beckhoff Automation, 952/890-0000. www.beckhoff.com

Light curtains The BFL Series is designed as a protective 'screen' for elevator doors. The light curtain will reliably and safely detect people and objects in the door

opening of elevators, preventing doors from closing while obstructed. It is provided in two beam configurations: 104 beams for standard applications and 194 beams for applications that require detection of small objects throughout the height of the door (such

as detecting forklifts entering service elevators). All versions feature a dual voltage input and have six output configurations in a single unit.

Carlo Gavazzi, 847/465-6100.

www.gavazzionline.com



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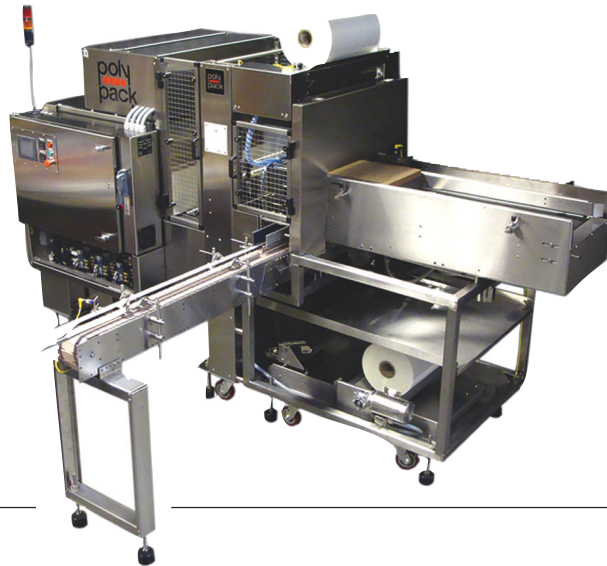
www.mcdowelllabel.com

800-275-6016

new products equipment

Shrinkwrapper The co.'s DAIRY24 shrinkwrapper creates palletizable shrink multipacks with both corrugated and PP vertical inserts, a packaging solution for gabletop cartons. Using the vertical inserts, the co.'s shrink wrapper eliminates the traditional cardboard cases and plastic crates, which drastically reduces packaging costs and waste throughout the distribution channel.

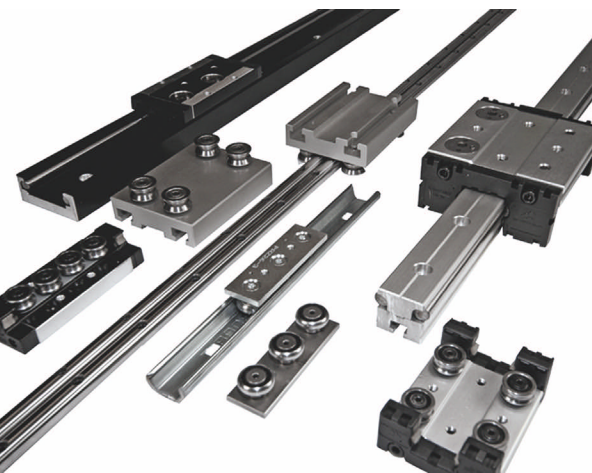
PolyPack Inc., 727/578-5000.
www.polypack.com



Cartoning machine

The continuous-action SC 8 and the intermittently-working SI 8 cartoning machines now cover the large-size packaging range of folding boxes up to 165-mm in width. The machine processes folding boxes in the range from 40x20x65 mm to 165x75x230 mm. Up to 150 folding boxes can be continuously manufactured per minute, and up to 40 folding boxes when clocked. Whether large-size sterile packaging or large batches of bandages, the machine is flexible enough for use in the most diverse product ranges. The format can be changed within just 20 minutes, the co. states.

Oystar,
+49 7244-7470
www.OYSTAR.de



Linear motion system Low cost, linear motion systems feature high speed travel to 10-m/sec, acceleration to 50-M/sec² and high load capability to 1,259-lbs. Designers can select from five low-profile linear motion systems for easy integration into manufacturing and processing equipment and OEM products. The low profile LRBS (single shaft) & LRBT (twin shaft) linear rail systems offer high speed, high stiffness and adjustable preload. The single and twin shaft rails are predrilled for direct mounting and the rolling blocks have predrilled holes and "T" slots. The defender rail also features adjustable preload, is available in lengths to 3,120-mm in stainless steel or lower-cost, zinc-plated steel.

LM76, 413/525-4166. www.lm76.com



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PE film New packaging film for IQF (Individually Quick Frozen) food is a specially-formulated low-density polyethylene (LDPE) film that seals at low temperatures and maximum f/f/s speeds, even with contaminants, such as blood, fats, ice, dairy products or dry powders present. It effectively eliminates channel leaks when used as a monolayer package or as a sealing layer in laminated stand-up pouches and initiates seal at just 240-deg F. The film is available in thicknesses of 1.25- to 5-mm, and can be corona treated for printing with water- or solvent-based inks.

Brentwood Plastics Inc., 513/238-8552.
www.brentwoodplastics.com



Security foil CPI Security Foil allows for fine-line graphics, text, logos and micro-features to be applied directly to the surface of the aluminum during the rolling process. Because the images are embedded in the foil,

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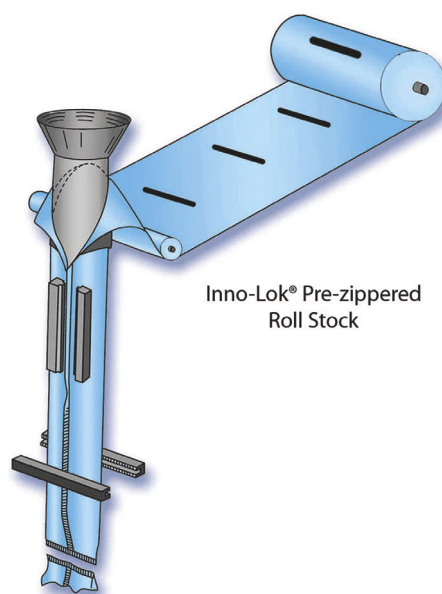
Constantia Hueck, 302/235-2160.
www.constantia-hueck.com

Clear thin-gauge films Interfilm Holdings Inc., a national value-added distributor of thin gauge plastic films, signs a distributor agreement with NanoPack Inc., developer of proprietary barrier coatings that it says can substantially improve existing methods of creating clear barrier films used in packaging consumer products such as foods. NanoSeal™ clear barrier film substantially enhances oxygen and aroma barriers and is adaptable to a variety of substrates and printing methods.

Interfilm Holdings, 864/269-4690.
www.interfilm-usa.com

Roll stock Inno-Lok® pre-zippered roll stock can save up to 50 percent in zipper material and up to 15 percent in packaging material. The pre-zippered roll stock provides an alternative to customers who desire an increase in packaging productivity, while reducing the level of waste in materials. The product allows detailed, highlighted printing around and about the zipper without affecting the functionality of their package, while creating enhanced shelf appeal, the co. states.

Eagle Flexible Packaging, 630/876-6763.
www.eagleflexible.com



APET sheet PERFORMA™ film and sheet is being used to encase coal from the Titanic, which is now available to the general public for purchase. The clear APET sheet creates a durable package that, when combined with the glossy paperboard-mounting base embellished with metallic ink, resembles a miniature version of the display cases used in museums and galleries. The film and sheet is known for clarity, consistency and easy processing, the co. states.

Invista, 770/792-4221.
www.invista.com



Polyester films The Pentaparm® film product line has been extended to include Pentaparm kpVantage™ polyester films for pharmaceutical blister packaging. The polyester films incorporate a wide range of structures to meet pharmaceutical packaging needs. These films are designed to be processed on existing equipment, maintaining all critical package components, with no need to change tooling, lidding or package design. The polyester films can be used as mono films for pharmaceuticals requiring low-moisture barrier, or they can be integrated into barrier structures for products that require more protection from moisture and gas. These films are ideal for solid oral-dose packaging, ethical drugs, OTC, generics, physician samples, veterinary medicine and nutraceuticals, the co. says.

Klöckner Pentaplast, 540/832-3600.
www.kpfilms.com



Roll stock films Clear-seal™ Films, a family of coextruded or laminated, high-barrier, roll stock films for retail, club store and bulk foodservice processed meats, such as lunchmeats, sausages, franks, bacon, jerky, pepperoni and poultry products. The films serve a number of retail food-service and deli-cheese applications including specialty, crumbles, loaves, logs and cheese balls; along with single-serve, multi-pack string and snack cheeses. Available as forming and non-forming webs, the films deliver clarity and can be reverse-printed in up to 10 colors creating shelf appeal, the co. states.

Berry Plastics, 847/969-3335.
www.berryplastics.com

new products equipment

PC films Recently introduced 10- and 15-mil, clear and white Claritex® PC films for UV-curable ink-jet printers are rigid films that exhibit superior lay-flat characteristics and can prevent damaging and costly head strikes during printing, the co. states. This lay-flat feature also prevents edge curl, which is a major complaint about media used in banner stands. The clear velvet/polish films can be used for displays, graphic-overlay panels and vending-machine graphics. By printing in reverse on the gloss subsurface, the polycarbonate film protects the printed graphic. This mar-resistant finish also hides any surface scratches.

R Tape Corp., 800/440-1250.

www.rtape.com

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klöckner pentaplast

Shrink label film New OPTICITE™ 48 and OPTICITE 61 roll-fed shrink-label films provide greater than 40-percent shrinkage in the machine direction on highly contoured containers in hot air, infrared and combination shrink tunnels, the co. states. These new label films can enable cost effective point-of-sale differentiation, and they are suitable for use with traditional hot-melt adhesive, solvent or UV- curable adhesive, as well as with laser- and ultrasonic-seaming systems. In combination with the excellent printability and high clarity of polystyrene films, both films offer minimal cross-direction shrinkage and low shrink force to produce a finished label with crisp, smooth graphics. They can provide the eye-catching appeal of full-body contoured labels using high speed, roll-fed equipment, while reducing off-line seaming and the inspection steps typical in the production of traditional transverse-direction shrink sleeves, the co. says. **Dow Chemical Co.**, 989-636-0784. www.dow.com



Copolymer The co. releases its PP-based, high-clarity copolymer for potential use in extrusion and injection blow-molding applications. Produced using the co.'s proprietary single-site catalyst, the Metocene RM2231 resin combines transparency with the typical attributes of PP-based copolymers, such as flowability, thermal and impact resistance and recyclability. The PP-based resin addresses cosmetics-packaging requirements for glass-like clarity and gloss, the co. says.

LyondellBasell Industries, +49 69 305 854 59. www.lyondellbasell.com

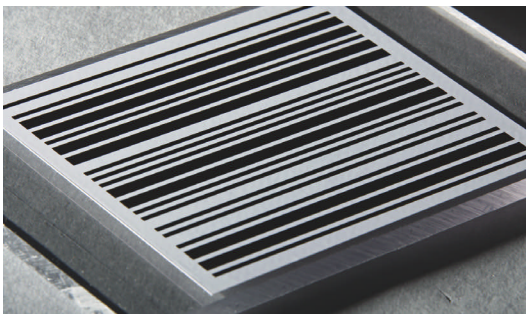
Label printable products The co. has added two new, removable products to its long-standing line of laser-printable label products with the additions of MACcopy Standard Removable (LAS5112) and MACcopy Semi Gloss Removable (NS5112). The new standard-removable and semi-gloss products are both coated with the co.'s HR51 general-purpose removable adhesive, which provides long-term removability from a wide variety of surfaces. The adhesive is protected with a semi-bleached lay-flat liner specially selected for use in toner fusion and other non-impact printing applications.

MACTac, 330/689-2535.
www.MACTac.com



Cook-in bag The CNZ660 Grip & Tear™ cook-in bag is ideal for cook and strip products such as roast beef, poultry and ham, which are exposed to further processing after being cooked. The non-barrier, non-adhesion bag with Grip & Tear functionality is made from tough, multi-layer, coextruded material with high-shrink and high moisture barrier properties. To strip the bag, workers insert fingers into two holes located on the bag's header and pull apart. The bag splits open easily and consistently. To further ensure that the material has been fully removed from the product, the bag is pigmented blue for easy detection.

Sealed Air, 800/845-3456.
www.sealedair.com



Structured adhesive labels Screen-printable polyester label products with structured adhesive offer excellent thermal stability and moisture resistance. These topcoated polyester label stocks utilize Adhesive 350, which is designed to permanently bond to high and low surface-energy plastics, textured and contoured surfaces, powder coatings and slightly oily metals. With unique microchannels throughout the structured adhesive, air flows freely from between the adhesive and substrate. Even when labels are used on injection-molded plastic parts, bubbles that form from plastic outgassing can be smoothed to regain a neat appearance for the graphic.

3M Co., 800/422-8116. www.3m.com

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Retailer seeks innovations

April expo gives suppliers opportunity to showcase sustainable developments in their packaging.

When Walmart announced new goals in late February to eliminate 20 million metric tons of greenhouse gas emissions from its global supply chain by the end of 2015, this action represented the giant retailer's commitment to sustainability and its leadership position in industry.

"Energy efficiency and carbon reduction are central issues in the world today," proclaims Mike Duke, Walmart president and CEO. "We've been working to make a difference in these areas, both in our own footprint and our supply chain."

Showing how they can contribute to this effort will be the central challenge for an expected 175 packaging vendors who will attend Walmart's fifth annual Sustainable Packaging Exposition, to be held April 6-7 at the John Q. Hammons Convention Center in Rogers, AR, near Walmart's Bentonville headquarters. The expo will be open from 8 a.m. to 5 p.m. Tuesday and from 10:30 a.m. to 5 p.m. Wednesday.

Attendance expected to be up

This year's expo will see an increase in the number of exhibiting companies, and is expected to draw more than 2,000 Walmart and Sam's Club associates, buyers and product suppliers, according to Amy Zettlemoyer-Lazar, Sam's Club senior director of supplier diversity and packaging. She says Walmart welcomes packaging professionals, logistics and manufacturing personnel as well as salespeople from its current product suppliers, who can obtain invitations to the expo through the Walmart buyers with whom they work. "The expo is targeted so our buyers and product suppliers can walk through together and be able to make some decisions on the spot," she added.

Ron Sasine, senior director of packaging, Walmart private brands, says they expect the packaging world to descend on Arkansas in early April. He adds that Walmart believes attendance will be up in all three areas that they measure: How many exhibitors are

registered; how many attendees are registered; and how many attendees have signed up for the classes offered at the expo.

The classes are organized by Walmart, and draw from association, government, business and academic



officials. Zettlemoyer-Lazar says Walmart has tightened the focus on the types of sustainability information in the classes, but they present both basic and more-detailed information for all levels of experience among Walmart buyers. She adds that sessions explaining how suppliers and buyers have successfully worked together are among the most popular, and these have been expanded at this year's expo.

Still, Sasine says, they also will focus on getting attendees onto the floor to see the developments displayed by exhibitors.

Exhibitors are getting better at "speaking the Walmart language," Sasine says, adding that they're also learning how to answer the questions that Walmart buyers will have for them. "Exhibitors are getting better at quantifying the benefits of their products. In the past we've heard a lot about sustainability stories around their packaging. That's good at a certain level, but now we're starting to see identifiable, quantifiable results. That's really where we have to take this."

In a new development, Sasine says, packaging vendors at the expo can take part in Walmart's quarterly sustainable milestone meeting on Wednesday, April 7, through a video uplink. Meanwhile members of the Packaging Sustainability Steering Committee will attend in person at the Walmart home office. Their attendance gives them a chance to hear from Walmart's most senior management what the company has going, its goals and

how packaging plays a part, Sasine says.

At the expo, Zettlemoyer-Lazar says, Walmart is concentrating on measuring and quantifying success stories, and making sure those stories are innovative and provide value to our customers. "The focus

on sustainability has not changed," she explains. "What has changed, fortunately, is people's knowledge around the subject and our ability to deliver results."

"The expo brings potential innovations directly to our buyers and product suppliers so they can look at solutions together and pick the top two or three that are most viable to work on," Zettlemoyer-Lazar adds.

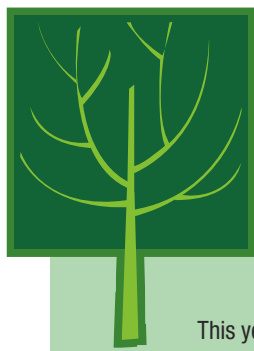
Sasine recalls one project that started at the expo when a group of Walmart logistics personnel were shown an idea. "They began working with a group of suppliers that day," he reports. "There is no event that gets people inside Walmart thinking more about how packaging relates to sustainability than this two-day expo."

Three visits to sell idea

Zettlemoyer-Lazar says one supplier came to the expo three times before the right Walmart buyer recognized the opportunity the exhibitor offered. As she recalls it, the exhibitor got better explaining his message and customizing his solution to meet the needs of Sam's Club.

Both Walmart leaders pointed out that suppliers don't have to be major consumer product goods companies to find success at the expo. If you've got an innovation, the sustainability expo is a great place to show it off with just two or three salespeople, says Zettlemoyer-Lazar. Family-owned companies and the little guy can do well at the expo because it's cost-effective, with a low fee compared to a major trade show, Sasine says.

He adds that the simple nature of the expo fits in well with Walmart's slogan of "Save money, live better."



2010 Sustainability in Packaging Conference

When Sustainability in Packaging 2010 kicks off March 16-17 in Orlando, FL, more than 200 packaging professionals, plus a record number of sponsors and exhibitors, are expected to be on hand for one of the industry's leading events addressing sustainability.

This year's conference has much to offer. Pira International and *Packaging Digest*, the conference organizers, are proud to announce that R. David Hoover, chairman & CEO of Ball Corp. will be the keynote speaker. Viewing "packaging innovation through the lens of sustainability," Ball's focus has been to produce packaging that minimizes environmental impacts while meeting the

requirements of their customers and consumers.

Since its inception three years ago, Sustainability in Packaging has attracted a wide range of companies and delegates representing the entire packaging supply chain, including consumer packaged goods companies such as Kraft, 3M, JCPenney, Unilever, The Kroger Co., GSK, Nestle, Colgate-Palmolive, Bausch & Lomb, Sara Lee, Sargento, Mars and many more.

The conference agenda explores issues such as recycling and waste management, supply chain management, and materials and design, with an updated session providing in-depth examination of bioplastics.

Offering plenary sessions and three breakout tracks each day, topics will range from strategic sustainability

goals, materials, innovative design solutions, supply chain synergies, waste management and recycling to brand image and communication with customers and partners. New industries such as furniture packaging, beverage packaging, transportation and logistics, and home accessories packaging are represented on the agenda.

"Sustainability has become a durable and pressing issue in the packaging sector," says John Kalkowski, *Packaging Digest* editorial director and conference chair. "Developments on the sustainability front are coming quickly, and this conference offers one of the best opportunities to stay on top of what's happening in packaging and network with industry leaders."

Visit www.sustainability-in-packaging.com for more conference information and an up-to-date schedule of events.

sustainability



Is there a disconnect between who can and should be responsible and accountable for packaging sustainability? Consumers see brand owners and retailers as the face of packaging, and therefore consumers often look to them to provide information about and take responsibility for environmental impacts. Yet brand owners and retailers may have direct control over as little as 5 percent of the environmental impacts of packaging and only indirect control over the other 95 percent.

so they are better able to respond to consumer and stakeholder inquiries?

First, retailers and brand owners should understand that where materials are sourced and where packaging is manufactured influence the sustainability characteristics of that packaging. For example, while burning fuels to produce packaging materials contributes to global climate change everywhere, the fossil fuel mix used in one region may vary dramatically from another and result in

the acute issues at a local scale that can pose significant and immediate risks to business operations.

The geographic influences on sustainability issues need to be recognized and companies should be prepared to address them. In most cases, it requires the collaboration of their supply chains to do so. For brand owners and retailers, this starts but shouldn't end with the packaging converter. Converters also control only a fraction of the packaging production process. But converters can involve their suppliers in setting strategic packaging sustainability goals. As collaborative goals are established, retailers and brand owners should work with supply-chain partners to select a set of metrics to establish baseline performance and measurement progress toward collaborative goals.

From goal setting to data collection and implementation, supply-chain collaboration is important in managing and communicating about packaging sustainability.

Supply-chain collaboration does matter

Brand owners and retailers can and do drive improvement through the packaging supply chain by the packaging-design and material-specification decisions they make. However, while these decisions can alter (positively or negatively) upstream impacts related to resource extraction and use, as well as downstream impacts related to end-of-life management, they have far less influence on the operation and production practices of substrate manufacturers and packaging converters. These operations account for a significant proportion of a packaging system's carbon footprint or other operational emissions. So how can brand owners and retailers further influence supply-chain operations

significantly different climate impacts..

Labor practices well regulated and managed in developed countries may be unregulated in developing economies. Second, sustainability impacts us locally and globally, depending upon the process. For instance, extracting oil and mining coal to produce fuels results in acute local impacts on soil erosion, biodiversity and land use, in contrast to the global scale of impacts associated with the combustion of those fuels. While global impacts garner a lot of widespread attention, it's often

Katherine O'Dea is a senior fellow for the Sustainable Packaging Coalition (www.sustainablepackaging.org), a project of GreenBlue. For more information, email spcinfo@greenblue.org.



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Victorinox Swiss Army Inc. uses **PAPERBOARD BLISTERS** to evoke better branding opportunities than those offered by its previous plastic clamshell packaging.

A sharp departure from clamshell packaging

Linda Casey, Senior Editor

Victorinox Swiss Army Inc., a wholly owned subsidiary of the more than 125-year-old Victorinox AG, is finishing a nearly two-year packaging redesign project that will result in the elimination of plastic clamshell packaging for its Original Swiss Army knives and a new paperboard blister packing line at its 160,000 sq-ft Monroe, CT, distribution center (DC).

Primarily paper

Leading this project is Victorinox Swiss Army's packaging and product manager Chris Costa, who studied packaging design at the University of Bridgeport, CT. Early on in this process, Costa recognized a potential consumer perception win by moving away from the plastic clamshell structure altogether versus changing the materials used to make those clamshells.

"A simple material change to a more sustainable material, such as RPET, would be more renovative rather than innovative," he explains. "And the perception would still be it's plastic clamshell."

Instead Costa was drawn to **MeadWestvaco** (MWV) Natralock packaging, which is a paperboard-based alternative to plastic clamshells. Made from sustainably sourced paperboard with a clear plastic APET or RPET blister, Natralock has a primarily paperboard design that MWV says uses 60 percent less plastic on average than petroleum-based PVC clamshells. The paperboard blister

Victorinox Swiss Army Inc. plans to use these pack-out lanes to case-pack six filled paperboard blisters into inner cases, which then will be master-packed to customer specifications.

packaging also is designed to require approximately 65 percent less energy to seal.

Whose decision is it anyway?

Costa was careful not to let the excitement of a new packaging format distract him from the initial goals of the project. Specifically he was looking at four issues:

1. Material choice
2. Component pricing
3. Ease of manufacturing
4. Deliverability of the product

Instead of relying on supplier-provided information, Costa contacted Natralock users for their real-life experiences. At least one of the peers whom Costa contacted also is a Victorinox Swiss Army customer—Eric Abraham, a packaging

manager for sporting-goods retailer REI, which uses Natralock for some of its private-label packaging.

Speaking to REI was especially important because Victorinox Swiss Army needed to address all of their customers' packaging needs in the packaging format it decided to adopt.

According to Costa, packaging decisions including the decisions to move to and away from clamshell packaging are very much dictated by the customer needs of brand owners. "Many times it isn't us that decide what package a product goes into," Costa explains. "It's our customer who might be out there demanding a particular way to package something because of their own requirements: Some customers say, I only want your product in a box; some customers say, I only want it in a plastic clamshell; some customers say, I only want it to





Vertical lifters, top left, move product throughout the Victorinox Swiss Army DC. The redesign was emotionally charged for Steve Kazanjian, pictured top right with his daughter. The creative director still has the first Swiss Army knife he received for Cub Scouts.

be a particular size because of their fill lines or their theft compliance requirements."

Distinctly American

Costa had to balance the needs of retailers of varied size and selling environments, so he spent a year communicating with buyers from little shops to the big box retailers and their graphic, legal and compliance departments.

"It was back and forth with all of

**Natralock has
a primarily
paperboard design
that uses 60
percent
less
plastic.**



those major retailers and the little guys because they're very important too," Costa recalls. "We went to L.L. Bean; we went to Target; we went to Walmart; and we said, 'Hey look at this and tell us what you think. Help us help you.'"

Costa also collaborated with Victorinox Swiss Army's parent company, Victorinox AG in Ibach, Switzerland. He introduced Natralock to his counterpart in Victorinox AG, Kurt Arnold, who embraced the concept and quickly began to test and implement it.



After examining the needs of Victorinox customers in the U.S. and Europe, Costa realized that Victorinox Swiss Army's customers could benefit from packaging designed for unassisted sales. "Our challenge in this country was that we put many more SKUs into what we call 'self-service packaging,'" says Costa. "In Europe, they have more assisted sales situations where there is an associate or a salesperson who's helping the customer through the process, and it's sort of the reverse here.

We are in a situation that relies heavily on communicating without assisting salespersons, so we want peg spacing that gives a billboard effect so we can tell a story that represents the brand quickly."

A partner that listens

The large billboard area of Natralock can enhance the self-service attributes of brand owners' packaging, but only if brand owners maximize use of this area through Continued on page 24

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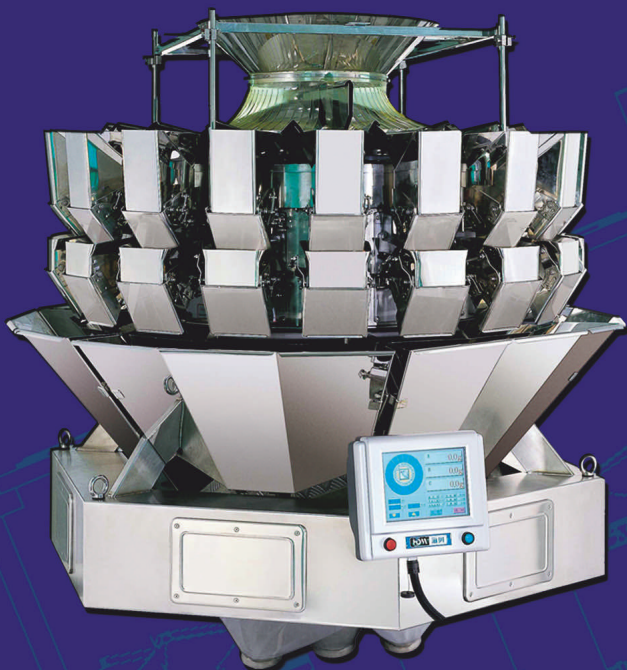
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a redesign. To help brands optimize Natralock's billboard attributes, MWV offers design services.

"Because when you get out of plastic, and go into Natralock, you really do have a blank palette in terms of what you can do from a graphics standpoint," says Jeff Kellogg, vp of MWV's Natralock packaging business.

Steve Kazanjian plays a critical part in these creative offerings in his role as global creative director of MWV Packaging. "Steve's a pro," Costa remarks. "He got it when I said I need packaging that sells, I don't need some esoteric, elegant design that puts people to sleep. He's creative. He was responsive, and he actually listened. He knew I knew what I was talking about."

This time with feeling

Kazanjian was excited to work on the project because the Victorinox Swiss Army brand holds high emotional value for him.

"What's interesting is that, especially for the Swiss Army knife demo[graphic], you will not find one person who does not remember getting their first Swiss Army knife," Kazanjian remarks. "You will not find one person who doesn't remember where it still is or when they lost it. I remember I got mine the first day of Cub Scouts, and I still have it."

Victorinox Swiss Army's previous clamshell packaging had focused more on the functionality of the knives versus the emotional experience of owning and using one. So Costa and Kazanjian worked to highlight the new packaging's emotional appeal to prospective buyers.

"The package doesn't need bells and whistles because it is what it is," Costa recalls. "We wanted to get out of the way of the package because the Swiss Army knife tells its own story."

The resulting packaging uses six different Swiss mountain themes with a consistent color scheme of silver and the Swiss Army red. The iconic cross and shield logo also is prominently displayed.

Instead of communicating the knives' functionality with copy, Costa and Kazanjian cleverly used the transparent cell and photography of the 'open implements' to describe each tool. Costa says that he wanted the knife in its packaging to quickly communicate four messages: "What I am; what I offer; how much I cost; and how pleased

A maze of conveyors connect multiple levels and sections of the 160,000 sq-ft Victorinox Swiss Army DC in Monroe, CT. Packaging is done on upper mezzanine level of the facility.

A six-station rotary blister sealer has been ordered for the new line. Energy requirements for sealing are expected to be 60 percent less than those needed to seal clamshells.

you're going to be once you get me home."

High-tech and energy-efficient

Swiss engineering is evident nearly everywhere at the 160,000 sq-ft Victorinox Swiss Army DC from its high-tech vertical lift mechanisms (VLM), pick towers and conveyor systems throughout.

"We have a lot of Swiss ingenuity, forethought and overbuilding if you will," Costa remarks. "In the end, this serves us very well because we can handle present-day needs and easily adapt to new demands

The company will be putting this flexibility to the test, when its new SDS6C six-station, semi-automatic rotary blister sealer is delivered from packaging supplier **Visual Packaging**.

At time of publication, the machine still is located at the packaging machinery supplier. Three sets of tooling have been created to seal the packages. A coding and labeling strategy will be powered by **Zebra Technologies** inkjet and print-and-apply labelers is in place. Product movement is and will continue to be controlled by **SAP**.

The new packaging line also has 'green' attributes thanks to the lower dwell time needed to seal the paperboard blister packaging.

"Once we get through a full production run of the Natralock packaging, we will be reducing the electrical throughput by 60 percent by not using RF sealing," Costa exclaims. "And our packaging weight reduction will be 30 percent."

The rolling launch of the Natralock-packed knives is slated to begin April 1.

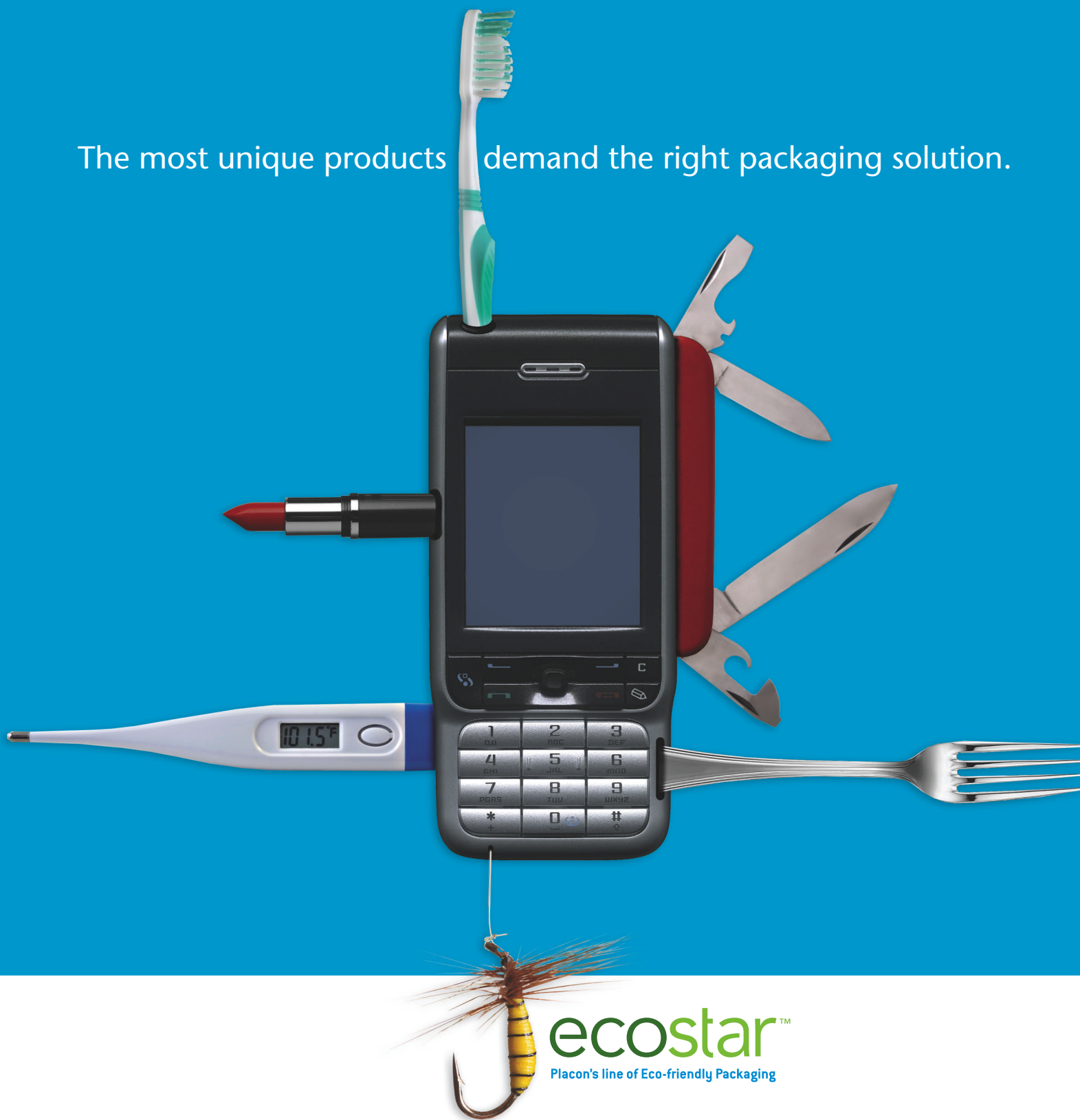


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Value-added flexibles

Package constructions **MIX FUNCTIONALITY, CONVENIENCE AND FLAIR** in this year's Flexible Packaging Achievement Awards competition.

Lauren R. Hartman, Senior Editor

Be they standup pouches with perforations and reclosable zippers, stiff-yet-elastic wraps, bags and pouches that double as handy serving bowls or storage devices, the winners of the Flexible Packaging

Association's 2010 Flexible

Packaging Achievement Awards offer added value. This year's award winners also feature compartmented structures that combine two or more products in one package and glowing printing techniques that offer color shifts or different depths of color. Special constructions appeared on the scene this year, designed to enhance stability or display properties, or outfitted with special layers, withstand the stresses of retorting. Other noteworthy winners include environmental structures that replace volatile packaging components with more sustainable elements.

The winners were chosen from 85 submitted entries in 117 categories. Of those, 22 packages were honored with 23 achievement awards, all announced on March 10 during the FPA's annual meeting in Orlando, FL.

The winners receive gold and/or silver awards in Packaging Excellence, Printing Achievement, Technical Innovation and Environmental & Sustainability Achievement categories. Winners also can earn the Highest Achievement award, which along with the gold winners, are presented here. Descriptions for all winning entries, including the silver awards listed at the end of this article, can be found on our website at www.packagingdigest.com.

Meritorious marinade pack

This year, the Highest Achievement winner is **Sealed Air Corp.'s Cryovac Food Packaging Div.** for the Marinade On-Demand™ package (1). Also taking a gold award in Technical Innovation, the compartmented package transforms fresh meat or poultry from plain to deliciously flavored in minutes. Developed in 2008 and introduced commercially by Schwan's in 2009, the clear package consists of a two-part, thermoformed film rollstock that separates the meat contents in one compartment from a restaurant-quality marinade in the other.

To begin the marinade process, the user squeezes the marinade pocket to break a seal, which releases the marinade into the meat compartment. This action starts the marinating process that can last as long as the user desires. Convenient, sanitary and controlled, this process preserves meat quality and meets demand for high-performance packaging materials, says Cryovac's Walker Stockley, marketing director for fresh red meat.

Used by Schwan's Home Service, Inc., a Marshall, MN home-delivery distributor of frozen products, and copacked by **Chicago Meat Authority** (www.chicagomeat.com), the new meat/marinade combination package prevents marinade ingredients such as acids, alcohols and fruit juices from "cooking" the meat or affecting its flavor or texture before the user is ready to do so. Functional, appealing and easy to use, the

package provides food-safety benefits with hands-free marinating because it reduces direct contact with the raw meat. The frozen meat or poultry is marinated in a sealed environment. And foodservice and restaurant personnel no longer need to spend time cleaning large containers for batch-marinating purposes, which eliminates dirty pans.

Stockley reports that the quality of marinade used can be better controlled for a consistent product, time after time, cook after cook. And there's less waste because the correct amount of marinade is used every time.

The packaging is made using coextruded, high-barrier nonforming and thermoforming rollstock materials with easy-open properties, though Stockley says he cannot divulge the specific materials in the structure. The marinade on-demand package is leak-resistant, affords a knifeless opening and saves time and labor over packages containing premarinated meats, reducing the need to wash down equipment between batches. Processors can add the marinade at the packaging station. An in-line system allows continuous run of product with perhaps a 5- to 10-min changeover time between flavors, according to Stockley.

Machinable on existing thermoforming equipment, the two-part package has a peel-tab in one corner and a "frangible seal that expresses" the marinade into the adjacent meat pocket. While the frangible seal between cavities can be broken, the vacuum seal around the perimeter of the package is maintained.

Says Stockley: "The first-generation package was adequate for frozen product distribution, but a second-generation package has been designed for fresh-meat distribution [foodservice or retail], with the marinade contained in a separate, easy-open thermoformed portion-pack. The pack is inserted into a two-compartment thermoform package using non-easy-open films for security in distribution."

Shelf life, he says, depends on the meat being packaged but is similar to conventional vacuum-packed fresh meats, which ranges from 21 to 28 days. "This typically is dictated by any additional processing steps prior to packaging," he points out.

The package generally holds quantities dictated by how the package is formed, but it's not designed for a large roast, Stockley says. "Most products would be two inches in depth or less," he tells *PD*. "The packages are designed to hold anywhere from a small grilling product to steaks and chops weighing two to two and a half lb. or less."

Here are the gold award winners:

Retortable, sustainable fruit pouch

Ampac Flexibles won gold in Technical Innovation for a reclosable retort pouch (2) used by Tamaya Gourmet, a Santiago, Chile marketer of an unusual boutique fruit grown in Northern Chile called Chilean carica, also known as Chilean papaya. Distributed both online and through food distributors in the U.S. and Canada, the fruit enhances many dishes, from appetizers to salads and desserts, drinks and juice. The premade pouch, which is a bit more than 5 mils thick, withstands the rigorous high-temperature (185 to 250 deg F) retort process and stores unused portions of the

fruit. With a proprietary, retortable zipper and built-in E-Z Tear linear-tear technology, the bag provides a clean, convenient opening at the top, eliminating ragged tears or the need for scissors. Product breakage is practically eliminated with the replacement of glass jars for the unusual fruit.

Produced and printed by Ampac's plant in Minneapolis on a **Totani** (www.totani.co.jp/en) bagmaking system equipped with an inline zipper applicator, the bagstock from the inside-out, comprises an

From standup pouches to handwraps and flowraps, the 2010 winners enhance functionality and style.

adhesive lamination of 4 mils cast PP/59-ga oriented nylon/ink/47.2-ga high-barrier PET. The structure is specifically designed to resist the heat of retort applications, says Sal Pellingra, Ampac's



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innovation and marketing director. "The material withstands typical retort temperatures of 250 deg F, but this specific application is retorted at 221 deg F," he says.

Pellingra indicates that Tamaya Gourmet pays \$9.99 per pouch in the 1-kg size instead of \$12.99 for a 1-kg glass jar.

Packed in Chile, the pouch also saves importantly in incoming freight charges, and saves on storage and distribution charges, Pellingra adds. Eight empty 16-oz jars can be stored or shipped in the same amount of space as 143 of the empty retortable 35-oz pouches—a 96-percent reduction in storage and shipping volume. And the pouch holds more than twice the amount of product, with 91 percent less material weight.

The stiff structure is durable, which makes it easier to pour the contents and juices out, and conveys high quality. The same high quality printing on the jar label is used on the transparent pouchstock. Ampac gravure-prints the stock using retort-grade inks on a **Toshiba** (www.toshiba-machine.co.jp) press in eight colors to maintain a sleek brand appearance.

The package represents a 23-percent savings in materials versus the glass jar, cap and label. Tamaya Gourmet reports other benefits in using the gusseted Doy Pack pouch structure: Less breakage and improved safety; the Doy Pack is well suited to supermarket produce sections; and with a reclosable zipper made of PP, is easily retortable. Completing the package is an easy-open tear nick, which adds to the pouch's consumer appeal.

With superior film clarity to highlight the look and color of the fruit inside, the filmstock accounts for less than 3 percent of the packaged product

weight versus the jar, which accounted for 33 percent. Multiple pouch sizes and SKUs are in development, Pellingra says.



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Sit up and 'bag'

For Printing Achievement, gold award winner **Bemis Flexible Packaging, Milprint Div.**, earns kudos for the Wellness Small Breed dry dogfood bag (3). The 4-lb standup bag, adopted by Wellpet Foundation/Old Mother Hubbard, Tewksbury, MA, is gravure-printed using Bemis' proprietary KromaSilk™ technology, which provides a satiny look that results in eye-popping graphics and three-dimensional depth.

Wellpet wants its packaging to convey a top-quality image as does its product, which the company maintains is formulated with the best protein sources it can find. It introduced the products in this packaging in May 2008. The shiny/smooth PET/metallized PET/PE bagstock is gravure-printed in eight colors and is combined with the KromaSilk technology to enhance the bag graphics; the metalized bagstock adds shine and even more eye appeal. The KromaSilk printing technology involves a separation process that Milprint says delivers a variety of effects, from silky gradation transitions to pseudo holographic color shifts.

The deep colors schemes used on the Wellpet bags include one SKU featuring brightly colored graphic elements of animal silhouettes in pink, Continued on page 28

lime green and fuchsia that are achieved using several different levels of color intensity. According to Milprint, the strength of the color depends on the angle in which it is viewed, much like the look of colors when tilted in a holographic image.

Milprint converts, prints and laminates the premade, side-gusseted bags in 15# and 30# calipers and also produces a 6# standup pouch with a bottom gusset. The silky, satiny look of the KromaSilk printing is softer than holographic images due to the separation of the base ink on a metal surface, says Kim Kolhbeck, marketing communications manager for Milprint. "KromaSilk provides a base for subsequent layers of ink that results in a multi-dimensional effect," she says. "Covering the metal surface with various amounts of KromaSilk inks determines the effect."

Portion-pack offers a little or a lot

Winning gold in Packaging Excellence, the Emmi Cheese Plate package (4) has an innovative, compartmented format and offers a refrigerated shelf life of 65 days. Produced by **Amcor Flexibles** using

contour perforations, the package consists of an APET/PE base tray, thermoformed to a depth of 20 to 25 mm, depending on product weight.



The Amcor lid is a high-barrier polyester laminate with an innovative contour-micro-perforation, that's gravure-printed in nine colors. Amcor says the cheese is packaged with modified atmosphere. The package has four separate cavities sealed with the film lidding, which plays a critical graphic role in the launch of the cheese, which started in January 2010.

Emmi, one of Switzerland's leading cheese and dairy products companies, gives consumers a choice of opening the entire package at one time or accessing individual portions, thanks to the perforations in the packaging.

Claudia Poeckl, Amcor Flexibles' customer communications coordinator in Brussels, Belgium,

Special constructions appeared this year, designed to enhance stability, package display properties or retortability.

says the proprietary perforation technology isn't new to Amcor, but is in constant development. Contrary to other perforation technologies, it can be customized to desired formats and designed into an infinite number of shapes. "The technology also offers convenience while maintaining perfect gas tightness in the pack," Poeckl explains.

Holding four 40- to 50-g slices of cheese for a total of 160 to 200 g, the handy tray-pack includes hard cheeses available in the two varieties: Swiss tradition; and premium selection. Portioning the cheese helps keep unused product fresh and helps reduce waste. Consumers can select the different types of individually portioned cheese, by either completely peeling away the entire lid or by pushing one of the individual cavities open and removing a single piece, explains Birte Dorenkamp, team leader-packaging, at Emmi.

Emmi uses **Multivac** (www.multivac.com) horizontal thermoform/fill/seal equipment with a heat-sealing station to produce the packages.

Graphics clearly differentiate the cheeseboard on store shelves. The appealing blue or brown color scheme and images have been enhanced by matte and glossy printing effects, while film windows

on the lid show off the tray's contents. Opening indicators are located in the corners of the package and on the individual cavities.

Retort pouch as bowl

A lightweight, retortable pouch that offers maximum flexible packaging convenience for a pasta product in a new format, the Time-Wise Bowl Pouch (5), made for Dainty Foods in Ontario, Canada by **CLP Packaging Solutions Inc.**, is

shelf-stable and ready for heat-and-eat diners on-the-go. Containing 8 oz of fusilli



pasta with cream sauce, the package's heat-free handles make it comfortable to grip, even after 60 seconds in the microwave oven. Laser scoring along the centerline converts the pouch into a stable bowl. Another laser score on the top makes it easy to vent the pouch for microwaving and facilitates scissors-free opening.

The nonfoil, four-layer barrier laminate construction is microwaveable so that when the pasta is heated, the user simply tears a laser-scored strip along a beltline to fashion the pouch into serving ware. There's no need for extra serving dishes to use, clean or dispose of. The pouch won gold in Packaging Excellence.

CLP Industries reverse prints in gravure the pouch material (to resist scuffing) in eight bold colors on a **Cerutti** (www.cerutti.it) press. The package presents crisp, highly detailed graphics, photos and lettering. The rugged construction is designed for high performance retorting. The adhesive-laminated pouchstock comprises coated PETG/biaxially-oriented nylon/opaque white PP. The nylon layer adds puncture-resistance, elasticity

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and thermomechanical performance while the PETG layer affords a barrier.

The fact that the structure does not contain foil makes it microwaveable. The biaxially oriented nylon is a stiffening layer, which CLP says is important in maintaining the bowl's structural integrity during use. The PP sealing layer lends additional barrier properties and provides a bright white background for the graphics. The films are provided by Israel's **Polyon Industries** (www.polyon.co.il) and **Polyplex Corp. Ltd.** (www.polyplex.com), the adhesives are from **Rohm & Haas** (www.rohmhaas.com) and the retortable inks are supplied by **Siegwerk Druckfarben AG** (www.siegwerk.de).

The colors appear to glow in the light that passes through the laminate, which adds richness to the tasty-looking food photography. CLP uses retort-ready inks to maintain lushness from the retorting process through to handling and stocking of the product at retail stores and microwaving at home or in the office.

Produced in Israel by parent company, CLP Industries Ltd., on Totani pouchmaking machines that produce shaped pouches, the package and the product are both new to the market. The product is made and retorted in Mexico by **CSM Alimentos S.A. de C.V.** (+52 415 152 6970). Curvy in shape, which accentuates the graphics and artful printing and permit fast, efficient retorting, the adhesive-laminated standup pouch remains stable during heating while its value-added, heat-free lobe-like side handles prevent the discomfort that often accompanies grasping a hot pouch from the microwave oven.

Richly printed bag for chocolates



Representing an improvement over an existing package that included

an additional display tray, the 5.2-oz standup bag incorporates a quad-sealed flat bottom that offers excellent shelf presence.

Providing superior stiffness and machinability on quad-seal vertical form/fill/seal equipment, the three-ply OPP/metallized OPP/OPP film structure has excellent hot-slip characteristics. It's also laminated using solventless adhesives.

Gravure printing of the enhanced graphics is in a luxurious purple (or red, depending on the flavor), cream and chocolate brown color scheme. The classic visuals depict chocolate and caramel cascading down on top of luscious gold foil-wrapped candy discs. Sonoco says the glossy, three-layer filmstock is made into bags on a **Rovema** (www.rovema.com) vf/f/s system.

Popcorn bag turns 'green'

A microweavable popcorn bag for American Pop Corn in Sioux City, IA (7), converted by **Exopack LLC** introduces **Solvay's** (www.solvay.com) Solexis fluoroelastomer and perfluoroelastomer grease-resistant coatings, which are designed to eliminate the introduction of perfluorooctanoic acid (PFOA) into Continued on page 30

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the environment and eliminate the potential of being a by-product of the bagmaking or degradation process of the microwave popcorn bag.

PFOA is a synthetic, stable, perfluorinated carboxylic acid and

fluorosurfactant that has applications as a surfactant in the emulsion polymerization of fluoropolymers. Produced since the 1940s in industrial synthesis, the synthetic chemical is of interest to the EPA and has been the subject of much debate regarding its potential health effects.

It's also formed by the degradation of precursors such as some fluorotelomers. PFOA is indefinitely

persistent in the environment and has been known as a toxicant and carcinogen in animals. Some studies have associated PFOA exposure with birth defects, increased cancer rates and changes to lipid levels, the immune system and the liver—all effects identified in animals.

Exopack says the new coating replaces certain components within PFOA with shorter molecular chains,

so the problems with PFOA and bio-accumulation are eliminated, yet the coating performs in a way that doesn't alter the consumer experience with the popcorn. The bag itself is made from two plies of grease-resistant paper laminated together and incorporating a metallized PET susceptor patch (to aid popping of the corn) sandwiched in between. The paper stock is flexo-printed in one color with American Pop Corn's trade dress and graphics.

Exopack says it worked closely with **Wausau Paper** (www.wausaupaper.com) on the bag's material formulation, to ensure that the paper bag's properties and treatment were adjusted to prevent popcorn grease from bleedthrough and staining the bag. "The best news is that the PFOA-free microwave popcorn bag was a drop-in for the predecessor," says Chris Swalm, Exopack's corporate marketing manager. "The efficiency and economics were maintained."

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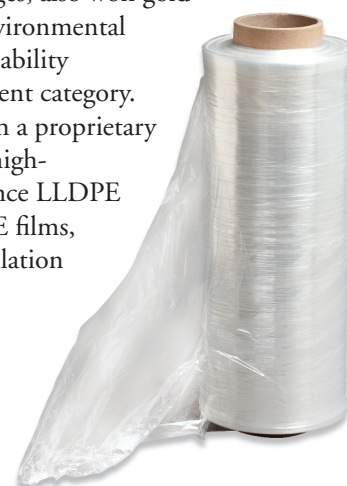
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One important component of packaging sustainability is to ensure that the package is **safe for all possible end-of-life scenarios.**

The resulting bag won a gold award for Environmental & Sustainability Achievement. Says Swalm, "One important component of packaging sustainability is to ensure that the package is safe for all possible end-of-life scenarios."

Edgy stretch wrap

Stratos™ handwrap (8), described by **Pliant Corp.**, a subsidiary of **Berry Plastics**, as an ultra-performance stretch film with folded edges, also won gold in the Environmental & Sustainability Achievement category. Made with a proprietary blend of high-performance LLDPE and LDPE films, the formulation strikes a balance between stiffness



for heavy-duty load containment, elasticity that allows users to pull the film tight around a load and superior puncture- and tear-resistance for corner handling. Yet it's only 35 ga thick.

Launched late in 2009, Stratos has a folded edge that helps eliminate

waste associated with edge damage and edge hangover, which Kinnan says can be a frequent problem for stretch films at thin gauges.

"The amount of film applied and the wrapping technique used with handwrap is very specific to each user, but if the stiffness increases

If the [film] stiffness increases by 10 to 20 percent because of the folded edges, the end user likely could decrease the number of wraps by that same percentage and still get similar on-pallet performance.

product loss from "edge hang" while significantly improving load containment.

The addition of the folded edge also offers other major benefits: A roll of Stratos can be dropped on the ground and be reused without fears of product loss; and Stratos has substantial tear-resistance.

If the film is punctured on the pallet, the folded edge (which is folded in-line on Pliant's equipment and shipped to end user prefolded) will frequently stop a tear from propagating in the cross direction, and thus improve load integrity. Says Pliant's industrial films technical manager Mike Kinnan, the folded edge increases stiffness (due to strain hardening when stretched) of the film by 10 to 20 percent vs. the same formulation produced without a folded edge.

This can translate to 10 to 20 percent improved load containment just by the presence of a folded edge. The cast-coextruded wrap also has exceptional optics, Kinnan notes, and the cast process allows production of film that's susceptible to strain hardening, which is essential to load containment at thin gauges. Stratos isn't pre-stretched, so it can be pulled tight on a load, yielding another 10 to 25 percent extra yield, according to Kinnan.

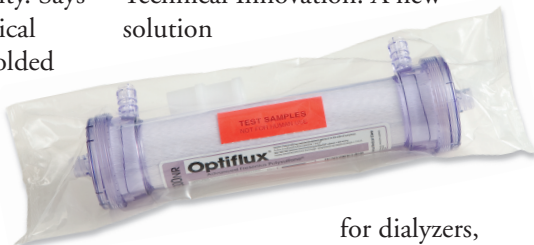
The film has several sustainability savings advantages, Kinnan points out. Its thin gauge means that less film is used, which can reduce the carbon footprint. Its load-containment properties and bonuses associated with the folded edge can reduce the number of wraps needed to secure a load, thus further decreasing film usage and possibly transportation costs.

The folded edge also reduces

by 10 to 20 percent because of the folded edges, the end user likely could decrease the number of wraps by that same percentage and still get similar on-pallet performance," Kinnan points out. The handwrap is available on rolls 1,500 and 2,000 ft in length; and in widths of 14, 16 and 18 in.

Protective, attractive medical flowwrap

The Fresenius Dialyzer package forming web (9), again converted by Pliant Corp., won gold in Technical Innovation. A new solution



for dialyzers, the innovative flowwrap is cost-competitive and features a two-component, thermoformable nylon/PE-laminated bottom web, which is sealed to coated Tyvek®. The flowwrap improves manufacturing efficiencies twofold, says Pliant. Through this package, Fresenius Medical, Ogden, UT, also improved sterilization techniques and converted from an EO gas to an E-Beam radiation technique. Fresenius produces the medical devices, which are distributed to hospitals and private nursing homes.

Dialyzers are synthetic membranes that act as artificial kidneys to filter blood removed from the body and returned to the body. The new package structure offers a cost-competitive option to thermoformed tray-packs with a convenient, easy-open linear-tear flowpack that also provides high clarity to display the dialyzer inside and protect it during

Continued on page 32

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Designed by Pliant, the new flowrap film is a tough structure that has precisely controlled seal strength so that it could pass Fresenius' burst-testing requirements.

Jeff Middlesworth, engineer at Pliant Corp., says to achieve that strength a nylon layer was used, which accounts for 40 percent of the film's total composition. A tie layer

and a low-temperature sealant are included to provide hermetic seals at high package speeds. These replace a top nonwoven sealing web and a thicker nylon/PE laminate, created in a two-step lamination process. Significant processing issues and curl elimination efforts were also required to make this extraordinarily tough forming web a success. The package is formed and filled on **Ilapak** ([www.](http://www.ilapak.com)

[ilapak.com](http://www.ilapak.com)) flowrap machines at speeds up to 80 packages/min.

The mono-material package also offers cost savings over a two-component top and bottom thermoforming web structure, Middlesworth adds. Fresenius was able to change sterilization techniques with the adoption of this package, and went to an E-Beam radiation method, said to be more

environmentally friendly.

In addition, the FPA made the following Silver awards:

Printing Achievement

Kaytee Flat Bottom Package for **Bemis Flexible Packaging, Milprint Div.**
Color Shift Promotional Shrink Sleeve for **CL&D Graphics, Inc.** (www.cldgraphics.com)
Aloe There Swedish Beauty Botanica, for **Prime Graphics Inc.** (www.primegraphicsinc.com)
Halls Nite for **Sonoco Flexible Packaging**

Technical Innovation

High Chemical Resistance Pouch for **American Packaging Corp.** (www.amppackcorp.com)
Isotech Bag for **Oliver-Tolas Healthcare Packaging** (www.oliver-tolas.com)
Tamper Evident Shipping Solution for **Pliant Corp.**

Packaging Excellence:

Amcor Stickpack-Kerry Foods' Cheesestings Shots for **Amcor Flexibles Inc.**
Club des Sommeliers 3-Liter Bag Without a Box from **CLP Packaging Solutions**
Dipos-a-Vent from **Oliver-Tolas Healthcare Packaging**
Preserve Toothbrush by **Printpack Inc.** (www.printpack.com)

Environmental & Sustainability Achievement

Reusable Flexible Water Bottle, **Ampac Flexibles Div., Ampac Packaging LLC**
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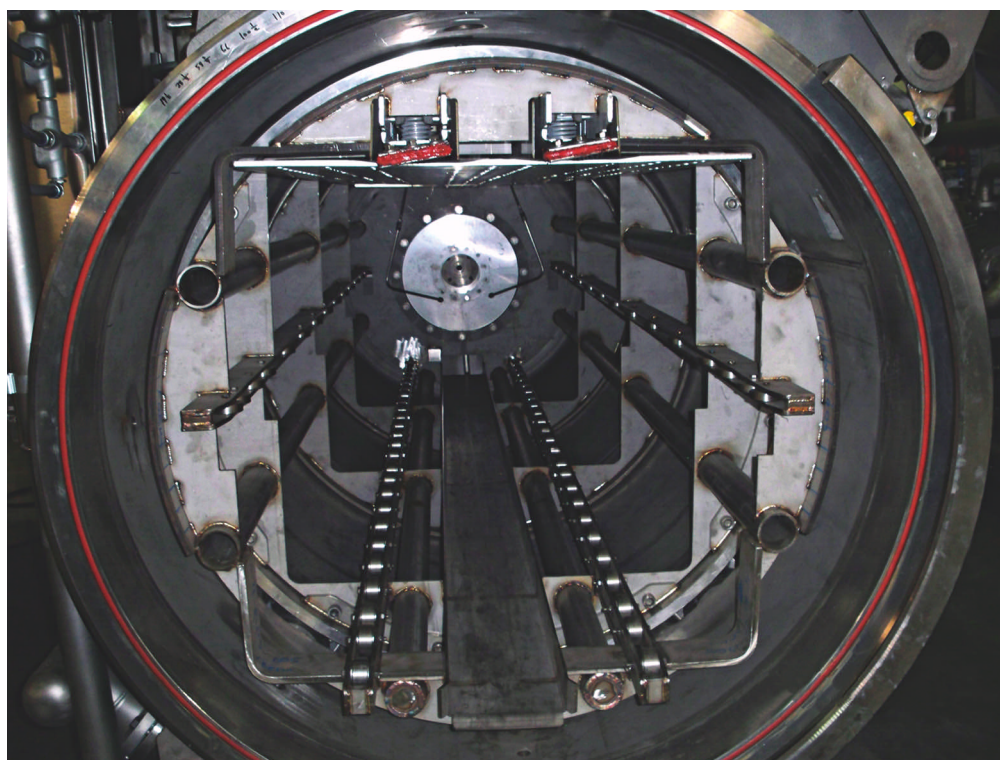


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After packages have been filled and sealed on multiple lines, the trays are placed in baskets, which are then processed in retorts.

Retorts are hot for shelf-stable meals



A patented automated basket-clamping system between the bottom rails employs air-inflated, silicone-based bladders on the bottom and sides of the basket to hold baskets in place during agitation.

Contract packer **TRUITT BROTHERS INC.** has installed a dozen state-of-the-art retorts at its new Kentucky plant to process the wide range of shelf-stable foodstuffs it produces for its many customers.

Jack Mans, Plant Operations Editor

In November 2008, Truitt Bros. Inc., a Salem, OR-based company, opened a newly renovated 240,000-sq-ft food-processing plant in East Bernstadt, KY to support its growth in manufacturing shelf-stable foods. Truitt Bros. Inc. was founded in 1973 by Peter and David Truitt and has become a market leader in contract manufacturing of shelf-stable foods for some of the world's largest food companies.

To thermal stabilize its packages, Truitt installed 12 new water-immersion retorts from **Allpax Products Inc.** "As the market for portion-controlled convenience foods continued to build, we were starting to outgrow our facilities in Salem, OR, and decided, as a company, to expand east," says David Truitt, co-owner.

"East Bernstadt is the perfect location—the

epicenter of the eastern half of the States. Now every potential shipping destination in the continental U.S. is less than 12 hours away." The new plant employs approximately 125 team members.

"We started looking for a retort company to partner with us a number of years ago and talked to several suppliers," says Ron Davis, managing director and general manager, Eastern Operations. "We run different types of packaging, including large pouches and small trays, and the retorts had to be able to handle them all. We also wanted a U.S.-based company that could respond quickly to our needs and give us good service. We installed nine Allpax retorts in our plant in Oregon in 2005, and they worked out so well that we bought 12 more when we opened the plant here in Kentucky."

The Allpax rotating, water-immersion retorts at Truitt are equipped with self-contained hot-water

preheat tanks, which are mounted above the retorts, and automatic, quick-opening orbiting doors, which pivot upward rather than opening outward, to save space. The preheat tank holds the heated water for the retorting process to save energy and reduce the cycle time.

Another feature of the Allpax retort is its patented, automated basket-clamping system that holds the baskets in place during agitation. This system employs air-inflated, silicone-based bladders on the bottom and sides of the baskets to hold them in place.

Flexibility instead of automation

Allpax retorts are available in sizes up to 72-in. diameter and capacities of up to eight baskets. The units at Truitt are 53-in. diameter and hold four baskets. Completely automated systems are available

that load the product into the baskets, load and unload the baskets into the retorts and unload the baskets, all without human intervention, but Truitt elected a manual system. "We sacrificed automation for flexibility," says Davis, "but it's still a very efficient operation."

In this operation, a retort basket is placed on a hydraulic lift, which raises the basket as it is loaded. During PD's visit, Truitt was running 7-oz trays containing barbeque sauce over beef, beans and rice for a customer. Each basket holds 540 of these trays on 30 layers containing 18 trays each. An operator picks up a group of the plastic trays with a vacuum device and places them into the basket.

He then places a metal rack in the basket and repeats the procedure until the basket is filled. The basket, which is on a wheeled frame, is then moved to the retort and slid inside on rails.

Two-part control system

Allpax has developed a two-part control system for the retort operations: ALLVIEW and MONITOR. The operating parameters for each product are entered into the ALLVIEW system and can be called up automatically. A typical procedure might sterilize the product with 250-deg F water from the overhead tank for 25 min, followed by a cooling step that chills

We installed nine Allpax retorts in our plant in Oregon in 2005, and they worked out so well that we bought 12 more when we opened the plant here in Kentucky.

the product to below 100 deg F.

This step, which might take 20 min, would start with warm water that is progressively cooled until it may be as low as 60 deg F.

The system combines basic operator-entry functionality with password access to more complex functions, such as PID loop tuning; manual override functions for both analog and discrete control, retort process-step overrides and much more.

The ALLVIEW HMI platform provides a comprehensive, user-friendly interface for production managers, operators, and technicians in the retort room. It uses touch screen

operation through the Allen Bradley line of products along with a screen design development customized for plant personnel.

The MONITOR retort control system, which was developed by food scientists and food process professionals at Allpax, ensures that each product is processed to exact sterilization specifications in accord with USDA and FDA regulations. It meets or exceeds the requirements of

Continued on page 36



Four piston fillers dispense product as trays travel through the tray sealer.



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21CFR Part 11, including electronic data fingerprints, audit trails and secure operator access restrictions. The host computer for this system stores product-configurable recipes that define the process parameters to be followed and automatically corrects for process deviations.

The MONITOR system is parameter-driven. The recipe parameters are configured for each processing step (come-up, cook, pressure cool, etc.) to control all of the retort valves automatically. Each processing step is defined by the time in the process step and the critical factor setpoints.

The Allpax MONITOR system gives the processor total flexibility to ramp or stair-step temperatures and pressures during the process. It includes comprehensive reporting for batch logs, deviations, alarms, recipes, and trends; robust electronic data fingerprinting; security configurations with privileges explicitly assigned to each user and other features.

Multiple heat-seal lines

Truitt has several heat-seal lines packaging shelf-stable meals ranging in weight from seven to 10.5 oz. The product is filled into trays, which are then heat sealed with plastic and placed in cartons. During *Packaging Digest's* visit, all three lines were running barbeque sauce over beef, beans and rice.

At the start of each line, Truitt installed an intermittent-motion tray sealer from **Ossid LLC** that incorporates an extended zone where product-filling systems can be installed. Different systems can be mounted for different products.

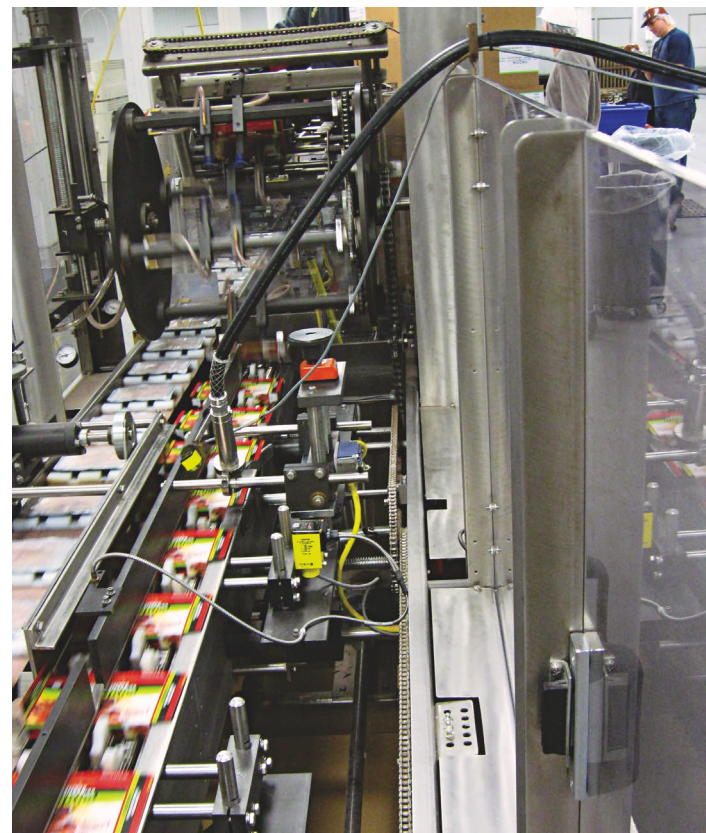
To start the process, a feeder on the front of the sealer deposits the trays into cavities on a conveyor that travels through the machine. For barbeque sauce over beef, beans and rice, the trays travel beneath a manual-filling station for mashed potatoes, after which the trays continue into a filling system from **Raque Food Systems LLC** that deposits the sauce, beef and beans. The product flows from an agitated hopper next to the filler through clear plastic hoses to four piston fillers mounted above the conveyor, which deposit the product during the stop cycle.

Next, the trays enter the top-sealing zone. During

packaging takes place.

The trays are removed from the baskets with a vacuum system similar to that described previously and are placed on a conveyor that carries them through a machine where blowers remove water remaining from the retort. They then travel through an Eagle™ X-ray system from **Smiths Detection** that inspects them to be sure that there are no metal or other foreign objects contaminants.

From the metal detector, the trays travel to a



Horizontal pushers move the sealed, shelf-stable trays into the open ends of the cartons.

cartoner from **Kodiak Cartoners**. Dual horizontal screws meter the cartons into the machine, and lugs come up behind each tray and push the individual trays through the insertion zone. Simultaneously, endload cartons from **Graphic Packaging Intl.** are removed from a magazine by vacuum cups, are opened and are placed on a parallel conveyor

This success would not have been possible if it were not for all of the hard working and dedicated employees of Kentucky.

each stop cycle, a plunger pushes film from an overhead roll down onto the trays, where it is heat sealed to their lips. During the sealing process, a vacuum is drawn on the trays to remove air after which the trays are gas-flushed. This results in a residual oxygen content of less than 0.5 percent.

The sealed trays are then conveyed past a Safeline metal detector and a checkweigher from **Mettler-Toledo Hi-Speed**. They continue to a station where they are manually loaded into the retort baskets as described previously.

Plant divided into two zones

The Truitt plant is basically divided into two zones. Filling, sealing and retorting take place in the more-sterile zone, while downstream packaging is in the less-sterile zone. Baskets from the retorts containing sterile products are wheeled into this section of the plant, where the downstream

synchronized with the tray conveyor.

Horizontal pushers then extend and push the trays into the open ends of the cartons. As the cartons leave the loading zone, hot melt glue from a **Nordson Corp.** ProBlue 10 unit is applied to the end flaps, which are then plowed closed.

As the cartons leave the cartoner, they pass a **Videojet Technologies Inc.** Excell ink-jet printer that applies a lot code to one end flap. The cartons are then hand-packed into shipping cases, which are erected by a Model WF20 case former/case erector from **Wexxar Packaging Inc.** The WF20 is a fully automatic machine with tape head and toolless changeover.

The unit features Wexxar's pin-and-dome technology, rather than the more common vacuum systems. The pin-and-dome technology consists of two hardened steel pins that operate in conjunction with a raised steel dome. The unopened case is thrust

upward onto multiple pin-and-dome modules, which permit the domes to guide the pins precisely into the flutes of the corrugated case.

This clamps the outer skin of the case, giving unparalleled grip on the panels of the case. The pin-and-dome modules are mounted on opposing hinged plates. Once an unopened case is thrust upward onto the pin-and-dome modules, the plates are opened by a positive action, which forces the case to open with them.

The tops of the filled cases are taped shut by a 3M-Matic™ case sealer from **3M**, after which the cases, which are completely blank, travel past two Imaje 4040 inkjet printers from **Markem-Imaje Business Group** which print the product name, lot code and other information on two adjacent sides. To accomplish this, after the first printer finishes, the case discharges onto a right-angle conveyor where the second printer is located.

Wrapper is automatic

The cases are hand palletized and the pallets are stretch wrapped by an automated A-Arm pallet wrapper from **Cousins Packaging Inc.** that features unique film cutting and clamping technology. This includes automatic operation in which the film wraps the pallet without requiring an operator to attach the loose end of the film to the pallet or cut the film at the end of the cycle.

The system can be operated from the forklift with a remote actuator that eliminates the need for the operator to get on and off the lift. The wrapper is equipped with a rapid-thread, powered film carriage that delivers prestretched film to the load, substantially reducing the film cost per pallet.

The unique thing about this machine is that the arm is above the pallet load at the start of a wrapping cycle. When the turntable begins to turn, the arm lowers until it is just above the cases on the pallet, and a corner case on the load catches the film and pulls it around the load. When the machine completes the wrap cycle, a device cuts the film. The end of the film still remains attached to the arm, so it is ready for the next pallet load.

"Truitt Brothers is so proud of the addition of this beautiful facility," says Truitt. "The State of Kentucky and Laurel County have been so supportive and welcoming. This success would not have been possible if it were not for all of the hard working and dedicated employees of Kentucky."

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A 'shot' without the glass

Ready-to-drink cocktails come in flask-shaped pouch
WITH SURPRISING ENVIRONMENTAL BENEFITS.

Melissa Larson, Contributing Editor

Multilayer barrier pouches are entering food and beverage markets that were never before penetrated. Spirits are the latest application, specifically ShotPak, a 50 ml flask-shaped pouch filled with ready-to-drink cocktails that can go where glass containers

asking for something new, and our natural ready-to-drink pouches stand out on the store shelves,” says R. Charles Murray, Beverage Pouch Group CEO. “Until now we have not really ventured outside of Florida on the East Coast, but we have seen a lot of national interest, which has been great.”

The three brand categories include: ShotPak ready-to-drink cocktails; Shotpak and California Blue Premiums; and STR8UP spirits. Mixed-drink flavors include everything from popular favorites such as mojitos, cosmopolitans, martinis and pina colodas to kamikazes, lemon drops and sour apple flavors, with color-coordinated graphics.

BPG also markets wine, water and beer in multilayer pouches under the VinoPak, BevPak, and BeerPak brands.

No muss, less fuss

Feet firmly planted in the 20-something, bar-hopping, outdoorsy demographic, Murray points out

the benefits of the ShotPak for both servers and consumers. They are attractive, pre-measured, and easy for hotels and casinos to serve without mixing, pouring or dealing with glass containers. Pouches are easy to chill or freeze, can be taken to venues where glass and metal may be prohibited, and because they

feature an 8 mm orifice after opening, can't be easily spiked or adulterated.

The easy-tear pouch is a patented laminated structure containing LLDPE, nylon, foil and a proprietary layer. Shelf-stable for a full 18 months, the structure guards against leaching of the alcohol in the mixed cocktail and after extensive organoleptic testing by BPG, no flavor changes were noted.

Gravure printing is done by strategic partner HQ in Shantou, China, with all material inspection and testing performed under the control of affiliate PCG Global in China. An interrelated group of companies under the banner of PPI Technologies Group also makes the pouchmaking and pouchfilling machinery used. Filling is done at Imperial Brands distillery, Palm Beach Gardens, FL, in a dedicated ShotPak filling room.

Zero landfill

Murray also touts the “Zero Landfill” environmental advantages of the package. There's a source-reduction story to tell, as the pouch takes up far less space than a bottle, weighs 20 times less than a bottle with comparable volume, uses far less energy to make, and has a lower CO₂ footprint than a bottle. In states that have garbage incineration in place, such as BPG's home state of Florida, plasma arcing can vaporize the plastic components of the pouch,



Multilayered barrier pouches for the STR8UP product are filled with premium dark rum.

can't. **Beverage Pouch Group (BPG) LLC**, Sarasota, FL, markets the pouches in boxed multipacks of six and 12 pouches, and the product is racking up sales with distributors in nearly a dozen states.

“There's lots of activity around our new pouch package. Busy, on-the-go consumers are always



generating electricity, while collecting the metal left behind. This slag can be used for road construction projects.

"We have to get beyond the reliance on glass in the alcoholic beverages category," says Murray. "Most glass for the U.S. market is now made in Mexico, and it is so expensive and cumbersome to ship recycled glass there that Mexican glass plants are using very little recycled product."

Distributor's view

A recent conversation with the newly licensed Illinois distributor for the product gives an insight into the state-by-state marketing scheme for this product and its packaging

We believe this is a quality product with a unique package and good environmental aspects.

benefits.

"We believe this is a quality product with a unique package and good environmental aspects," says Michael Dehn, executive v.p. of sales and marketing for Direct Distribution LLC, Lombard, IL. His company will distribute all of BPG's pouched brands and was ready to place its initial order at presstime. "There are four or five major market segments this product is perfect for. They are what we call points of destination: sports stadiums, golf courses, festivals such as Chicago's Taste of Chicago, 5 and 10K races, and the banquet/catering market," says Dehn.

"In all of these places, it's cumbersome and inconvenient to set up a bar and have a bartender," he says. "These pouches are easier for the venue to monitor, there's no cleanup involved, and it's an environmentally

responsible package. That's especially important for events where a municipality is responsible for cleanup, such as music festivals."

Dehn is excited about the market potential at fitness events such as 5- and 10K races, where mountains of plastic bottles can pile up after the race is over.

While the distributor network

actually buys the product and sets the prices depending on the market, Murray does confirm that growth of the pouches has been 30 percent or more each year since launch, and that this year BPG will celebrate production of its 5 millionth pouch. With more distributor agreements, the party seems certain to continue.

More information is available:

Beverage Pouch Group LLC, 941/359-6678, www.beveragepouchgroup.com
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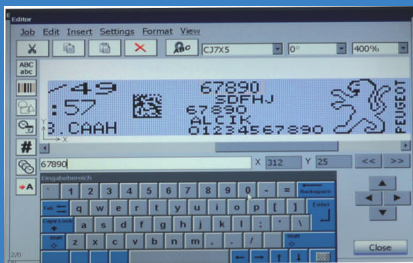
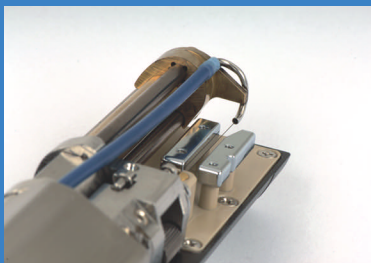
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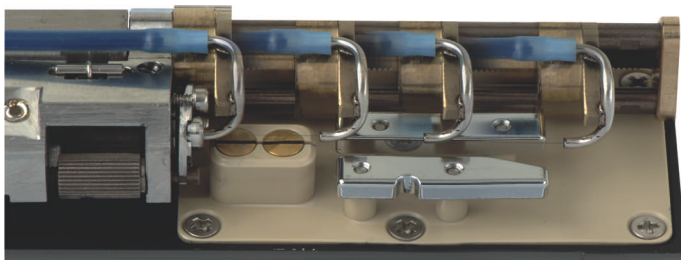
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By some estimates, more than 90 percent of the products that reach retail stores in the U.S. and most other developed nations are shipped in corrugated packaging. While considering the hundreds of millions of corrugated fiberboard boxes in global distribution, innovative designs can offer a tool for environmental stewardship and improved physical performance of corrugated fiberboard containers.

Corrugated fiberboard boxes come in a variety of forms and are typically categorized as slotted containers, e.g., regular slotted container,

same internal volumes of approximately 0.93 cu ft and were

conditioned under three environmental conditions—standard, refrigerated and tropical as per ASTM D4332. The containers were then tested for compression strengths in accordance to ASTM D642. Comparisons were performed within two categories: containers with and without separate tops.

Reinventing Bliss-style containers by re-thinking the inside of the box

telescoping boxes, folders or wrap around, rigid (Bliss) boxes and self erecting boxes.

Bliss boxes, the only one of these categories of boxes that typically cannot be knocked down, are extensively used for fresh fruit and vegetable distribution. These boxes come in several standard styles and typically consist of two side panels and a body that folds around these panels to form the other sides, bottom and top.

According to the USDA Economic Research Service, while the per capita fresh fruit availability at retail in the U.S. has increased only slightly

styles were compared to the diagonal corner Bliss container. The FCT used 10 percent more material and was 4 to 18 percent weaker. The single-v Kisch container used 3 percent more material, yet it was 14 to 32 percent stronger. When compared to the full telescoping HSC style, the FCT required 14 percent less material and was 11 to 24 percent weaker. Compared to the full telescoping HSC, the single-v Kisch required 19 percent less material, but the single-v Kisch was 5 to 22 percent stronger.

The new designs accrued 34 to 40 percent less deflection during compression testing, an indication of side- and bottom-bulge potential, as compared to the full telescoping HSC

For the second category (shippers without separate tops) comparisons were drawn between the simplest of the existing designs, i.e., RSC and standard Bliss boxes, to the Bliss end internal, box corner Bliss and slip corner Bliss designs. As compared to the RSC design, area savings of 36 to 42 percent and strength improvements in the 2 to 42 percent range were

realized. The slip corner Bliss style used 36 percent less corrugated fiberboard and performed up to 42 percent better for compression strength.

Comparing Bliss end internal and the new designs to the standard Bliss box, an increased amount of material ranging from 6 to 9 percent was required and performance improvements up to 47 percent were realized. The slip corner Bliss box in comparison to the standard Bliss container, used 9 percent more material while improving the compression strengths between 18 and 31 percent.

(2.37 percent) between 1989 and 2007 to 120 lb, the corresponding number for fresh vegetables has increased significantly (10.14 percent) to 187 lb.

A study at California Polytechnic University recently was completed to evaluate several redesigns of standard Bliss boxes, with and without a separate top, in an attempt to optimize the amount of corrugated fiberboard needed while maintaining or increasing their ability to withstand stacking forces under common distribution conditions. Fig. 1 illustrates the standard designs used in the study for benchmarking purposes. Regular slotted container (RSC) and full telescoping half-slotted container (HSC) styles of containers were also used for comparison.

Fig. 2 shows the redesigns used in the study.

All designs shown above were prototyped to the



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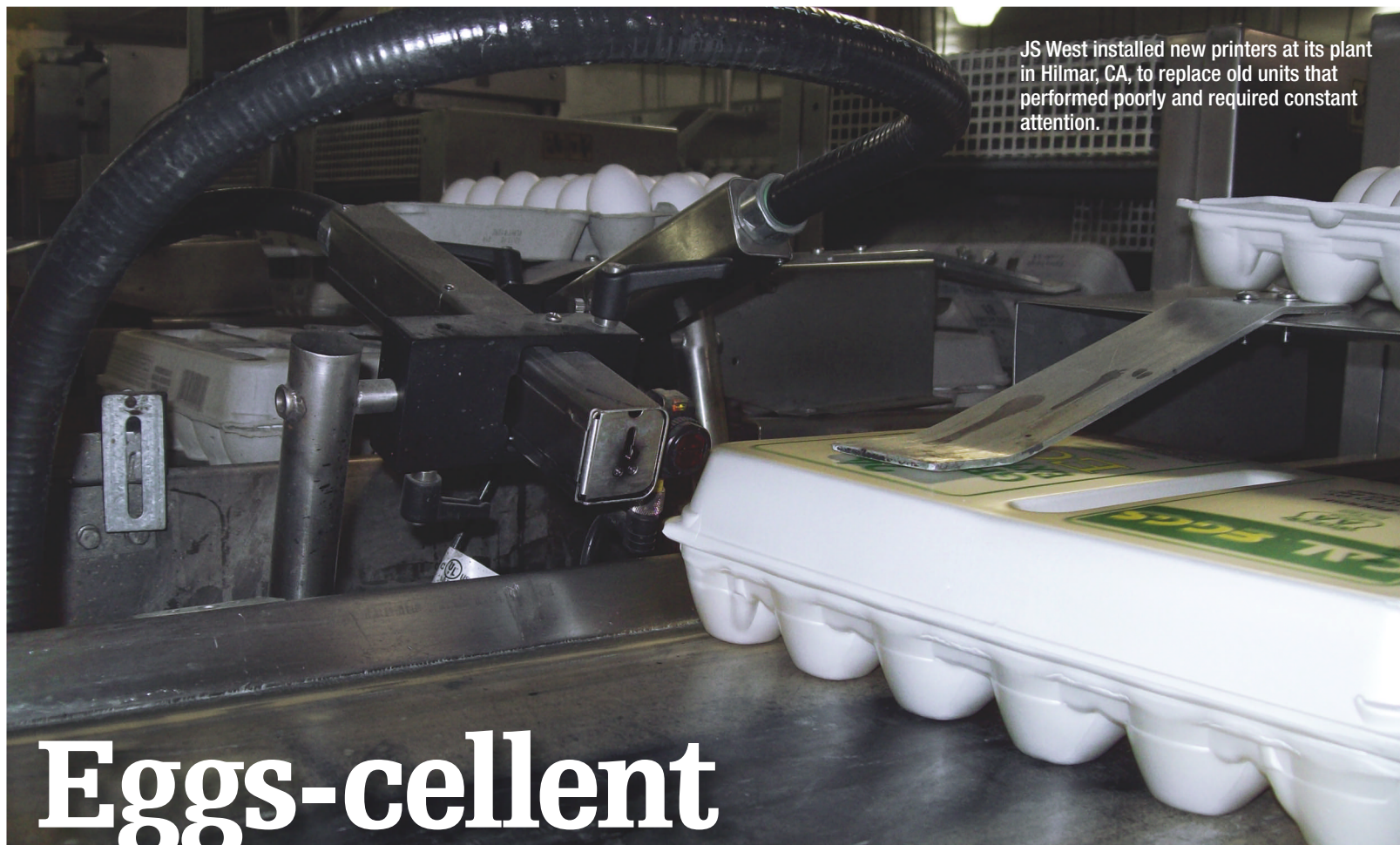
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Jay Singh, author of this study, is an associate professor and director of the packaging program at California Polytechnic University.



JS West installed new printers at its plant in Hilmar, CA, to replace old units that performed poorly and required constant attention.

Eggs-cellent marking and coding

JS WEST installs new ink-jet printers on 10 egg packaging lines to replace mechanical printers. Quick-drying inks also have major impact.

Jack Mans, Plant Operations Editor

Egg cartons are not easy to print on, according to Pepe Gonzalez plant manager at the JS West egg plant in Hilmar, CA. “We were using mechanical printers, but we had problems with the dates not being legible,” says Gonzalez. Headquartered in Modesto, CA, JS West is a major egg producer for the CA market. It sells more than 100,000 dozen eggs/day to more than 20,000 customers.

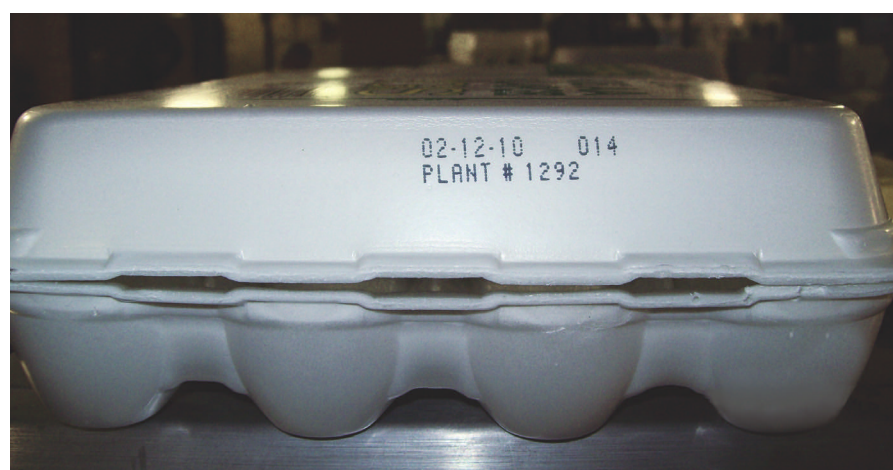
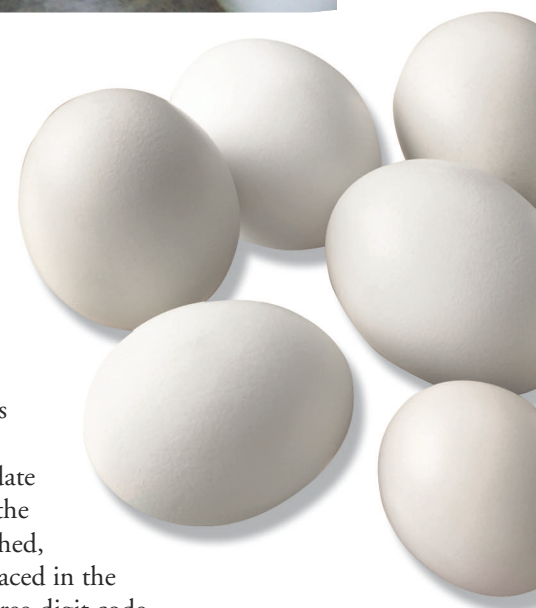
“We pack eggs in both foam and pulp cartons,

and we had problems with both of them,” says Gonzalez. “Foam cartons didn’t absorb the ink so the ink wouldn’t dry and would smear, while the pulp cartons would absorb the ink, but the printing was fuzzy.”

Carton coding is a requirement for egg producers. If eggs are packed under USDA’s voluntary grading service, the cartons can bear a shield-shaped USDA grademark. According to the USDA, when the USDA grade shield is present on the carton, the carton must also be labeled with

the date and location of where the eggs were packed.

The pack date (the day that the eggs were washed, graded and placed in the carton) is a three-digit code that represents the consecutive day of the year (the “Julian Date”) starting with January 1 as 001 and



JS West installed new ink-jet printers on all 10 of its egg-packing lines, left. It prints date, lot number and plant number on the edge of each egg carton, above. It packs eggs in both foam and pulp cartons, and had problems with both of them with the old printers. Foam cartons didn’t absorb the ink so the ink wouldn’t dry and would smear, while the pulp cartons would absorb the ink, but the printing was fuzzy.

ending with December 31 as 365. When a "sell-by" date appears on a carton bearing the USDA grade shield, the code date may not exceed 45 days from the date of pack. Most state requirements are similar.

JS West prints the production date, line number and plant number on the edges of its cartons.

Smaller printers

"The operators had to keep adjusting the printers, which reduced the plant efficiency," says Gonzalez. In early 2009, Gonzalez began to investigate replacing the existing printers.

"We looked at a number of different models, and decided to go with the Citronix ciSeries industrial ink-jet printers from ID Technology Inc. The other printers we looked at were bigger and bulky. The ID Technology models fit into our existing lines better, and they were also less expensive than the other units we looked at."

The JS West plant has 10 egg-carton packaging lines that run one, one-and-a half and two-dozen packs, and they replaced the printers on all 10 lines. JS West also purchased an 11th Citronix unit for an overwrap application at another plant.

CiSeries ink-jet printers include a user-friendly, icon-based operating system and video-graphics display (VGA) with a full-size QWERTY keyboard for effortless operation. Operating settings are automatically adjusted depending on the environment to maintain optimum print quality.

"These daters are like night and day compared to the machines that we had before," says Gonzalez. "For one thing, each one has its



These daters are like night and day compared to the machines that we had before.

own computer, so they're automatic and easy to operate.

The systems at JS West feature single-board, electronics technology coupled with integrated smart printhead and ink system components that monitor critical operating functions.

"Most of our line operators have never used computers, but with these, the dates are set automatically," says Gonzalez. "The operator just enters the vender or lot number, and the computer

The new ink-jet printers include a user-friendly, icon-based operating system and video-graphics display with a full-size QWERTY keyboard for effortless operation. Operating settings are automatically adjusted depending on the environment to maintain optimum print quality.

sets up all of the remaining information."

Housed in rugged, stainless-steel, NEMA 4-rated enclosures, the ciSeries systems are well suited for operation in JS West's egg-packaging operations.

Quick-drying ink

A big factor at JS West was the use of quick-drying inks, which give a dependable and consistent marking on most

surfaces and coatings. They have a fast evaporation and high solids content, so they offer excellent dot definition and readability. "The quick-drying inks don't smear on the foam cartons, and they also work well on the pulp cartons," says Gonzalez.

"ID Technology was very helpful," he continues. "They were here every day during the several weeks that we were looking at the system, and then they helped us install and start up the printers. They've been someone we could rely on, and we are very comfortable calling them when we have any questions or need assistance."

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A custom-molded lid is fitted over a frozen cheesecake. The lid prevents excess air from entering the container as the dry ice sublimates without preventing the shipper from releasing gas.



Sweet developments

Jubilations Cheesecakes leverages the R&D capabilities of its suppliers to optimize its mail-order business with **BETTER COOLERS** for its frozen cheesecakes.

Linda Casey, Senior Editor

Jubilations Cheesecakes, Columbus, MS, takes a hand-crafted approach to the baking of its cheesecakes, but the bakery's marketing and packaging is decidedly more high-tech. The bakery uses e-mail newsletters, Facebook and Google AdWords to promote the company Website, in addition to more traditional marketing such as local radio commercials.

This marketing approach enables Jubilations to reach prospective customers beyond its home state. "We are in a relatively small town in a very

small space of Mississippi," Jubilations' vp George Purnell explains. "There are between 2.5 to 3 million people in our state. Some cities are bigger than this."

Nationwide sales do present shipping challenges, though. Ground shipments to some areas, such as the West Coast, can take up to three days. Initially, Jubilations addressed this problem by shipping frozen cakes via one-day air.

"Five or six years ago fuel wasn't a very expensive commodity," says Purnell. "Today it is. Simply because of the cost of fuel, air shipment can cost more than a cheesecake we're shipping."

Delving deep into operations

Jubilations addressed its shipping costs concerns with its local **United Parcel Service of America Inc. (UPS)** representative, who contacted the UPS Customer Solutions Package Lab in Addison, IL.

"The UPS representative for Jubilations contacted us about decreasing Jubilations' dimensional rate," recalls Matthew Robke, a packaging engineer for UPS Customer Solutions.

Soon, UPS was delving deep into Jubilations' business to help the bakery optimize its packaging. "UPS did three things for us," Purnell remarks:

1. UPS sent two representatives to Jubilations'

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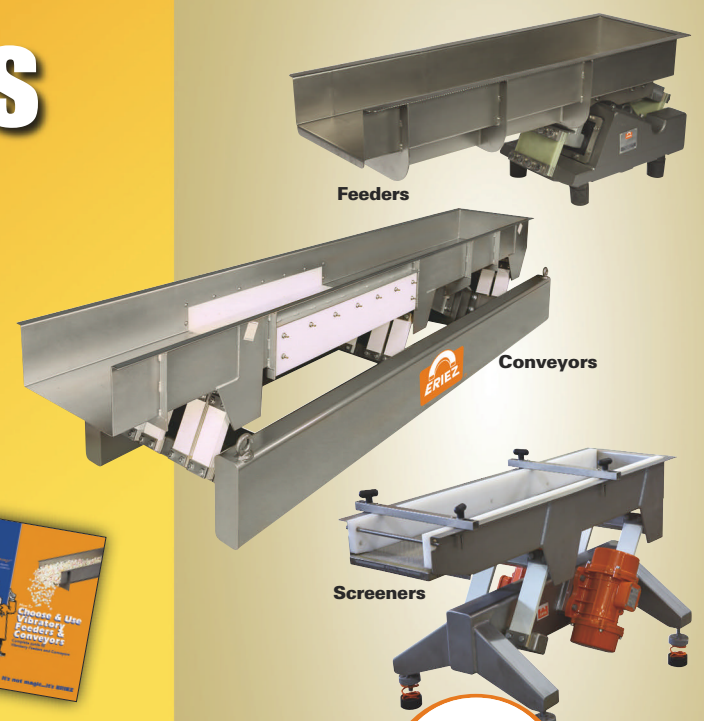
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Unlike the previous packaging made from EPS, Jubilations' new single-cake shipper is made from polyurethane, which offers better thermal resistance.

location in Mississippi. The representatives sought to understand the intricacies of the bakery's business and helped educate Jubilations on UPS' business.

2. Using its dimensional weight requirements, UPS' packaging engineers, who also are Certified Packaging Laboratory Professionals, helped Jubilations optimize the shapes and densities of its packed cheesecakes to lower shipping costs.

3. UPS also recommended shipping materials and suppliers for consultation. "Then working jointly with those suppliers, UPS offered its packaging labs to find the R-value, the insulation value, of the different materials that we chose for our packages," Purnell explains.

Preparing for the worst

The product in its original packaging was thermal tested in UPS' 7,000 sq-ft Intl Safe Transit Assn (ISTA)-certified lab in Addison, IL. Lab engineers used an **Envirotronics** Walk-in Test Chamber to create

heat and humidity simulations to ISTA Cold Chain Environmental Standards. For Jubilations' packaging, they selected an ISTA 70 summer profile, which they determined to be a worst-case scenario. Engineers then measured how long before a frozen cake in this environment would thaw to a product temperature below 40 deg F. Degradation of the cold

chain with the original packaging occurred 52 hours after pack out.

Material suggestions

UPS went back to Jubilations with its findings and immediately made two suggestions:

Use high-density expanded polystyrene (EPS) for the multiple cake shipper, which would offer better insulation than regular EPS

and would enable Jubilations to reduce the wall thickness from three in. to two

Consider the use of dry ice and gel-packs to keep the single shipper cool.

Jubilations took these suggestions to its suppliers—**Drew Foam Companies Inc.** and **Sealed Air Corp.** Drew Foam Continued on page 46



Single-cake shippers arrive at the bakery prefitted with the PUR coolers. This enables quick and easy pack outs.



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Addresses are verified as deliverable by Jubilations' integrated customer data system, then printed on site and on demand. Workers manually place labels onto shippers.

Companies took the UPS suggestion and changed the material used for Jubilations' multi-cake shipper. Sealed Air, instead, suggested its single-shipper cooler—Instapak® TempGuard™ Cold Chain Packaging—and offered to have its own research and development facilities work

with UPS on the solution.

Sealed Air has seven different packaging, design and development centers in the U.S. and 35 worldwide. Engineers use **Revware Inc.'s** MicroScribe digitizers to electronically measure customer product size and shape., and Rhinoceros (developed by **McNeel North America**) or SolidWorks (developed by **Dassault Systèmes**) to create 3D CAD drawings. A CNC router aids in the manufacture of prototypes.

A custom-molded cooler made from polyurethane was designed to snugly fit the cakes and slow down sublimation of the dry ice thus maximizing the efficacy of the dry ice used to cool the single-cake shipper.

For quick pack-out, the coolers are kitted by Sealed Air into corrugated cases, which are supplied by Jubilations and printed by **Pratt Industries Inc.**

Optimizing packing

A worker prepares a cake for shipment by first placing it on a paperboard circle and wrapping it in bakery paper. Wrapped cakes are placed in dome containers, supplied by **Wilkinson Industries**. Nutritional labels are printed using a **Datamax-O'Neil** device and placed on the bottom of the dome containers. The logo is applied to the top of a dome container using a preprinted label, supplied by **Weatherall Printing Co.**

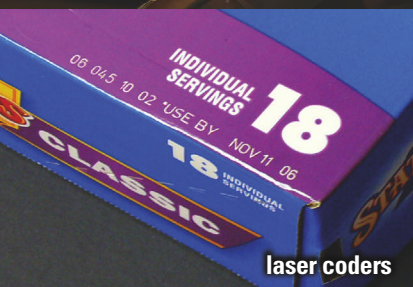
A prescribed amount of dry ice is placed in a specially molded compartment in the cooler. The cake is placed into the cooler, and the worker replaces the lid.

If the worker is preparing a low-volume order, he or she hand seals the shipper. Larger orders are case-sealed mechanically by a stand alone **3M** machine. Shipping labels are created by a **Zebra Technologies** printer.

With its new packaging in place, the rich cheesecakes can continue to be enjoyed by consumers both near and far from the bakery's Southern home despite increasing fuel costs.



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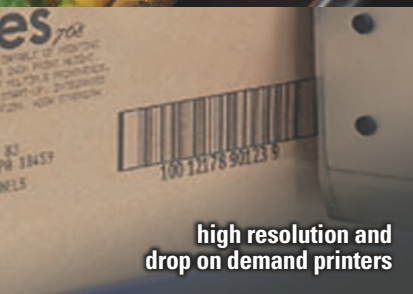
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Compacting improves foam recyclability

Shipping case distributor reduces disposal costs of PE foam scrap with a compacting machine that 'scrunches' foam into logs **1/15TH OF ITS ORIGINAL SIZE.**

Lauren R. Hartman, Senior Editor

Cases Plus Inc., a Lincoln, CA, wholesale distributor of industrial shipping cases that it customizes for applications in electronics, aerospace and the military, faced a dilemma. The company wanted to recycle the PE foam scrap it generates from the foam cushioning inserts it makes to line the inside of the cases. But recycling the foam scrap had to be done cost-effectively.

All of its carrying cases and shipping rack-mounted containers are designed to protect delicate and fragile equipment,

approximately four man hours a day, there were fuel and landfill charges." The company turned to its PE foam supplier, Pregis Corp. for help finding an environmentally-friendly and cost-effective way to do the job.

"Recycling foam plank has been an issue in many geographic locations because shipping scrap can often cost more than the value of the load," points out Tony Smith, general manager, engineered products, at Pregis. "Without an economic incentive to recycle, scrap frequently ends up in landfills."

With most foam planks sized at about 48x8 in., fabricators use a variety of methods



Recycling foam plank has been an issue because shipping scrap can cost more than the value of the load.

including plasma screens, military systems, audio/video/broadcast equipment, camcorders, laptops, computer hardware and more. Cases Plus relies on two high-end pieces of equipment to create precision inserts from PE foam plank: A water-jet unit; and a die-less knife system.

According to CEO Jean-Claude Avenel, finding a way to recycle the foam scrap wasn't as easy as it sounds. "The significant amount of scrap we were generating from our fabrication process made it necessary to haul a 16-cubic-yard trailer to a landfill twice a day," he says. "Not only did that use up

to cut appropriately sized pieces and shapes to protect and cushion their products. What ends up being discarded are leftover outer edges and small bits and pieces. "When you multiply that scrap by 200 or 300 planks per day, it becomes sizeable," Smith says.

To help fabricators manage the leftover pieces environmentally, Pregis has introduced the Densinator™ compactor, a unit which includes a foam shredder, that shreds and condenses foam scrap fed into its hopper, using a light heating process. While it sounds like it could be the name of an Arnold Schwarzenegger movie, the Densinator

Continued on page 48



Cases Plus found that foam scrap can really pile up very quickly if it's not recycled, above. The company uses an automated knife system, to cut pieces of foam that are used to protect sensitive equipment inside the cases they produce.

compresses the foam leftovers to 1/15th of their original size. The end result is an HDPE log that measures 6x6x48 in. The foam log has a thin, rigid outer shell that helps maintain the log's compact brick shape.

"The outer surface of the brick or log is heated, creating the thin, rigid shell that maintains the brick shape," Avenel explains. Cases Plus loads

the logs on pallets (roughly 2,000 lb/pallet) and ships the loads back to Pregis each month so that the logs can be used as recycled content for the production of future foam plank. The shell keeps dust and debris to a minimum.

Keeps more foam scrap out of landfills

Cases Plus added the

Densinator to its operation in August 2009. "It took less than a day to install," Avenel recalls. "We estimate that we will end up preventing 40,000 pounds [or 20 pallet loads of used foam] from entering landfills every month," he adds. "We are now getting paid for the reclaimed material, which ends up paying for the cost of the Densinator. We save about three hours a



Top photo, a single operator loads shipping case liner scrap into the compactor, which at Cases Plus, only runs an hour each day compared with four previously to haul scrap to a landfill. The logs, above, can be neatly palletized and trucked to a recycler.

day in labor and about \$1,000 a month in disposal costs. And we only need an hour a day to run the Densinator instead of the four hours we previously needed to haul scrap to the landfill. We're absolutely pleased with this system."

More logs per load

Space-saving and easy to operate, the compactor measures 104 in. long, 62 in. wide and 102 in. high. It handles both clean and dirty PE foam and the loads need no strapping. The logs can be fed directly into most plastic-reclaiming systems, according to Pregis.

"You can load 30,000 to 35,000 pounds of logs onto a 40-foot tractor trailer compared to only 2,000 pounds of foam in an uncompressed state," Smith says. The Densinator can also reduce fees for landfills, bin rentals and hauling.

The machine is easy to load by a single operator. Smith says the logs can be reclaimed and put back into foam production or be sent to fabricators that manufacture products such as carpeting, composite wood and much more.

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Drop in the bucket

Getting the right rigid plastic containers starts with asking **THE RIGHT QUESTIONS** of suppliers.

From food products to paint, to laundry detergent, to joint compound, a vast array of products are packed, stacked, shipped, stored, displayed, and sold in rigid plastic containers. Because many variables affect the container's performance, selecting the best container for a particular use requires careful evaluation.

While initial cost is always a consideration, application-matched performance should be the highest consideration. All too often the lowest first-cost solution turns into a much higher total-cost-of-use solution, after all additional expenses are taken into account.



Key questions save time, money

The well-informed buyer will know what questions to ask and what specifications to insist on before choosing the supplier of the company's rigid plastic containers. Here is a sampling of such questions:

Does the supplier offer performance testing?

Before placing an order for new containers, be sure samples have been tested to the conditions they will likely experience in actual service—with your company's product inside. This means testing for compression, crack resistance, cover strength, temperature tolerances and other important application criteria.

A good supplier will have a wide range of containers to choose from as well as the ability to conduct in-house testing and even assist you if you prefer to carry out tests at your facility.

Does the supplier have the ability and inclination to blend different plastics for specific applications?

Different resins provide different performance attributes that affect filling, stacking, shipping, temperature resistance and storage. The supplier should have the ability to target performance by selecting the right resin or creating a new blend (not just layers) of resins to optimize the performance and handling of the container

Continued on page 50



Esthetics are an important consideration in rigid plastic containers. Ideally, the supplier should offer a number of shapes, as well as being able to provide a full range of graphic treatments.



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in the real world. Obviously, the broader the range of resins the supplier has to choose from, the more options its technicians will have in formulating a plastic that suits your application requirements.

Does the supplier have the expertise to find the best solution to fit your needs?

Experience is the best teacher, so proven performance is a must. When you're spending thousands of dollars on containers, make sure you are dealing with a company that is big enough to handle your requirements by offering a wide variety of "off-the-shelf" solutions; modified off-the-shelf solutions or complete, newly designed solutions. Suppliers with modern, efficient molding technologies, technicians who know how to use the equipment, and lean manufacturing processes are more apt to produce reliable, economical containers.

Does the supplier have plastic-molding experts to meet your design requirements?

This question is critical. The supplier should be able to work closely with its customers and understand the performance and handling requirements so it can recommend the best container for your application. The final formula and design should take everything into account, from the characteristics of the product to be contained to the preferred size and shape of the container, to the conditions under which the containers will be filled, to how high they will be stacked for shipping and storage, to how



Molding methods and resin choices can affect all aspects of a rigid plastic container. Buyers should seek suppliers with the expertise to make sound recommendations.

the containers might be displayed in stores (if applicable), to the desired lid, and so on.

Ideally, this should even extend to marketing advice. The best suppliers can recommend and produce a variety of container shapes and esthetics.

Can the supplier recommend molding options that result in containers that will perform best for your particular application?

Container weight and stackability are issues in all industries. A container designed for easy handling, excellent stacking strength, and close "nesting" maximizes the number of units per pallet or truckload. This, in turn, allows fewer shipments, lower shipping costs, less product handling, and greater overall efficiency.

Container shelf life is another factor, especially important when the product

inside requires excellent environmental stress cracking resistance (ESCR) properties, such as paint, janitorial or construction products, or specialty chemicals. For extra protection against leaks, special gaskets should be chosen to allow for compression during storage.

A container's lid should fit snugly and hold up under stacking for the convenience of the end user, but many more lid and handle attributes should be considered. The supplier should offer a variety of lid designs to accommodate any and all customer needs, including child-resistant lids, senior-friendly lids, tear-strip lids, tamper-evident lids, lids for dispensing wipes, etc. For most applications, the container should be easy to open and lids should also create a tight reseal after opening. A spout should be an option.

As for handles, they are not just for looks. A container's handle should be ergonomic—it shouldn't break in two, pull away from the container, or cut into the carrier's hand. As an alternative to handles, some suppliers offer recessed finger grips built into the wall of the pail.

Is the supplier environmentally responsible?

The best suppliers have the capability to incorporate post-consumer recycled resin into their containers while meeting all of the customer's performance requirements.

Suppliers dedicated to developing rigid packaging solutions with as little environmental impact as possible are partners in Operation Clean Sweep, a joint initiative of the American Chemistry Council and the Society of the Plastics Industry to prevent the release of plastic resin pellets into the environment. Pledged to strive toward zero pellet loss through improved worksite procedures, partner companies provide employee training in responsible containment, cleanup, and disposal methods.

Is the supplier able to meet all container-related regulations, rules, and guidelines that pertain?

There are an array of rules for non-food products, such as the United Nations requirements



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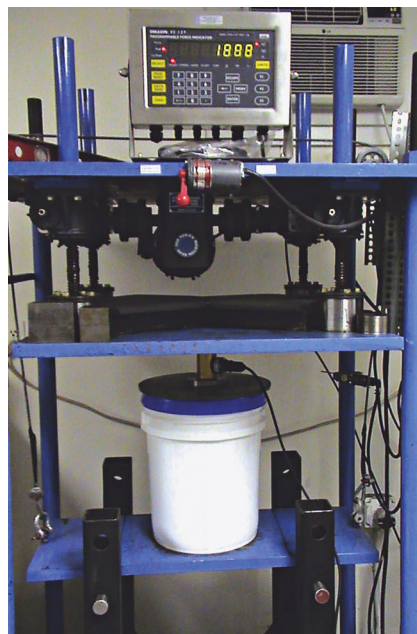
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for containers holding hazardous materials and the Coalition of Northeastern Governors (CONEG) standards that many states have adopted for the reduction of heavy metals in packaging.

Food containers also require special attention. The supplier should have the ability to produce containers that comply with all pertinent rules and regulations, including U.S. Food and Drug Administration regulations.

Does the supplier have quality-control systems in place? How is its service/response record?

To ensure consistency, the supplier should have both manual and mechanical statistical process



Selecting the right design up front can save money down the road, by reducing breakage and cutting shipping weights.

control protocols or a similar quality-control/assurance system, ISO, etc. It is not enough for every container in a batch to be identical. The next batch, and the next, and every batch you order should be the same. If issues do arise, how will the supplier react? Does the company have a record for responsible customer service, including site visits when necessary and a willingness to work out complaints in a timely fashion?

Does the supplier have graphics application capabilities?

Ideally, the supplier should be

willing and able to help you choose the decorating process that best enhances your container's visual appeal. The best container suppliers offer at least these four decorating/labeling options: offset printing, silk-screen printing, pressure-sensitive labels, and the newer heat-transfer printing that provides photo-quality graphics and a bar-code scan rate of 100 percent.

Are the supplier's supply chains reliable?

It's important to find a manufacturer that has good supply chains so as not to run out of a key ingredient during production. In fact, the company should have multiple vendors for each of its raw materials, in case one vendor can't make its deliveries. The container manufacturer should have multiple plants. The molds and protocols in each plant should match to provide backup capacity in case a plant has to shut down due to a natural disaster.

Does the supplier have a record for timely and economical deliveries to your region?

What is the required lead time for deliveries? Check the locations of the supplier's plants. Once the containers are produced, is the supplier willing to maintain a floor stock of finished containers for you, for just-in-time deliveries? Can the company deliver quickly, and are the plant locations appropriately suited to make deliveries economically?

The right fit

Summing up, the performance of a molded plastic container is determined by the supplier's capabilities, including resin formulation, molding techniques, experienced employees, machine settings, quality control, container testing, and, most of all, the supplier's willingness to listen to the customer's needs. In the quest for a truly economical and reliable solution, don't pay for more than you need—but don't settle for less than you need either.

Lisa Merritt is manager of marketing programs for Plastican Inc., which has four regional plants and more than 30 years of experience engineering and producing application-specific rigid plastic containers. 978/728-5023 www.plastican.com



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David Bellm, New-Media Editor

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This year, the show's conference gets additional luster as well, with a keynote address by MSNBC's

Chris Matthews, on "Healthcare reform and its impact on the biopharmaceutical industry."

INTERPHEX will be held April 20-22 at the Jacob Javits Center in New York City. The show's exhibits-only registration is free before April 20, or \$75 after that date. There are also special prices on combinations of show-floor access, keynotes and conference sessions.

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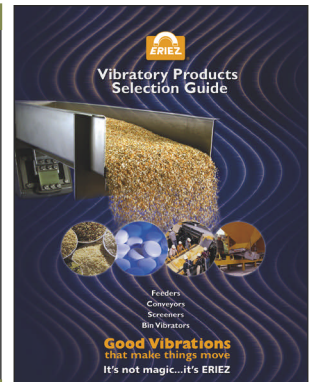
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MOVERS & SHAKERS

Avery Dennison Corp. names Bob Kuniega, vp of sales at Fasson Roll North America.



John Kuhn, Jr.
Dorner Mfg. Corp.

Dorner Mfg. Corp. promotes John Kuhn, Jr. to marketing director.
Mettler-Toledo Hi-Speed appoints Juan Zuniga as its Western regional sales manager.

Lenze-AC Tech promotes Eric Klein to director of sales for North, Central and South America.

B&R Industrial Automation forms a new Packaging Group consisting of



Chuck Edwards
Lenze SE

John Kowal, Tom Jensen, Joe Krogman and Marcel Voigt. Kowal and Jensen will lead the new group.

Lenze SE appoints Chuck Edwards as president of

Lenze Americas.

Krones Inc. hires Jerl Jenkins as central division regional sales manager.

Smurfit-Stone Container Corp. promotes Matt Denton to senior vp of business planning and analysis.
Key Technology appoints Teri Johnson as intercontinental sales manager for the Australia/New Zealand, Asia Pacific and Latin American regions.

The Institute of Packaging Professionals (IoPP) elects Mary Slaga as vp-chapters. Slaga is a packaging consultant in TricorBraun's



Jeff Williams
OYSTAR Jones

Chicago office.
OYSTAR Jones (R.A. Jones & Co. Inc.) promotes Jeff Williams to vp of sales & marketing.

Multivac Inc. appoints Bill Gardner to

regional sales manager in a newly created Mid-Atlantic and Southeast U.S. sales territory.

Barry-Wehmiller Companies Inc.

appoints Simon Lagoe as director for U.K. operations. Lagoe also will continue as managing director of the Nottingham, U.K., operation of HayssenSandiacre.

Advanced Vision Technology adds William Fleck to the AVT/GMI sales team. Fleck will be headquartered in the greater Chicago area.

The Adhesive and Sealant Council Inc. appoints Matt Croson as president.

LMI Packaging Solutions Inc. hires Imran Mukhtar as vp, operations.

Applied Vision Corp. appoints Jerry Shaffer to vp of customer service, Brian Baird director of product marketing and Paul Stephan to director of software engineering.

Change Parts Inc. names Patrick Mulry as general manager, hires Dennis Moubray as Southwest regional sales manager and Craig Mosier as Midwest/Northwest regional sales manager and promotes Ken Mattison to Southeast regional sales manager.

Burrows Paper Corp. expands its sales department and hires Steven E. Ford as food service distribution sales manager.

EUROPEN, The European Organization for Packaging appoints Virginia Janssens as EU affairs manager.

GROWING & GOING

Transparent Container Corp. has been granted a U.S. patent for its EcoLock System.

Bradman Lake Inc. relocates its Charlotte, NC manufacturing plant to a new 40,000-sq-ft factory in Rock Hill, S.C.

BUYING & ALLYING

Propack Processing & Packaging Systems changes its business relationship with Bradman-Lake. It has been mutually agreed to market their respective products independent of each other.

Plantic Technologies Ltd. appoints Klöckner Pentaplast as distributor for its line of biopolymer rigid-packaging films for the Americas.

Berlin Packaging acquires All-Pack, Inc.

CELEBRATING

Sealed Air Corp. celebrates its 50th anniversary.

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sales staff

Sales and Marketing Offices

Patricia Spinner, Senior Group Publisher
973/808-1250 — 215/944-9824
patricia.spinner@cancom.com

SOUTHEAST/MIDWEST

John Kimler
630/288-8736 Fax 630/288-8750
jkimler@reedbusiness.com

EAST/MID-ATLANTIC

Lisa Evans
646/746-6418 Fax 646/746-6404
levans@reedbusiness.com

EAST/CENTRAL/ONTARIO/QUEBEC

Tom Corcoran
610/363-6389 Fax 303/265-3385
thomas.corcoran@reedbusiness.com

WEST/SOUTHWEST/MIDWEST

Steve Slakis
630/288-8751 Fax: 630/288-8750
steve.slakis@reedbusiness.com

Classified/Info Showcase

Cheryl Ackerman
516/496-8891
cheryl.ackerman@cancom.com

INTERNATIONAL REPRESENTATIVES:

Europe **Anthony Rochman**
anthonyrochman@btinternet.com
China/**Sylvia Xiao** sylvia@edoomedia.com
Israel/**Asa Talbar** talbar@talbar.co.il
Japan/**Masayuki Harihara** mail@yukarimedia.com
Taiwan/**Robert Yu** sales@wwstaiwan.com

Mary Williams, Marketing Services Manager
630/288-8745
mwilliams@reedbusiness.com

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

Brian Garrigan, Online Sales Manager
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Seventy-eight companies nationwide, including major retailers such as Walmart, Target and Kmart, have received Federal Trade Commission letters warning that they may be breaking the law by selling mislabeled textile products. www.packagingdigest.com/ftcbamboo

California: Is BPA a reproductive toxin?

The California EPA signaled intent to add bisphenol A (BPA) to the state's list of chemicals known to cause cancer or birth defects. Cal-EPA said BPA "appears to meet the criteria for listing as known to the State to cause reproductive toxicity." Once BPA is listed, manufacturers and retailers may have to disclose the presence of BPA in products sold in California.

www.packagingdigest.com/calbpa



Beverage industry will make calories clearer

America's non-alcoholic beverage companies will make the calorie content in their products more clear and by putting the consumer-friendly information on the front of all their packages, vending machines and fountain machines.

www.packagingdigest.com/bevcalories

Recycling is only part of the solution

A survey of attendees at the Greenbuild Conference and Expo showed most attendees to favor a more comprehensive approach to the environment that includes reducing overall consumption of both products and resources. www.packagingdigest.com/recyclingpart



Pepsi changes to "Pesi" in Spain

Pepsi-Cola has become Pesi in Spain as the soft-drink brand capitalizes on the fact that many Spanish speakers have trouble pronouncing the second "p" in Pepsi, Advertising Age reports.

www.packagingdigest.com/spainpepsi

Bioplastic industry defies economic crisis

According to trade association European Bioplastics, its members are investing in new plants, in further innovation and cooperation even in the midst of the economic downturn. For example, Nature Works just doubled its production capacity of PLA and Braskem made big investments for this year's start-up of bio-based PE.

www.packagingdigest.com/biodefy

Talk back!

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

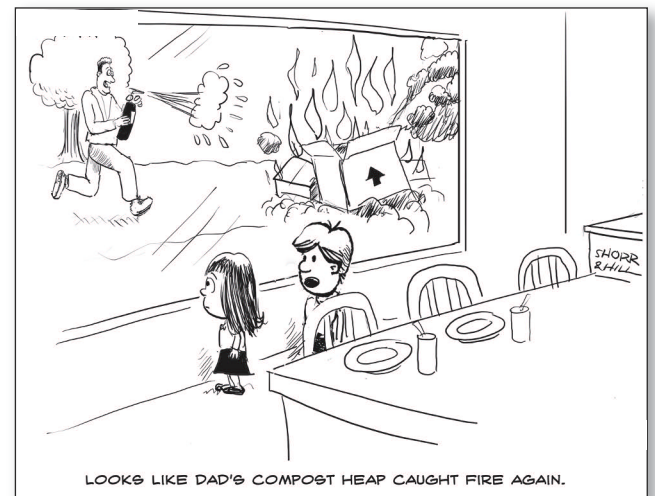
I don't see the relevancy to the U.S. of a growing Chinese grocery market. Food should be sourced locally, whenever possible ... If they cannot provide for their own food needs, then they are doing something wrong with regard to population control. As for Chinese goods coming to the U.S., I don't think I even need to say it. China has a proven track record of not providing safe food products. ... *Sparky, on "China forecasted to overtake U.S. as largest grocery market"*

I don't know 'aboot' you, but I prefer milk in a bag, eh? ... *Doc Hyman, on "Hybrid trend hits milk bottling"*

All glass contains "recycled glass"... it's called cullet, and it's needed to get the oxides to melt at a lower temperature.

Tom Clark, on "Vodka bottle is eco-friendly"

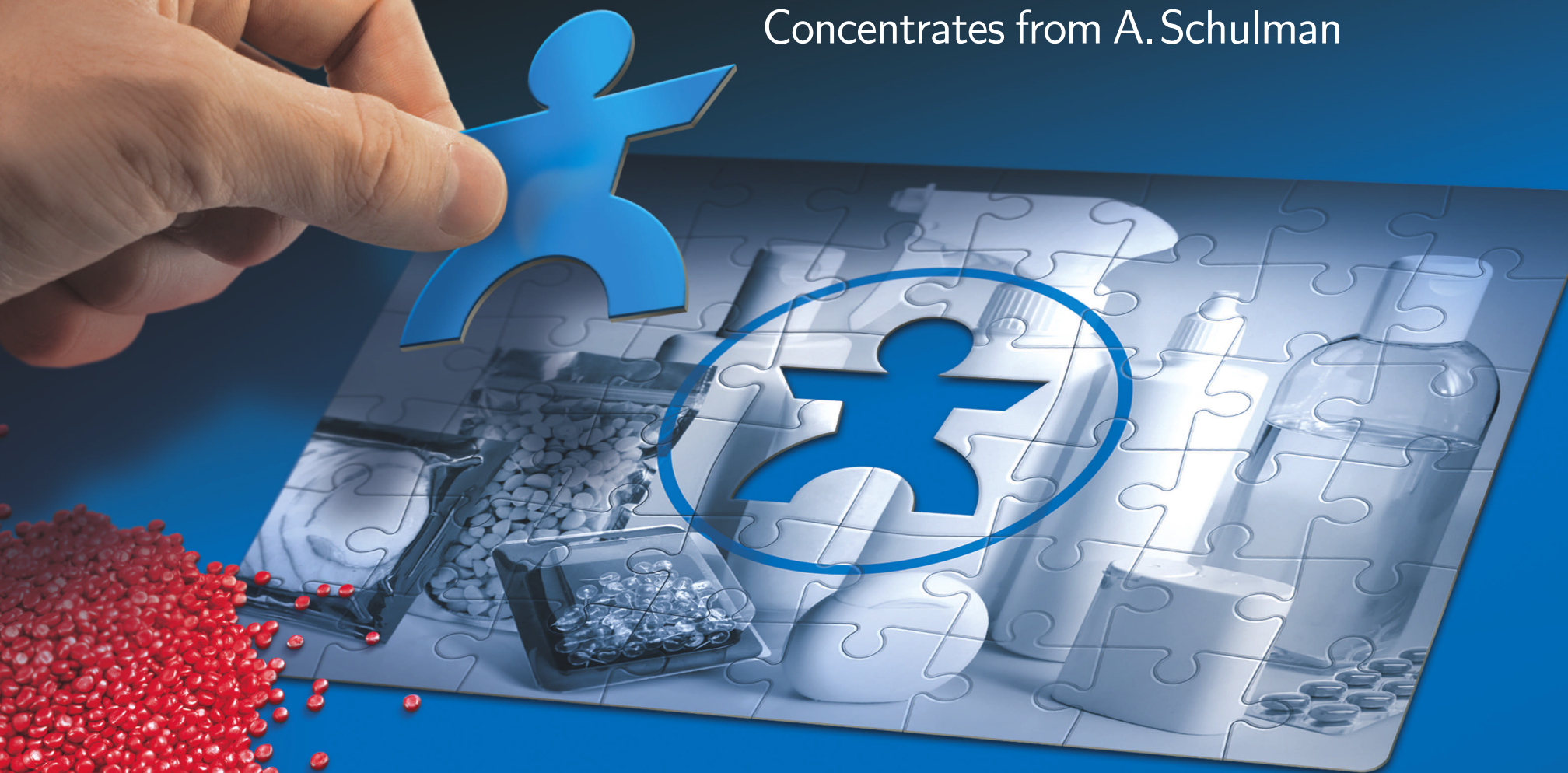
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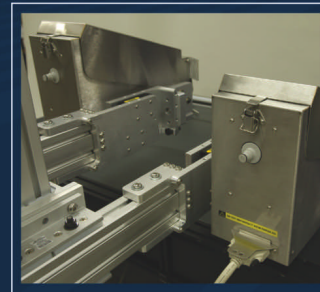
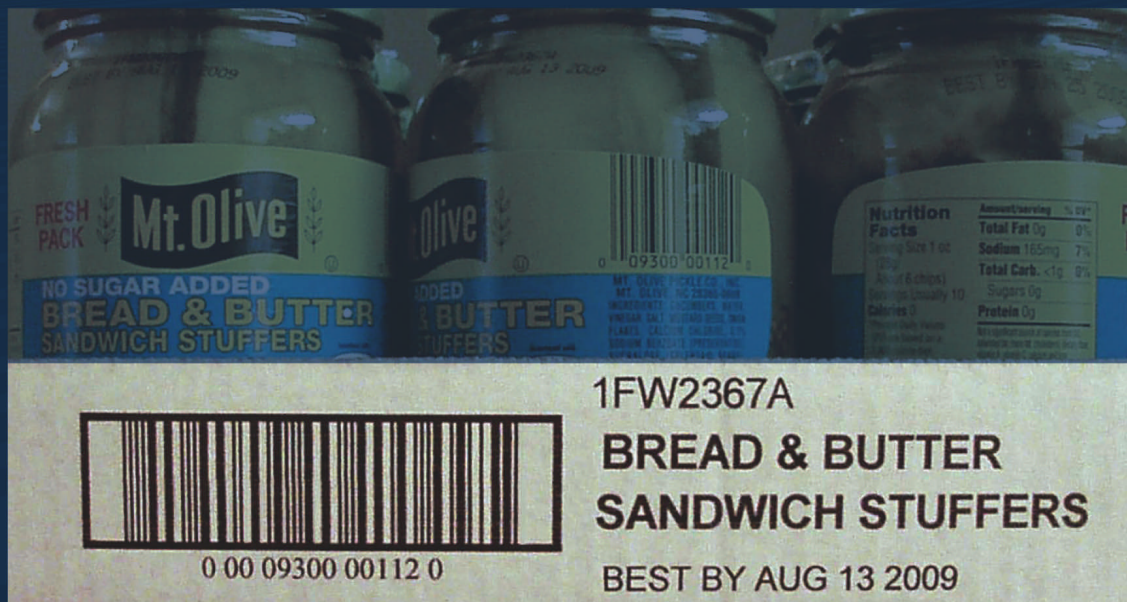


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