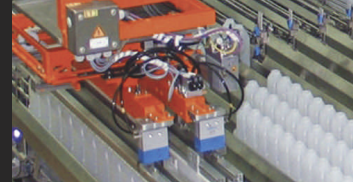




SMOOTH OPERATOR:
Adhesive reduces costs,
holds pallets together. **36**



BOTTLENECK BEGONE:
Storage system automates
blowmolding line. **32**

 CANON COMMUNICATIONS LLC

May 2010

PACKAGING DIGEST®

www.packagingdigest.com

Soups storm markets

Simple design eases
package filling for
new retail product **24**



Keeping codes crisp, clear **30**
Shocking electricity bills **42**
Don't let cookies crumble **46**

Who does the
new guy think he is?

Don't be jealous,
you'll spoil.

I think I'm in Love!

Milk

Water

Orange
Juice

VOTRE VU™

SnapDragon
BEAUTY BEVERAGE

**AWARD WINNING LABELS -
LEARN FROM THE EXPERTS!**
Download our newest white paper
"Shrink Sleeve Packaging in 4 Easy Steps"
Visit www.Gilbrethusa.com

Label Envy?

Stand out in the crowd. We print labels that others envy!



Extraordinary labeling solutions are here. Gilbreth provides complete pre-press to machine application assistance. Keep your products competitive in the marketplace with the latest in shrink label technology.

Let us provide you with a free quote. 800.630.2413

- 360° Product Coverage
- Reduce Inventory Costs
- Superior Shelf Presence
- Value/Combo Packs
- Tamper Evident PLUS
Front & Back Label
ALL in one application
- Financing Options
- Seamless Tubing
(Available in PVC, PET, and PLA)



SOLUTION #284

Bulk Packaging for Injection Molding

Perfect for:

- Automotive/Commercial Vehicle
- Electronics
- Medical/Pharmaceutical
- Consumer/Leisure
- White Goods/Insulation



Sharp Packaging and Injection Molding go Hand-in-Hand

Sharp Packaging has teamed up with multiple scale and injection mold manufacturers to provide the perfect integration solution that combines cutting edge packaging technology with a turn-key bulk packaging, printing and weighing solution.

www.sharppackaging.com
800-634-6359



*Where Custom
is Flexible*

contents

MAY 2010 volume 47 no. 5



features

- 24 COVER STORY** Hurricane's debuts new bag-in-box packaging for its New England soups and chowders.
- 30 CASE CODING** Thermal ink-jet printers offer clean, crisp case coding for copacker Ken's Foods.
- 36 CASE HANDLING** A eco-conscious palletizing system optimizes shipping operations at Chivas Brothers.
- 38 CASE PRINTING** Copacker brings short-run case-printing in house to simplify materials management.
- 42 ENERGY SAVINGS** Gain control of energy costs with a better understanding of electrical bills and service options.
- 48 EASTPACK 2010** Innovative packaging and process solutions to be highlighted at New York trade show.
- 50 HERITAGE BRANDS** Well-known brands can get a lift from revitalized packaging.

new technology

- 22 SUSTAINABILITY** Walmart Sustainability Expo; cosmetic jar wins recognition; guidance from the USDA.
- 32 BOTTLE-HANDLING** Automated storage system uses robots and conveyors to move bottles and trays.
- 46 PROPER WEIGHTS** New weighing and product-handling equipment helps fast-growing bakery dance past bottlenecks.

EVOLUTION

The Revolution in High Resolution Printing Continues with New Products at East Pack



Powered with ink jet technology from Hewlett Packard, the NEW EVOLUTION III employs a touch screen controller to operate up to 8 printheads. Graphics and barcodes up to 2" high, alpha/numeric characters in 1" heights and a full array of software features.

Designed around thermal ink jet technology from both Lexmark™ and Hewlett Packard, our high resolution printers offer two models that range from a very basic system to a fully featured one that includes printing up to 4 lines of text along with 8 built-in barcode symbologies at a cost far below other comparable systems.

Low cost, virtually maintenance free and compact in size, EVOLUTION is the SOLUTION to your high resolution printing requirements.

Also new in the LX II model is the ability to print mixed character heights within the same message.

UNIT PRICE \$2.19 SELL BY 11/04
BEST BY 11/09



EVOLUTION HP Complete System



EVOLUTION LX complete system

**See us at East Pack in New York, June 8th, 9th, 10th, 2010
for a demonstration at Booth 2855**

digital design, inc.
67 Sand Park Road
Cedar Grove, New Jersey 07009

Phone: 800-967-7746
Fax: 973-857-0607
Web: www.evolutioninkjet.com

departments

- 6 PACKAGING CONCEPTS** Personal Care
- 10 COMMENT** Tax credit offers money for R&D.
- 12 NEW EQUIPMENT** Filling and feeding.
- 18 NEW MATERIALS**
- 23 SUSTAINABILITY** Life cycle materials control.
- 52 PACKADEMICS** Food packaging safety and quality.
- 53 MARKETPLACE**
- 55 NEWSMAKERS**
- 55 AD INDEX**
- 56 ON PACKAGINGDIGEST.COM**



staff

Editorial/Advertising Offices

1200 Jorie Blvd., Suite 230, Oak Brook, IL 60523
Fax 630/990-8894



John Kalkowski, Editorial Director
630/990-2364 john.kalkowski@cancom.com
Linda Casey, Senior Editor
630/990-7385 linda.casey@cancom.com
Jack Mans, Plant Operations Editor
630/990-4208 jack.mans@cancom.com



Lora Lee Gelles, Art Director
630/288-8566 lgelles@reedbusiness.com
David Bellm, New Media Editor
630/990-7384 david.bellm@cancom.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

Jason Brown, Vice President, E-Media



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



X45 by FlexLink

X45 and X45e

Compact and intelligent conveyors

- Easy to integrate
- Plug and play modules
- Gentle product handling
- RFID prepared
- High uptime
- Low power consumption



FlexLink®

FIRST CHOICE FOR PRODUCTION LOGISTICS

www.flexlink.com

FlexLink Systems, Inc. · Allentown, PA · +1 (610) 973-8200 · info.us@flexlink.com

A Story of a Manufacturing Firm, Your Town, USA



Chapter 1: Typical production line. Too many people making up too little cartons. Profits are drying up. You've pulled out all your hair!

Chapter 2: Scary scenario. Your best worker is out with carpal tunnel and you have to generate 80,000 units by next week!



Chapter 3: You install a Bivans cartoner. Cartons are pumping out, workers are happy, and profits are up.

Final Chapter: You saw Return on Investment months ago. And since the life-expectancy of a Bivans is 15 years or longer, you sit back and relax.



2431 Dallas Street * Los Angeles, CA 90031
(323) 225-4248 Phone * (323) 225-7316 Fax
Website: www.bivans.com
Email: info@bivans.com

"Built like a tank" But not priced like one

NEW... Leibinger

Inkjet Printing Perfected

JET3

EASY HANDLING

- Windows™ Embedded
- Drag & Drop Editing
- Print 5 Lines Text
- Font Editor
- Graphic Editor
- Rotated Print
- Barcodes including Datamatrix

EASY MAINTENANCE

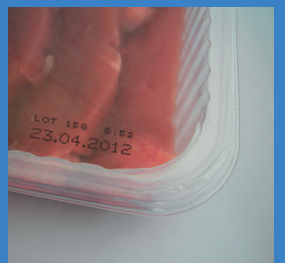
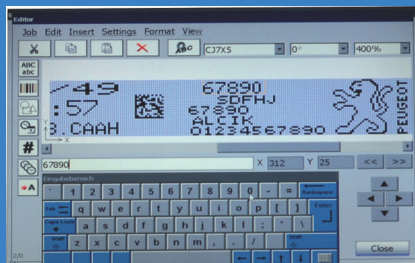
- No Cleaning for Start-up
- Typically Months Between Head Cleaning
- Simple Annual Low Cost PM
- Never Requires Flushing
- 2 Year Warranty

EASY INTEGRATION

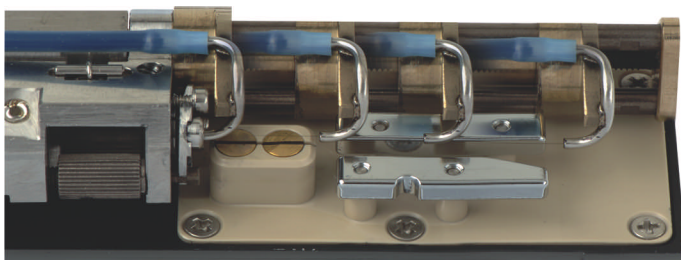
- Ethernet
- USB
- Serial
- Digital I/O
- SD Card

EASY GREEN

- RoHS Compliant
- ECOSolve Solvent Recovery Option
- Clean Refill System



Sealed Nozzle Technology



LEIBINGER

www.leibinger-group.com
262.642.4030

packaging concepts

Bold package for soft facial tissues

When Kleenex® Ultra Soft facial tissue debuted in the U.K., its newly designed litho-printed packaging beckoned with the suggestion to “feel me.”

This bold approach is a redesign of the Kleenex package commissioned by Kimberly-Clark, owners of the Kleenex brand, and executed by design agency **Anthem Worldwide** (www.anthemww.com). The top of the new paperboard box not only has the suggestion to “feel me” in the prominent oval graphic, which usually contains the iconic Kleenex logo, but also has the words ‘I’m gorgeous’ featured below the oval. This phrase is underpinned with the phrase ‘New Kleenex® Ultra Soft Tissues’, using the traditional Kleenex logo.

Emma Laisby, marketing manager at Kimberly-Clark, comments: “Anthem helped us to be brave and break the rules to ensure that our packaging would convey a real ‘wow’ about Ultra Soft to consumers. This bold approach will create attention and intrigue amongst both new and existing customers, shouting about the changes and making them want to try the new product so that they can feel the softness for themselves. We absolutely love the new packaging and hope our customers do, too.”

The ‘feel me’ packaging for Kleenex Ultra Soft is part of an integrated campaign to generate awareness and sales, create stand-out on shelf and engender loyalty. It will also include print advertising and a significant sampling campaign, as well as online and in-store activity. In June, the copy within the oval device on the paperboard box will revert back to the Kleenex logo.



B+L transitions to transparent packaging

Bausch + Lomb (B+L) makes a fresh departure from the white HDPE bottles traditionally used to package contact lens solutions by relaunching its renu fresh solution in clear PET bottles. This change enables contact lens wearers to see how much solution is remaining, which can help them decide when to repurchase product.

The new bottle is the result of a multiyear packaging development project: B+L worked with tool/mold manufacturer **R&D/Leverage** (www.rdleverage.com) to develop the clear PET bottle with rounded shoulders, and with bottle supplier **Amtcor Rigid Plastics** (www.amcor.com), to optimize the bottle’s wall thickness and dimensions to provide a comfortable feel and proper squeezing capability for users.

A clear, polyolefin p-s label replaces the previous white label and enhances the appealing see-through look. A special texture was added to the bottle design to facilitate high-speed production and to enhance end-user ergonomics.

The renu fresh bottles are blow-molded using a healthcare-approved grade of PET, which the co. says has the added benefit of being easily recycled in many U.S. communities. Recycling is further eased by the elimination of white colorant from the packaging material.

The PET bottle is available in 2-, 4-, 8-, 12- and 16-oz sizes and features a snap-on cap. The blow-molded bottle will be a key element of Bausch + Lomb’s new renu lens care portfolio, and B+L plans to use the clear PET bottle as a platform for future lens care products.

Daryl DuLong, global product manager, lens care, Bausch + Lomb remarks: “With R&D/Leverage’s and Amcor’s support, we are changing the industry, which has long been dominated by contact lens solutions packaged in that ubiquitous white bottle and white label—packaging that has grown stale.”



New PET bottle for Statestrong hand wash

Statestrong Ltd. is using a lightweight 400-mL glass-clear PET bottle for its Flower Shop hand wash. The bottle is being produced at **Graham Packaging’s** (www.grahampackaging.com) Chalgrove plant in the U.K., and will be filled with Flower Shop hand wash in six varieties for sale throughout the U.K. and in more than 40 countries.

“Statestrong was using an existing 500mL bottle and asked us to design and produce a similar-looking bottle, but with a 400mL fill volume,” Neil Kerrod, sales manager for Graham Packaging, recalls. “We were able to create a cost effective, lightweight bottle that utilized existing labels.”



Launch pad

New Product of the Month

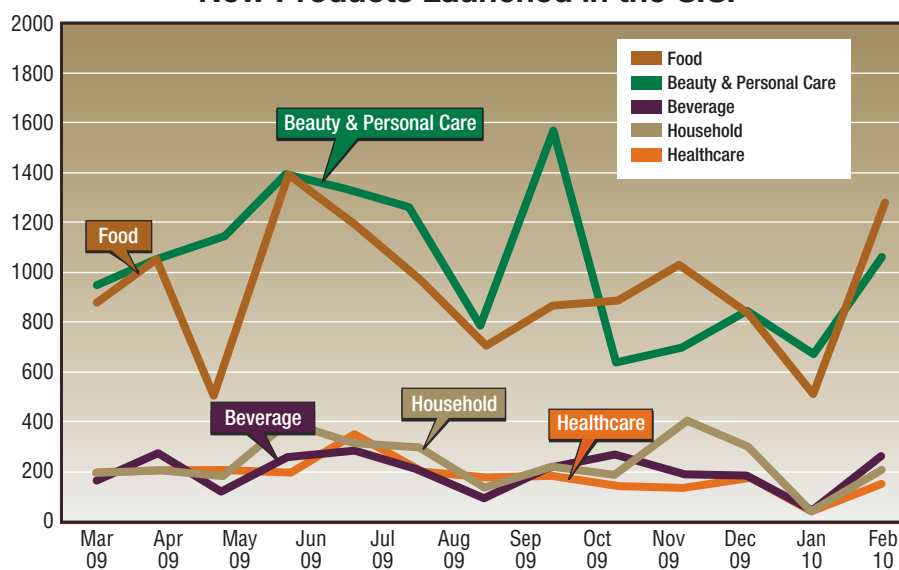
Grolsch premium pilsner beer gift pack

From Grolsch in Holland comes this litho-printed pack for its premium pilsner beers. Housed in two-sided corrugated are four 450 mL colored-glass bottles with metal spring-clip closures. Each bottle is housed in a separate section and held in place by the section’s cut-out top and bottom.

The four sections are created from a single piece of board that is folded round to create a larger pack sealed with a wraparound card and paper gift-pack sleeve.



New Products Launched in the U.S.



Source: Mintel Global New Products Database (GNPD)



Focused on **Perfecting Adhesives**

With our concentrated focus on perfecting adhesives, H.B. Fuller helps your products perform. Going strong for more than 120 years, H.B. Fuller brings intelligence, flexibility and tenacity to developing innovative adhesives solutions for everything from case and carton to bottle labeling to flexible packaging.

What's behind H.B. Fuller strength? Focus. We're big enough to serve the world yet small enough to concentrate on your unique needs. Working as a team with you, we listen and collaborate to help you achieve the ultimate goal—precisely the right adhesive for just the right performance.

Our focus is clear. **Perfecting adhesives.**

HBFullerStrength.com

packaging concepts



PET bottles for imported French Vodka.

White Rock Distilleries, Lewiston, MA, has expanded the use of PET in its Pinnacle line of imported French vodka by introducing a 375-mL replica bottle from **Ancor PET Packaging**. “For an upscale brand like ours, the ability to retain our premium look and realize a cost advantage was a win-win situation,” says Joseph Werda, White Rock director of operations.

The 375-mL bottle, which mimics the look of the 1.75-L bottle that was introduced in 2006, provides a sleek, new-age look with tapered pedestal design, footed base and tapered body in a translucent blue color. The 44.5g custom bottle also provides a glass-like appearance, just like the 1.75-L container. Besides its light weight and break resistance, other advantages over glass include 50 percent lower mold costs and a 50 percent lower minimum bottle run.

An interesting feature is the metal ROPP (roll-on pilfer proof) closure, which is uncommon in PET. Ancor engineers worked to optimize the design, so the bottle has high toplead strength, allowing the use of the metal closure, which matches the rest of the Pinnacle brand look.

The 375-mL Pinnacle imported vodka is available nationally. White Rock Distilleries is a leading manufacturer and importer of fine spirits and liqueurs. The company operates a state-of-the-art facility on 10 acres in Lewiston.

Barbara's celebrates 'almost 40' birthday with natural makeover

A fast-approaching 40th birthday is a time when many people undergo a bit of self-examination, consult with those who love them and decide to make a few changes to set themselves up for success in the decades still to come. The brand team at Barbara's Bakery, Petaluma, CA, a natural foods pioneer since 1971, took that same approach, and the result is a natural makeover designed to shout “Check us out!” to today's shoppers searching for healthy and delicious cereals and snacks.

“We know that more shoppers than ever are educated and eager to find healthy options, but we also know the choices can be overwhelming,” says Kent Spalding, Barbara's vp of marketing. “Even our loyal customers were telling us it could be challenging to find our products. Through bold, simplified and consistent packaging against our entire product line, a new Web presence and a new marketing campaign, we want to make it easy for people to find us so they can say yes to the good stuff.”

Barbara's teamed with **Macchiatto**, a design firm located in San Francisco, to develop the rebranding design. Barbara's nearly 40-year heritage



was at the root of the redesign. “One of Barbara's desires with the new design was to find a way to show a sense of place with the main logo,” says Michelle Regenbogen, owner of Macchiatto.

The newest addition to the Barbara's cereal family is Barbara's high-fiber line—Original, Cranberry and Flax & Granola—but all 55 packages in the line have brand new elements. The new packaging also uses sustainable Green Choice® cartons from **Strathcona Paper LP**, Napanee, Ontario. Every carton's bottom flap features a chart showing energy conserved and offset for zero greenhouse emissions. The recyclable packaging will arrive at grocery stores in June.

1800® tequila introduces eco-friendly cocktail packaging

Proximo Spirits Inc. and 1800 Tequila announces the release of their 1800 Ultimate Mixes in Tetra Pak cartons, featuring eco-friendly packaging and three new cocktail flavors—Ultimate Margarita, Mojito and Pomegranate Margarita. Each new cocktail mixer is made with natural sweeteners including agave nectar, a juice derived from the cactus-like Mexican blue agave plant (the same juice that, when fermented, becomes tequila).

A “green” alternative to traditional beverage packaging, the 1800 Ultimate Mixes in Tetra Pak packages are contained in a light, carton-based package, mainly made from paper, which comes from wood, a renewable resource that can be responsibly replenished. The Tetra Pak carton, considered one of the most sustainable liquid food packages on the market, is also recyclable. In fact, more than 60 million Americans are able to recycle the cartons, and that number is growing every day.

An innovator in the spirits industry, 1800 Tequila recognizes that fighting climate change is a global responsibility, and that package choice can have a significant impact on CO₂ emissions through the value chain. In addition to the eco-value, the 1800 Ultimate Mixes in Tetra Pak cartons will create fun occasions for the margarita due to the ease of transport and simplified mixing, making the 1800 Ultimate Mixes a perfect addition to any summer soirée. 1800 Ultimate Mixes in Tetra Pak cartons are available nationwide, priced at \$4.99 per 1-L carton.



Shapely packaging adds flair to skincare packaging

Arbonne Intl. updates its premier skincare brand—NutriMinC RE9 facelift—with new airless pumps, jars and tubes from **Fusion Packaging** (www.fusionpkg.com). After several concepts were developed by its supplier, Arbonne ultimately chose a design with flared containers for the 12 SKUs in its line.

In addition to revamping the brand's overall image, Arbonne used the packaging update to help ensure top functionality for consumers who used its airless pumps. “Evaluating pumps to prime and product evacuation were our two main objectives in choosing our airless pump supplier,” remarks Greg Chambers, Arbonne's vp of global supply chain. “Fusion Packaging's airless pumps consistently performed at a superior rate. In addition, their pump's non-metal fluid path ensured compatibility with our wide range of products and viscosities.”



THE POWER BEHIND THE PRINT



G Series - Thermal Ink Jet

The Domino G Series printer combines HP™ technology with Domino's unique inks and industrial capability. Once installed on your line the Domino G Series will deliver high speed, high quality print with unsurpassed reliability while meeting all of your variable printing needs. Additionally, Domino offers environmentally friendly & world leadership in TIJ solvent inks suited for porous and non-porous materials.



DOMINO

Your provider for all of your
variable printing needs

I 847 244 2501
www.domino-na.com

comment

John Kalkowski, Editorial Director

Tax credit offers found money for R&D activities



Who wouldn't be exultant to recover money they thought was gone? Consider the case of one mid-size packaging company in Colorado. According to tax consultant Lawrence Knutson of Denver's Keefe Steiner & Hoffman PC, this packager was approached by a fishing equipment manufacturer that had been asked by Walmart to develop biodegradable packaging because fishermen were discarding the old, non-biodegradable packages in the wilderness.

This company worked with the manufacturer to research biodegradable materials, design the package and label, then test market and produce the final product. Both the manufacturer and Walmart bought into the results, but by then the packager had invested \$850,000 worth of research and development into the new package.

By applying the seldom-used federal research tax credit, that Colorado packaging company earned a healthy credit – not a deduction – that reduced their tax bill by \$50,000.

Many business owners believe this credit is only available to giant corporations that pour millions into R&D. Not true.

Small- and medium-size companies also may be able to grab back some of those dollars thanks to a nearly \$6 billion annual federal subsidy designed to stimulate innovation

and reward continually increasing investment in research. The temporary research tax credit must be renewed annually by Congress, as it has been almost continuously since it was launched in 1981. As of presstime, the credit hasn't been renewed for 2010. However, Congress now talks of making the measure permanent.

The IRS code governing the credit is complicated. It requires thorough documentation, and record-keeping costs can make it prohibitive for small R&D budgets (especially the first time). Nonetheless, packagers, material suppliers and equipment companies all pursue activities that could make them eligible for the credit. To qualify, a company must meet four requirements:

- Create a new or improved product or process.
- Use principles of science in the research.
- There must be some level of uncertainty as to the capability, method or design of the final product or process.
- Research must involve a process of experimentation.

In 2010, give yourself credit if you start developing packaging with extended shelf life, automating your packaging line or redesigning your process to cut waste. But don't take my word on it. Consult a knowledgeable tax professional to get full credit.

John Kalkowski



LABELING TECHNOLOGY



- ☐ Pressure sensitive
- ☒ Cold Glue
- ☒ Combination
- ☐ Modular
- ☐ Hot Melt cut & stack
- ☐ Hot Melt roll fed



- Labeling System for the greatest amount of Flexibility utilizing the latest in SERVO Technology.
- Capabilities:
 - Pressure Sensitive
 - Cut & Stack (Hot Melt)
 - Cut & Stack (Cold Glue)
 - Combination of any of the above
- Optical, Mechanical Bottle Orientation Available
- Programmability formatting – Fast, Efficient Change Over
- Production Speed capability from 60–1,000 B/M depending upon Model and Application.



P.E. USA, Inc.
11560 Rockfield Ct. Cincinnati, OH 45241
Phone: (513) 771-7374
Fax: (513) 771-3820
E-mail: info@pe-us.com - www.pe-us.com

Lantech.com

The Q-300

the world's most popular stretch wrapper

MAXIMUM UPTIME

BETTER LOADS

SAFE & EASY



Don't wait, call!
800-866-0322

Follow us on **twitter**
twitter.com/LantechCom

new products equipment

Vivo! Photo-Quality Digital Label Printer

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



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

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

Integrate Digital Color Label Printing In-line



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

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

Blank Labels & Inks



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

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

Barcode Printers with Lifetime Warranty



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

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

Custom Label Printing



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

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

Cut Costs by Making Labels On-Demand *and save time!*



QUICKLABEL® SYSTEMS

The Labels You Want When You Need Them®

Call us to start printing labels on-demand:

877-757-7978 (Toronto and western Canada)

800-565-2216 (Québec and eastern Canada)

Visit us: www.QuickLabel.com

Do you ever need "short runs" of labels?

*Would you benefit from getting labels **faster** or being able to make **quick changes** to your labels?*

With a QuickLabel printer, you can **print your own custom labels** for any product. It's **affordable, fast, and easy** to print your own labels on-demand for each product variation, for private label customers, and for labeling short-runs of seasonal products and prototype products.

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

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

"Made in the USA" labeling systems

from semi-automatic applications to the most demanding high speed, high accuracy labeling solutions

INDUSTRIES SERVED:

Produce, Electronics, Distribution Centers, Automotive, Food & Beverage, and more!



THREE ROLLER INDEXER SYSTEM

- Full Features of the 360A Series Label Applicator
- Labels Oriented to Specific Product Feature
- Descrambling/Accumulation Tables



3600 SERIES PRINTER APPLICATOR SERVO TAMP

- High Speed for Maximizing Product Output
- Print and Apply Labels to Varying Product Heights
- Integrate Sato or Zebra Print Engine



360A WR WRAP SYSTEM

- Variable Speed Wrap Station
- 4' x 4' Footprint
- Easily Moved — Locking Casters, Leveling Pads
- Cost Competitive, Compact, and Complete

Exceptional expertise, craftsmanship, and service, with every facet of our manufacturing process housed under one roof!

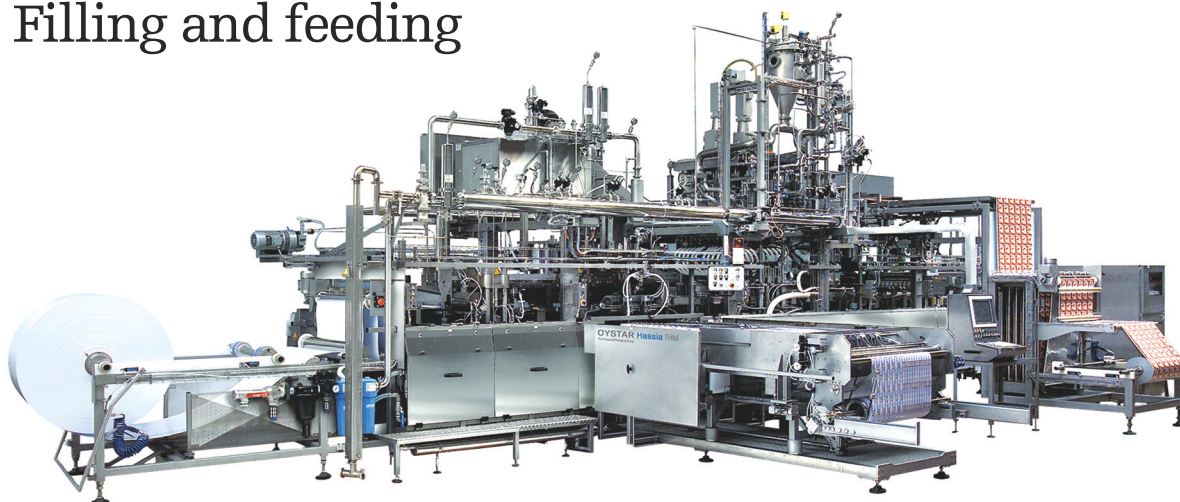


1318 Quaker Circle | Salem, OH 44460 | Tel: 330-332-1800
Fax: 330-332-2144 | E-mail: CTMsales@ctmint.com

www.ctmint.com

new products equipment

Filling and feeding



F/f/s machine The co. releases its THM Series of cup f/f/s machines for the filling and packaging of products such as pudding, baby food, yogurt and other ready-to-eat foods packaged in single-serve cups. The machines meet customer requirements for a small footprint and feature servo technology for performance and flexibility. The smaller forming surface is compensated for by its high speed of up to 40-cycles/min. The short draw-off also enables a quieter operation, the co. says.

OYSTAR USA, 732/536-8770.
www.oystarus.com



Tube filler The Axomatic Optima 1400 automatic tube-filling machine is designed for filling and sealing metal, PE and rolled tubes for the pharmaceutical, cosmetic, nutritional, food and the general packaging industries. The tube-filling machine has a maximum filling capacity of 6,000 pieces/hr and a dosage capacity from 3 to 250 mL. A command panel controls all the main functions including automatic tube loading from the warehouse and automatic tube positioning. It has a fixed nozzle with bush-raiser, adjustable 130-mm run and a hot air closing system.

MG America, 973/808-8185.
www.mgamerica.com

Tablet feeder The Rx-Fill is a versatile tablet count and fill system that can be configured for manual, semi-automatic and automatic production runs. The system's design offers minimal change parts for a quick changeover, which is ideal for small production runs and stable batches, the co. states. Speeds up to 25-bottles/min at 100 count are achievable on the system, which boasts a small footprint and simple setup and operation. The system counts a variety of products from 2 to 40 mm into a vast range of containers including round, rectangular, square and oblong from 1- to 4-in. high.

BellatRx Inc., 514/630-0939.
www.bellatrx.com

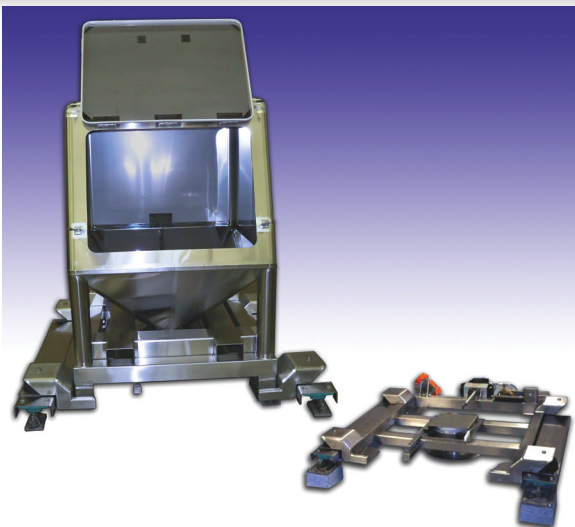


Filling machine The co. states its peanut butter fillers provide reliable, accurate and precise filling of all peanut butter formulas. The fillers automatically fill plastic or glass containers ranging from 8- to 64-oz. The 6P 64H is a hydraulic-powered filling machine that runs speeds up to 150-containers/min. Features include positive shut off spouts for clean accurate fills, insulated hopper, self-contained hydraulic power pack, and automatic cycling controls. This heavy-duty industrial filling machine can be changed over from one size container to another in minutes without change parts.

Hinds-Bock Corp., 877/292-5715. www.hinds-sock.com

Powder transfer The co. releases its secure, single-vessel powder ingredient transfer system, which minimizes material contamination, product handling, environmental contamination and cost during mixing, blending, shipping and storage operations. The powdered ingredient is filled into a stainless steel Tote system container and can be shipped or stored for later use. When ready for use, the container is moved onto a system blender platform that cradles and rotates the closed container to mix the ingredients.

Tote Systems, 817/447-9110.
www.totesystems.com



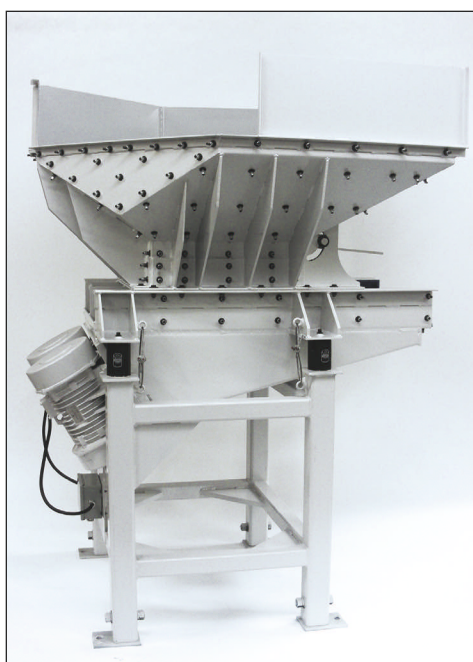
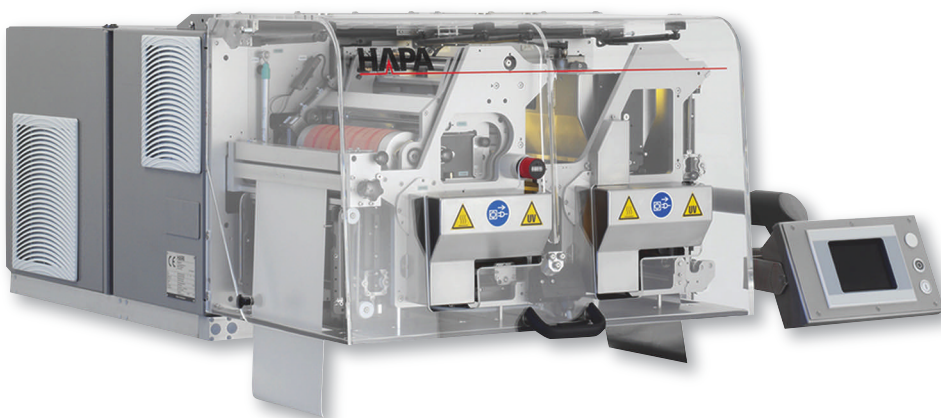
Band sealer The high speed horizontal conveyorized band sealer, the HCBS1/4CT-DUAL 12-in. x 8-ft., offers state-of-the-art sealing with a 1/4-in. wide final trim seal without tail, the co. states. This unit is designed with dual 5-in. long heating zones and dual 5-in. long cooling zones for sealing heavier films at high production rates with temperatures up to 450 deg F. The machine is designed with a unique trim-after-seal system to ensure a clean, straight trim directly at a seal's edge. This model is designed to seal PE, nylon, PPE, laminates, foils, Tyvek/polyester and shrink films.

All Packaging Machinery Corp., 631/588-7310.
www.allpackagingmachinery.com



Hybrid printer The H230 Hybrid unites UV flexo and UV digital printing in one machine. Ideal for blister foil, label and carton applications, hybrid printing offers high print quality, flexibility and economy. The system can be used in either full flexo mode for large batches, full digital mode for cost-effective small batches or as a combination. Repetitive artwork can be printed flexo, while variable data is printed digitally. The system can also be used as a 2-color printer.

Hapa & Laetus Inc. 973/983-2700.
www.hapa-laetus.com



Vibrating hopper The co. has extended its line of volumetric rectangular feeder machines (RFM) to include the compact, self-contained RFM Integra Series vibrating feeders with a built-in bulk hopper inlet. This new series has an integrated hopper and feeder design that relies on the actuation of two electrical vibrators to ensure a constant, reliable flow of castings, billets and other large parts. The design is also suited to a number of applications in the plastic, processing, powder, pharmaceutical, food, chemical and foundry industries. Engineered for continuous flow control, the series eliminates the need for steeply angled hopper walls associated with gravity hoppers, the co. says.

Cleveland Vibrator Co., 800/221-3298.
www.clevelandvibrator.com

Four Ideas That Became a Family



SATO CG Family Reliability, Convenience, Versatility & Value

Talk about your great ideas! SATO's new CG series of multi-purpose, label printers are the ultimate sparks of innovation.

Use these printers for anything

SATO's ultra-compact, easy-to-operate thermal printing solutions are perfect for on-demand, low to mid-range volume label or wristband printing applications — everything from retail shelf and product labeling to healthcare wristband printing to layaway and price markdowns.

Buy exactly what you need

Choose between Direct Thermal and Thermal Transfer versions. Select 203 dpi or 305 dpi resolution. With this many options, you can pick a printer that meets your needs precisely. Need emulations? We have those too!

Tuck your printer into small spaces

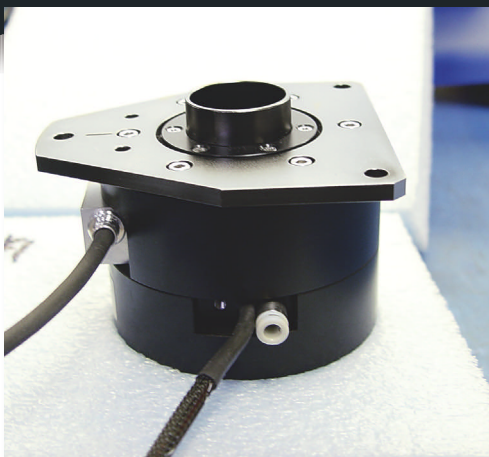
The small footprint of these printers conserves critical counter space. What's more, their durability and reliability make them well suited for remote locations.

Act now

Buying one of these new printers may be one of the best ideas you'll have all year. Please visit www.satoamerica.com/cgseries to get the latest information.

See us at EASTPACK Booth #3201

SATO
 DCS & Labeling Worldwide
www.satoamerica.com



new products equipment

Direct drive The co.'s direct-drive motor system features slotless motor technology coupled to direct-drive precision mechanics and high resolution encoders for applications that require tight speed control and smoothness for scanning or positioning. These motors feature low profile construction, precision bearings and encoders with more than 30 million counts per revolution. The technology operates from industry standard brushless DC or brushless AC drivers from 12 to 300 V and can be wound for low- or high-speed applications.

Applimotion Inc., 916/652-3118.

www.applimotion.com

I Depend On My Alvey®.

Brendan Ingraham
Maintenance Manager

Keith Hussinger
Plant Manager

"Intelligrated has been great. We run the systems constantly, and the uptime from maintenance blew away my expectations. They have local representatives who are always available, and their service has been superb."

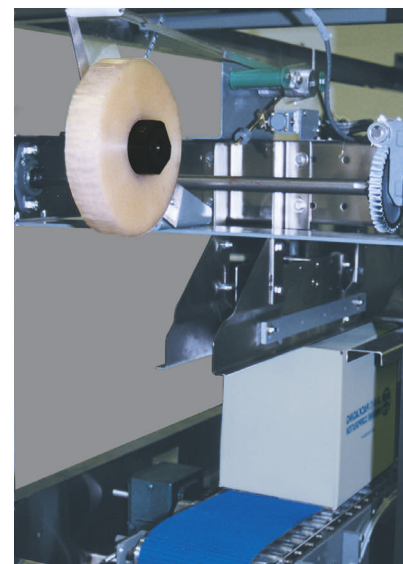
Keith Hussinger
Plant Manager
Kelly Moore

Alvey palletizing solutions are known for their dependability. Leading the conventional palletizer market for 60 years and the robotic palletizing market for 16 years, Alvey palletizing solutions are legendary for speed, flexibility and reliability for 24X7 operations.

Contact us today to find out why so many people depend on their Alvey.

Intelligrated®

7901 Innovation Way, Mason, Ohio 45040 866.936.7300 www.intelligrated.com



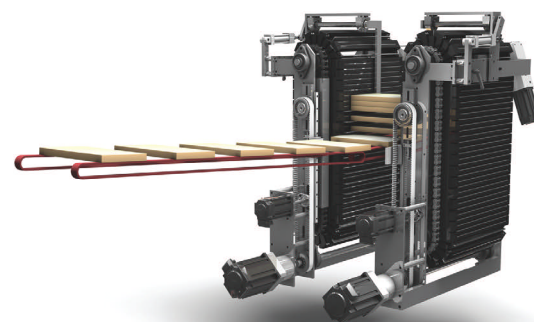
Tape sealer The Model 436 tape sealer can seal cases at speeds to 50 cases/min, while providing automatic case feed and spacing for securely sealed cases that form straight pallet loads. The system features a stainless steel frame, a metering belt powered by a 1-hp motor to ensure precise case transfer and a rotary flap tucker that smoothly breaks the score of the leading inner flap for accurate folding.

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

www.abcpackaging.com

Product stacker The co.'s new Velocity® II high-speed product stacker gently forms stacked product pack patterns without interruption, providing continuous product flow at speeds to 600 products/min. Intelligent programming accurately counts products and automatically adjusts the product flow rate to prevent jams due to product spacing inconsistency. The system features servo controls for quick and repeatable tool-free changeovers, flexibility for running numerous product sizes and pack patterns on one machine and a compact design for an efficient use of floor space, the co. states.

Douglas Machine Inc., 320/763-6587.
www.douglas-machine.com

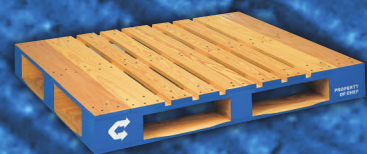




BLUE HAS NEVER BEEN SO GREEN.

The CHEP Equipment Pooling System produces less solid waste, consumes less total energy, and produces less greenhouse gas than other shipping options. All while increasing supply chain efficiencies.

Need proof? Calculate for yourself at chep.com/knowthefacts/PD



THE NATURAL CHOICE.

new products equipment

Rinser The F4.1 rinser works together with the F4.1 filler as a filling solution for low to moderate production speeds or pilot plants. The rinser provides maximum contact time at a high level of sanitation. As a bottle approaches the rinser, there is a split conveyor bed where the bottle transfers to the rinser conveyor to eliminate passing the other conveyor and its contaminates through the machine. The bottle can then be sprayed externally and flipped upside down and rinsed with a substance of your choice. The rinser can use many different types of media to sanitize including: alcohol, water, sterile water, compressed air, sterile air, HEPA filtered air, hydrogen peroxide, parasitic acid and a variety of chemicals.

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



innovation. performance. Touch Dry® ■ ■ ■



5800 large character
high-resolution inkjet printer

the ultimate choice for case coding ■ ■ ■

Introducing the **5800**. Our most advanced, large character, high-resolution inkjet printer featuring our innovative Touch Dry® Hot Melt technology which creates GS1 compliant barcodes.

We've raised the bar on quality case coding with the 5800. It is more advanced in its usability, size, connectivity and performance delivering the ultimate coding solution for your production line. **866.263.4644** www.markem-imaje.com/5800

See us at EASTPACK Booth #3301



the team to trust ■ ■ ■

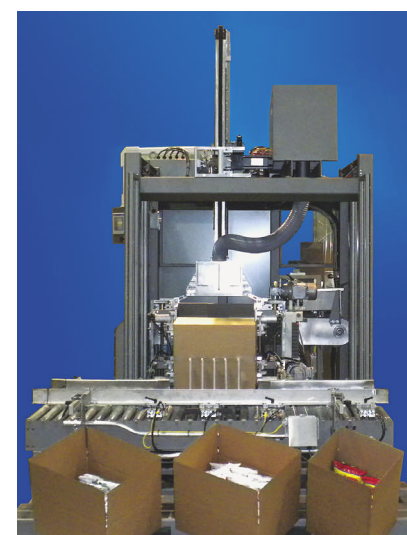


markem·imaje

Case packer The robotic vertical packer is ideal for packing fragile products, such as bags of chips and other snacks and flexible packages, the co. states.

The machine packs small bags at 120+ BPM and features a small footprint to accommodate tight bagger centerlines. Product is collated into a group using the Smart-Trak™ system. The product is then picked by end-effector for auto-changeover while the fully servo-driven robot ensures smooth placement of the product into an intermediary auto-adjustable cassette. Cases are tipped towards the cassette and the entire stack is side-loaded into the secondary container for a vertical presentation.

Blueprint Automation, 804/520-5400.
www.bpa-flexolutions.com



Pouch system The PDI® S-Series shaped-seal pouch system produces surgical peel pouches, retort pouches and barrier pouches in any shape. The various shapes are achieved through customized dies in a unique platen design that promotes even heat and pressure distribution. The system features revolutionary servo, linear-actuation sealing that results in highly repeatable quality at speeds up to 220 cycles/min. This patent-pending technology reduces mechanical components and increases speed and reliability, the co. says.

CMD Corp., 920/380-8239.
www.cmd-corp.com

Unscrambler

The NECOSORT-III unscrambler is capable of sorting a wide range of bottle types and sizes. The vertical drum design, has only two moving parts, is tolerant of damaged bottles and has the smallest footprint in the industry. With no reciprocating motions, complicated mechanisms or hard-to-adjust container handling parts, the unscrambler provides low maintenance while running 9-g PET bottles to provide a system that reliably handles the lightest bottles in use today, the co. states.

Nalbach Eng. Co., 708/579-9100.
www.nalbach.com

**Gluing system**

The co. releases its flexible non-contact gluing system to improve production efficiency while maintaining bond quality. The co. has expanded the capability of its versatile corrugated gluing station to include non-contact applications. As with the established contact configuration, the non-contact gluing station is highly flexible, allowing for one to three guns, top-down or bottom-up gluing, operator- or drive-side installation, and retrofits to existing contact gluing stations.

Nordson Corp., 800/683-2314.
www.nordson.com

Label applicator

The co.'s label applicators feature touchscreen computers to provide a new control platform and simplify the user interface. The label applicators feature an all-in-one footprint of a standard 15-in. LCD display, mounting options and two serial and four USB ports, along with Ethernet ports for maximum expansion. The applicator package can be configured to include a touchscreen computer, labeling software, printer applicator, conveyor and mounting stand.

MPI Label Systems, 800/837-2134.
www.mpilabels.com

**Plunge rod inserter**

The Automatic Hasta Plunger Rod Inserting Machine is designed specifically to insert plunger rods into syringe barrels. It is engineered to be compact, easy to use and available in speeds of 12,000 or 24,000 pieces/hr. The 12,000/hr speed can be upgraded to 24,000 at any time, including after delivery. The machine is also equipped with a P&A labeler with vision systems and control devices for trouble-free production.

MG America, 973/808-8185.
www.mgamerica.com

Produced and packaged as promised. Bosch.



Production and packaging lines from Bosch achieve the agreed performance. Day after day. Year after year. High speed and low material use reduce your costs per piece and improve your equipment efficiency. Experienced employees with extensive know-how guarantee professional service worldwide. Learn more at www.boschpackaging.com



BOSCH
Invented for life

new products materials



Oxygen-scavenging product The co. offers an oxygen-scavenging product in PET containers, which limits exposure to oxygen and maintains product quality while extending shelf life. The product is manufactured from a blend of PET and an oxygen-scavenging concentrate, which together create an active barrier against the ingress of oxygen through the walls of the containers. The ability to tightly control oxygen ingress enables PET containers to keep products fresher, more vibrant in color and tasting better for longer, the co. states. This helps ensure product quality, consistency and extended shelf-life for a wide range of oxygen-sensitive products including tomato-based products, fruit juices and citrus products. The product is fully compliant with both European and U.S. food standards.

M&H Plastics, +44 1502 715518.
www.mhplastics.com



Discharge assembly The co.'s new 3-in. discharge assembly consists of a 3-in. gland with membrane, a plug, a membrane cutter and a fitment adaptor. The membrane cutter is stored inside the fitment for easy access. The 3-in. fitment can be sealed onto the co.'s form-fit liner. The fitment adaptor is attached to the 3-in. fitment and clipped into the dispense opening. Once the membrane is cut, the product is ready for dispense.

CDF Corp., 800/443-1920.
www.cdf1.com

RFID labels The co. offers a full-range of pre-printed and die-cut pressure sensitive cGMP compliant labels incorporating RFID tags. These pressure sensitive labels with 100-percent readable RFID tags are delivered ready-to-use for a wide range of applications including item-level products, as well as case and pallet lots. The RFID labels are part of the co.'s new RxTrackNSecure™ protective product line that makes use of the latest technology in anti-diversion, anti-counterfeiting and anti-fraud printing methods to provide durable, easy-to-apply and relatively affordable ways to guard against pharmaceutical product fraud and maintain consumer confidence and safety, the co. states.

Cortegra, 800/242-4657. www.cortegra.com



Biopolymer resins The co. announces that its biopolymer is the first polymer to earn a four-star "OK biobased" rating from the European certification organization Vinçotte of Vilvoorde, Belgium. This new certification quantifies for consumers the amount of renewable carbon content in packaging materials and fibers, as well as in personal care, electronic and other manufactured products. The plastic resin is made from 99-percent renewable plant sugars, and every grade of the resin received the four-star certification.

NatureWorks, 952/742-0630. www.natureworksllc.com

Thread finish The co. releases its thread finish for hot fill applications. The 1881 Hot Fill weighs 3.8g and features a 28-mm neck, which creates savings of no less than 4g of resin when compared to standard necks, the co. states. The hot fill does not compromise sealing and it allows the production of hot fill and CSD containers on the same machine without any personalization change.

PET Molds and Components,
+39 0432 179 33 50.
www.pmci-solutions.com



PCO 1810 5.1 g



NEW PMCI PCO 1810 3.7 g



TAYLOR MADE ROBOTICS



A leader in the design and manufacture of packaging automation systems and equipment. Established 1969.

Robotic Palletizing and Bagging Systems. Unmatched for reliability and consistent throughput. Experience and flexibility, engineered to meet your needs, now and for the future. Consistent yields with proven genetics.

Experience, Engineering and Equipment in One Neat Package.

ROBOTIC PALLETIZING SYSTEMS

ROBOTIC BAG PLACING SYSTEMS

www.taylorproducts.com / Toll Free 888.882.9567
Phone 620.421.5550 / Fax 620.421.5531
2205 Jothi Avenue, Parsons, Kansas 67357

Uncontained?



THE NACD HAS GOT YOU COVERED!



All 31 member companies of the National Association of Container Distributors have you covered with Just in Time Deliveries. From a pallet to a truckload, glass, plastic and metal containers of all shapes and sizes are only a phone call away. To find the NACD distributor warehouse nearest you, visit ***www.nacd.net*** today!



NOVAPAK

 **Piramal Glass**
knowledge action care

REXAM

**Priority
Plastics Inc.**

We've Got You Covered
www.nacd.net



new products materials

Sandwich packs Freshpack sandwich wedges are light, cartonboard sandwich packs that carry the On-Pack Recycling Label, a standard now supported by many major retailers. The sandwich pack range is widely recyclable, enabling each product in the range to be disposed of, with carton board, in the large majority of recycling facilities in the UK. The co.'s existing range of sandwich packs weighs 13gms and is 15-percent lighter with all the associated savings in materials usage and transportation costs. The amount of waste is significantly reduced over alternative carton board sandwich packaging, the co. states.

Rapid Action Packaging, +44 020 8392 8320.

www.rapuk.com



poly pack inc.
DESIGNED TO ADAPT.
BUILT TO ENDURE.



CAN THAT CASE.
SHRINKWRAP AND SAVE.



SHRINK & STRETCH EQUIPMENT
WWW.POLYPACK.COM

Foam tips The co. releases its foam tips for both glass and plastic ampules. The foam tips are now available in both round and rectangular shapes with flat, slanted or rooftop profile cuts and are offered in a variety of different materials and densities. The co.'s patented product is available in pencil shape (maximum fill volume: 2-mL) or triangular shape (maximum fill volume: 5-mL) or two-part configurations with the solution(s) packaged in hermetically sealed crushable glass ampules. The glass package is ideal for volatile formulas or solutions that are not compatible with plastic, the co. states.

James Alexander Corp.,

908/362-9266.

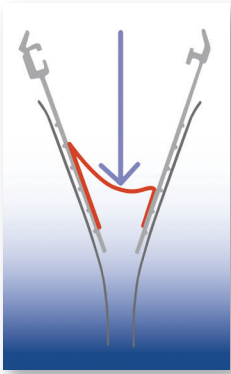
www.james-alexander.com



Barrier film The co. introduces its film (FT-CBA-48), sold under the brand name Ceramlox. This clear, metallized barrier film is environmentally friendly and represents greater value to its customers because of breakthrough cost-effective technology. The film is free of PVDC coating (no chlorine) and is cost competitive with PVDC alternatives. Its clear aluminum barrier offers vast improvement in multiple barrier levels when compared to PVDC-coated films and is microwaveable with a surface that is easily printed and laminated, the co. states.

FILMtech, 865/767-3533.

www.filmtechinc.com



Slider bag The Hefty® Slide-Rite® slider features improved filling and opening feature for heavier (15- to 65-lb.) bagged products. The product's ½-in. wide strip replaces several feet of expensive film to save time, money and decrease raw material usage, the co. states. The structure is a 2-mL nylon extrusion coated with 2-mL of its proprietary Allegro® B peelable sealant. The nylon side offers good puncture strength and toughness, while the Allegro® B side offers easy-opening and visual evidence of a hermetic seal. In use, the strip is folded in half to create an inverted V. The outer legs of the inverted V are adhered to opposite sides of the slider's seal area.

Rollprint Packaging Products Inc., 800/276-7629.
www.rollprint.com

Adhesive The Liofol® UR2790-22/UR5026-21 Adhesive System allows converters to produce laminate films, then roll, slit, pouch and ship to food processors faster than current industry standard products, the co. claims. Developed for high-performance laminations exposed to pasteurization, boiling water, sterilization and retort conditions, the adhesive system can also be used for general-purpose food packaging laminations, as well as health care, pharmaceutical and cosmetic applications.

Henkel Corporation, 866/443 6535.
www.henkelna.com/liofol2790

White ink SI-KP710 is formulated for printing on non-porous applications such as dark plastics, glass, metal and more, the co. says. The ketone series solvent-based inks feature dry times of three to five seconds and are the co.'s fastest drying inks specifically designed for printing on non-porous substrates. The ink is designed for 100-percent utilization and does not contain sediments, residue or sludge that can cause print head clogging.

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

White PPE The co.'s 4-mL TC Matte White PPE features extra thickness, compared to lower caliper material, for excellent success in thermal transfer machines. The stiffness is ideal for print-and-apply and print-and-present label applications. In addition to thermal transfer, it can also be flexo, letterpress and screen printed. This facstock is available trimless with adhesive options.

Spinnaker Coating, 800/543-9452.
www.spinps.com



Packaging tubes The co. has partnered with Nu-World Beauty to introduce the "Tube in a Tube" manufacturing filling technology. The product features 50-mm outer tubes with 35-mm inner tubes, in addition to 19-mm outer tubes with 10-mm inner tubes. The co.'s new high-speed machine will be capable of filling and crimping both sizes of these double tubes.

World Wide Packaging, 800/950-0390. www.wwpinc.com



The Packaging That Trumps All Others



rose plastic protective plastic packaging suits your product!

Looking for an attractive and functional way to package your product that is reusable and recyclable? Searching for packaging that is unique and stylish and offers continuous usage? rose plastic offers over 3500 styles!

Applications range from medical and dental to engineered parts; food to recreational items; hobby and craft products to consumer and promotional merchandise. rose plastic has protective packaging that can enhance and protect your product as well as provide distinctive presentation. All packaging is durable resisting damage during transport and is reusable which means longer life and keeps your brand name visible.

Visit our website www.rose-plastic.us and learn more how rose plastic trumps all others for your protective packaging needs.

rose plastic®

rose plastic USA, L.P.
P.O. Box 698 • California, PA 15419-0698 USA
Tel: 724 938 8530 • Fax: 724 938 8532
www.rose-plastic.us



See us at EASTPACK Booth #3348



Aveda cosmetic jar wins sustainability award

For cosmetics company Aveda, packaging waste can be a thing of beauty. For its Light Elements Styling jars, the company has been awarded the 2009/2010 3M Sustainable Packaging Award as part of the Institute of Packaging Professionals (IOPP) annual AmeriStar Awards.

Aveda brings to market two new styling products in recycled high density polyethylene (HDPE) jars. These are the first HDPE jars to include 99 percent post consumer recycled (PCR) content. The jars also represent the first time colorant has been loaded onto PCR resin for Aveda.

The jars are packaged in a carton containing fibers certified by the Forest Stewardship Council and containing up to 80 percent recycled content. The cartons also are manufactured and printed in facilities that use renewable energy.

Aveda has been recognized numerous times for following sustainable practices for its packaging. The company has stated it is mindful of the need to reduce the environmental footprint of its packaging and has spelled out goals that maximize use of post-consumer recycled materials, materials that can be and are recyclable, and by designing its packaging so that parts can be separated for recycling.

IOPP recognized 36 packages in its 2009/2010 AmeriStar Awards program, including a "Best in Show" award to Abbott Nutraceuticals for its Similac SimplePac infant formula packaging. All AmeriStar packaging winners can be viewed at www.iopp.org



USDA offers guide on bio-based materials

Among the many educational sessions at this year's Sustainable Packaging Coalition Spring Meeting was a presentation on the latest developments of the USDA BioPreferred Program.

Created by the 2002 Farm Bill and expanded in the 2008 Farm Bill, BioPreferred is a federally administered and run program that encourages the use and purchase of renewable, environmentally-friendly bio-based products while providing green jobs and new markets for farmers, product manufacturers, packaging suppliers, and other vendors.

The program encourages the use of biobased products through two avenues: a federal procurement preference program, with an extensive bioibased product database, and a voluntary labeling program.

More than 4,500 products and 1,000 companies are represented in the BioPreferred database, including 80-plus BioPreferred designated packaging products such as films, labels, sleeves, shrink wraps, packing wraps and tamper-evident bands. Federal agencies and the general public can access the database via the BioPreferred website at www.biopreferred.gov

The database is complemented by the USDA training and tools webpages, which are written to help vendors and buyers evaluate the green attributes of products. Additionally, the agency aims to make bio-based product information more accessible to the general public through a voluntary labeling program, in which manufacturers will be allowed to use the BioPreferred logo on qualified products or packaging.

The agency also is developing process to assess bio-based products based on life cycle analysis.



Along with nearly 200 packaging companies, Walmart's logistics division promotes its services at the retailer's fifth annual Sustainable Packaging Expo.

Expo highlights sustainability

Experience has shown that when Walmart, the world's largest retailer, has its suppliers make small changes in packaging, the results can produce big savings.

The company's aggressive packaging sustainability strategy was evident as it hosted nearly 200 packaging companies displaying their innovations and 2,000 attendees at the fifth annual Sustainable Packaging Expo, held April 5-7 in Rogers, AR, near the corporation's international headquarters.

Amy Zettlemoyer-Lazar, Sam's Club senior director of packaging and supplier diversity, explains that the expo was launched to help educate Walmart's hundreds of buyers about the value of packaging and how controlling its use can create savings by reducing waste, while benefitting the environment. She adds that the buyers are encouraged to walk the expo with the consumer packaged goods marketers from whom they buy products to review available improvements from packaging companies. Many products on display represented secondary packaging and "retail-ready," which emphasizes the package's ability to protect the product while providing point-of-purchase marketing and easy stocking of shelves.

Exhibiting companies were able to display packaging that is already in use by Walmart and Sam's Club, as well as new products they believe

could have sustainable benefits for the retailer. Exhibitors were able to tell one success story about their packaging based on data submitted through the Walmart packaging scorecard. These stories explain the objective of each project, the approach and best practices employed, as well as specific data that detail benefits of their products within the Walmart system.

Conference tells success stories

Walmart also offered a series of presentations from its own staff, industry associations and consultants on related sustainability topics. Among the most popular were presentations on Walmart success stories. One example highlights how Walmart has been able to eliminate 590,000 lb of PVC packaging annually for household products, while also boosting sales with a simpler, paperboard belly band.

Ron Sasine, senior director of packaging for Walmart private brands, also points out that the retailer is incorporating sustainable principles into the packaging of its "Great Value" private brand while designing the look of a coherent family of products instead of "one-off designs."

Rand Waddoups, senior director of strategy and sustainability, as well as a former buyer, says, "Normally a buyer doesn't get exposure to broad-based innovations in packaging. The expo certainly increases Walmart's internal competence around packaging opportunities."

Sustainability reports

The following packaging and consumer packaged goods companies recently issued corporate sustainability reports. For more information, visit the following Web sites:

- Cascades**, www.cascades.com/cas/flip/RSD09
- ConAgra**, www.conagrafoods.com/corporateresponsibility
- Kellogg Co.**, www.kelloggcompany.com/CR
- Henkel Corp.**, www.henkel.com/sustainability
- Hormel Foods**, <http://www.hormelfoods.com/responsibility/csr>

sustainability



In 2009, the U.S. Environmental Protection Agency (EPA) released the report, "Sustainable Materials Management: The Road Ahead," its 2020 Vision Roadmap describing how government and its partners can work towards sustainable materials management practices. By shifting the focus from traditional waste management toward life cycle materials management, they hope to create a more ecologically and economically appropriate model of materials circulating in a

producer responsibility (EPR) was a consistent theme throughout the meeting, with topics including financing approaches for municipal waste reduction, by-product synergy, green chemistry and composting. The successes of EPR in the U.S. for electronics, and in other countries for packaging, coupled with the failure of municipalities to secure sustainable financing for waste management and the business advantages of transforming waste to raw material, all point to

network's mission connects well to that of the Sustainable Packaging Coalition (SPC), but with a Chicago-centric focus: "The Waste to Profit Network breaks down the barriers to cross-industry communication, as well as the barriers between government and industry and between small companies and large, by fostering material-centric dialogue and working across groups to identify supply chain localization and waste minimization opportunities." Key functions of the network include technical support, relationship building, reliability and documentation.

Much of the network's successes have focused on industrial materials. However, packaging waste synergies have been identified and are growing. One example includes SPC member Smurfit-Stone, which was able to recover a significant amount of black plastic container waste from a landscaping company. The return on investment into the network through fees was recouped within six months as a result of reduced waste fees.

The relationship-building aspect of the network should not be underestimated. Whether we are talking about EPR, supply chain sustainability, waste exchange, package development, or more widespread use of green chemistry principles, collaboration and trust building will ultimately contribute to the "sustainability" of our efforts toward creating systems that result in triple bottom-line successes. This is apparent in the continuing collaborative aspects and achievements of the SPC.

Focus shifts to life cycle materials control

closed loop system. In support of this vision, the EPA recently held its fourth annual Natural Resource Conservation Challenge Workshop in Arlington, VA, with the focus on the idea "Materials Matter: A Life Cycle Approach to Materials Management."

Specifically, EPA defines materials management as a focus on:

1. Knowing and reducing the life cycle impacts across the supply chain;
2. Using less material inputs (reduce, reuse, recycle);
3. Using less toxic and more renewable materials; and
4. Considering whether services can be substituted for products.

Accordingly, the meeting focused on how these principles can benefit the following priority areas:

1. Municipal solid waste reduction/reuse/recycling;
2. Green initiatives, including green buildings;
3. Industrial materials reuse/recycling; and
4. Priority chemicals reduction.

There were a few themes of particular importance to the packaging industry presented within the life cycle framework. Extended

policy shifts in this direction. Indeed, according to a March 31 article in *The Economist*, 31 U.S. states, the European Union, Canada and Japan have product-specific EPR laws, while a new law in Maine opens the door to possible implementation of the numerous packaging-specific EPR discussions happening in both government and industry.

Another theme of the EPA meeting was the emerging trend toward the creation of regional materials management systems. The collapse of export recycling markets in 2008, coupled with increasing domestic demand for cost-effective recycled materials, underlie the growth in this area. Many presenters highlighted the ways in which municipal waste, food waste and industrial waste can be transformed into materials integral to the support of local and regional economies.

The Chicago Waste-to-Profit Network exemplifies the successes possible when "by-product synergy" is developed. A partnership of the Chicago Manufacturing Center, City of Chicago, State of Illinois, and Region V EPA, the

Anne Bedarf is a project manager with the Sustainable Packaging Coalition, a project of GreenBlue. For additional information, email spcinfo@greenblue.org.



SUPPORT RESPONSIBLE FORESTRY.



When you consider that only 10% of the world's forests are certified, we have a long way to go. The good news is that there are a number of credible forest certification programs. And each one, including SFI, encourages responsible forestry. When you buy or source SFI-labeled paper, packaging or wood products, you increase demand for responsibly managed forests. So look for the SFI label, and source wisely. For more on forest certification and what you can do, visit www.sfioprogram.org.



SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.™



Hurricane's eyes retail market

New England deli storms into retail food manufacturing business with **BAG-IN-BOX** packaging for its all-natural soups.

Linda Casey, Senior Editor

Hurricane's Premium Soup and Chowder, Greene, ME, takes its high-end product to retail shelves thanks to the cost efficiencies and packing ease of bag-in-box packaging in smaller quantities.

The food manufacturing business started as a family-operated New England café and deli co-owned by Philip (Phil) and Lorraine Wilbur, with their daughter "Hurricane" Kirsten Shovilin and her husband Joseph, in 2005. Since then, the

in volume in a single year.

Although Phil Wilbur relishes the café success, he has larger ambitions for the family's product. "I've always wanted to bring a product to market retail," he explains.

From restaurateur to manufacturer

The family had 1,500 sq-ft of unused warehouse space adjacent to the café, which could serve as the food manufacturing and packing area, so they began to explore what was necessary to start packaging its soups and chowders.

When other restaurants learned about Hurricane's efforts, they started inquiring about food service

Leveraging local resources

Hurricane's food-service packaging consisted of two 1-gal **Plascon Packaging** Cook-Chill bags made with **Cryovac** C5045 shrink film housed in printed corrugated paperboard sourced from International Paper.

"International Paper—they're a huge company, but our cases are actually made eight miles from here," remarks Wilbur. "It's a huge company, but also a local resource."

"So I was talking to my International Paper rep Brian Lebel, and he said, 'Definitely talk to Bill at J. S. McCarthy. This is the company's niche, billing smaller runs,'" Wilbur recalls.

This was welcome news because some of the

Using a certified 100 percent wind-powered converter enables Hurricane's to place the 'Printed with Certified Wind Power' logo on its retail packaging.



packs of its soups. Recognizing an immediate market need, Hurricane's produced its first food service pack in May 2009 utilizing equipment and packaging sourced at PACK EXPO International 2008. At time of publication, the café is debuting its retail packaging.

packaging options that Hurricane's had considered earlier required large minimum quantities, which made the packages very price prohibitive.

"We were seriously considering a standup pouch for our retail package," Wilbur explains. "The problem we ran into with that was the enormous minimum quantities."

Continued on page 26



Phil Wilbur stirs soup in one of the smaller kettles in Hurricane's recently equipped food manufacturing kitchen.

café has gained notoriety for soups and chowders, which capitalized on the flavors of all natural, local ingredients, and enjoyed soup sales that quadrupled

Neo AffiniaTM PETG Shrink Film

Matte Finish for Differentiation Aesthetically Pleasing Soft Touch
Light Blocking UV Barrier for Extended Shelf Life

 **Printpack inc.**
Packaging Better Ideas.[®]

2800 Overlook Parkway, Atlanta, GA 30339



**Shrink Sleeves
and Roll Fed Labels**

www.printpack.com
labelingsolutions@printpack.com
800-241-9984

Building a better box

Wilbur contacted Bill Olmstead at **J.S. McCarthy Printers** and began development on an initial retail packaging concept that would leverage Hurricane's existing filling equipment and enable a first run of only 40,000 packages: smaller 24-oz Plascon Cook-Chill bags housed in die-cut, paperboard packaging.

After determining the initial

concept, Olmstead brought in **Yes! Marketing Group** to further refine the package structure and design.

The first packaging element that Yes! tackled was the packaging structure. "They had been working toward a flatter, narrower, wider package," Sheldon Perkins, partner and marketing strategist at Yes!, recalls. "In the process of looking at the product and how it would fit into

a package like that and also the nature of the product, we concluded that it's not really a long flat product."

The agency suggested that the bags be folded in half before being inserted into the paperboard sleeves. This would enable the same bags to fit into squatter boxes and stand up better



on the shelf.

Yes! also changed the location of the perforated tear strip. "It was originally oriented on the secondary information panel on the right-hand side as you face the label, which is where the nutrition facts go," Perkins recalls. "So we flipped the die [for the perforated strip] around."

One packaging element that the agency made sure not to significantly change was the logo design. "Phil's in the position of interpreting his daughter's logo design through someone else's eyes and design sense," Perkins explains. "This obviously is a very personal thing and makes him very close to the logo."

The final package design uses the Hurricane's logo as the primary graphic with consistent type and some branded colors throughout all varieties. Each variety of soup is identified with bold type at the top of the box and a bright color band on the left side with product-specific type.

The entire package development and design process took about two weeks, and fees were adjusted to fit Hurricane's budget. "To help us get the packaging off the ground, Yes! is being gentle on us," Wilbur remarks. "The package design work to get

AXON
STYROTECH

a division of Pro Mach

Shrink sleeving that Fits your business.

At Axon, we approach each shrink sleeve and tamper evident band machine we build as one part of an integrated system. That's why, before Axon engineers and technicians allow a machine to leave our facility, it's thoroughly tested to ensure that it works perfectly with your film, your containers, your line, your people and your business. And after it reaches your production floor, Axon is right there with you supporting you with ProCustomer™ service from our regional service hubs on the East and West coasts.

Go to www.AxonSleeves.com or call 1-800-598-8601 for more information.



The soups are pumped from Hurricane's kettles to its filler. Above, Wilbur uses a wrench to connect the company's piston filler to one of its larger kettles.

three flavors on the market is about \$1,500.”

Package reproduction

The completed files were sent to J.S. McCarthy, where they were put through a preflight process before entering the converter's PDF workflow. Because the printer works closely with its design partners,



Labels are applied to 1-gal. food service bags, above. A food service bag is filled with freshly made soup, below. Each food-service package comprises two labeled 1-gal. bags in a printed corrugated case.



including Yes!, and according to the G7 method, J.S. McCarthy typically receives very clean files. “Typically color correction is not necessary,” Rick Tardiff, president and CEO of J.S. McCarthy, explains.

Utilizing its Kodak Prinergy-powered workflow system, J.S. McCarthy creates soft proofs that can be viewed and adjusted by clients online. After the content for a package design job, such as Hurricane's, is finalized, two sets of proofs are made.

The first hard proof is imaged on an Epson inkjet printer and conveys

the color intent; the second hard proof is made on a CAD plotter with the actual stock to verify that the packaging structure is correct.

Using its HP Indigo press, J.S. McCarthy also digitally printed the packages that grace *PD's* cover. These are the first retail packages distributed by Hurricane's.

Although the design incorporates heavy ink coverage throughout,

J.S. McCarthy is confident that it will be able to maintain the screens despite the wide bands of nearly solid colors with reversed type all in process. It will start by imaging Fuji plates using 20-micron stochastic screening by a Kodak Magnus CtP device. The plates will be mounted on a 40-in. Komori LS 8-color sheetfed press, which will lay Toyo Hy-Plus 100—a solvent-free offset

ink that is manufactured to not chalk or ghost on press and works well with the aqueous coating chosen for Hurricane's packaging—on 24-pt C1S stock. The printed package will be finished on a Brousse flatbed die-cutter and an SBL Machinery folder/gluer.

All of this machinery is powered by wind-generated electricity. Using Continued on page 28

Great Products Deserve the Best Labels.



Watch new product videos at www.primeralabel.com/videos

Primera has everything you need to print and apply gorgeous, full-color labels for your products.

Our LX-Series Label Printers, an industry standard, are now complemented by the new AP-Series Label Applicators and DX-Series Label Dispensers. Better looking labels, applied straight and without wrinkles, helps you sell more of your products!

Call us at **1-800-797-2772** for more information and a **FREE** sample label package. Visit us at **www.primeralabel.com** or email to **sales@primera.com**.

PRIMERA TECHNOLOGY, INC.

Two Carlson Parkway North
Plymouth, MN 55447-4446 USA
800-797-2772 (U.S.A and Canada only)
Phone: 763-475-6676
Fax: 763-475-6677
www.primeralabel.com

a certified 100 percent wind-powered converter enables Hurricane's to use the "Printed with Certified Wind Power" logo on its retail packaging.

Packing process

Because it uses Cook-Chill bags for the retail and food packaging, Hurricane's did not necessitate any changes to its existing filling line.

Soups and chowders are pumped

from kettles, which incorporate automated agitation ensuring consistent distribution of particulates throughout the liquid, to a **Unifiller Systems XL** piston filler.

Capable of up to 3,000 deposits/hour, the filler can be manually adjusted to change the amount of soup deposited. Operators manually place bags for filling.

Product changeover is eased by

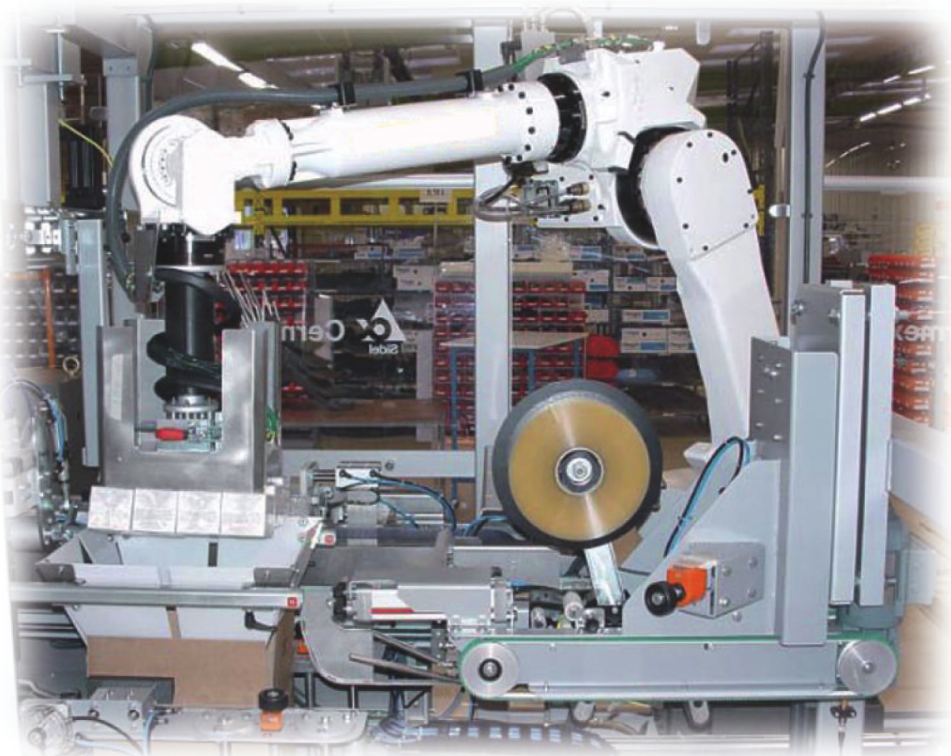
A foot-activated bar sealer enables operators to keep a firm grip on a filled soup package, top right. Filled, sealed 1-gal. food-service bags are moved to the chiller, bottom right, before they can be placed into the corrugated cases.

quick and easy disassembly. "Cleaning is a cinch," Wilbur remarks. "The machine just pulls right apart."

Labels are printed using a small, desktop printer, which enables



YOUR PRODUCTS ARE IN GOOD HANDS



► Case Packing ► Shrink-wrapping ► Palletization ► Conventional and Robotic Solutions



Whether it's a straightforward project or a custom design solution for complex projects, as an expert in end of the line equipment, the **Cermex** team has the ability to successfully provide a solution to meet your needs.

Your products are in good hands

cermexinc.sales@sidel.com

Tel.: (678) 221 - 3570

www.cermexinc.com

Hurricane's to print on demand and make changes on the fly. Labels are hand-applied to bags. After filling, the bags are weighed before being sealed using a foot-activated heat sealer. The bags then go into a chiller before being placed in the secondary corrugated or paperboard packaging.

Adding jobs to the economy

Hurricane's currently has a dozen employees. Wilbur hopes the retail packaging operation will enable Hurricane's to contribute more jobs to the local economy, including four full-time employees in the manufacturing kitchen alone.

More information is available:

J.S. McCarthy Printers, 888/465-6241.

www.jsmcCarthy.com

Plascon Packaging 888/584-4422.

www.plascongroup.com

Sealed Air Cryovac, 800/391-5645.

www.sealedair.com

Unifiller Systems Inc., 604/940-2233.

www.unifiller.com

Yes! Marketing Group LLC,

207/846-3733. www.yes-mg.com



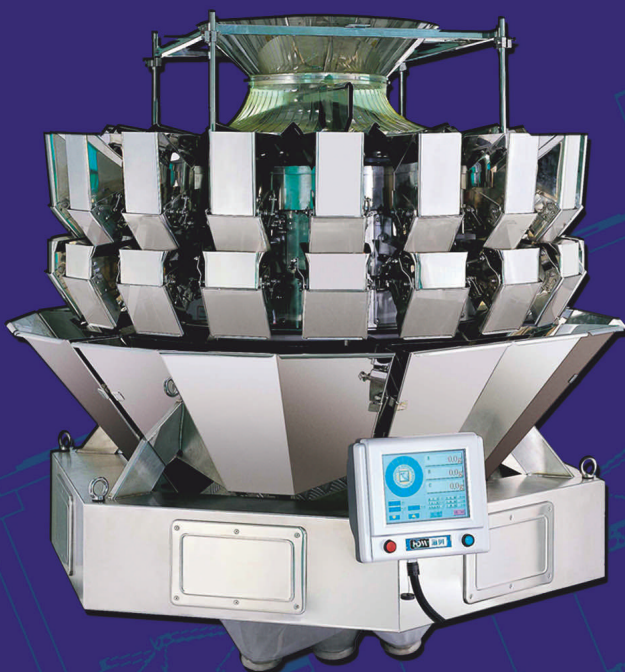
Since 1960.



www.bubblewrap.com



World Class Multihead Weigher Made in China



Models from 10 to 24 heads

- 30,000 m² workshop area
- 5,000 sets of installations running worldwide
- 2,000 sets of annual productivity
- 200 of well-trained employees
- 70 of exported regions
- 10 years of experience



Visit us on the Web!

HIGH DREAM Intellectualized Machinery CO., Ltd
Tel: +86757-22393573 Fax: +86757-22393570

www.highdream.net
info@highdream.net



marking & coding

Crisp, clean codes keep cases moving

Million-dollar-plus investment in **THERMAL INK JET PRINTERS** helps Ken's Foods keep the facility clean, while offering large, legible case coding.

Linda Casey, Senior Editor

With manufacturing and packaging plants in Marlborough, MA; McDonough, GA; and Las Vegas, Ken's Foods Inc. produces more than 400 varieties of salad dressing and sauces, including those marketed under the Ken's salad dressing and Sweet Baby Ray gourmet sauces brands. Whether manufacturing product for its own brands or co-packing condiments for another brand owner, Ken's prides itself not only on the quality of its food products, but also on the cleanliness of its operations. Understandably, the manufacturer was dismayed when its case coders began to leave unsightly stains on the packing operation's floors.

Live demonstration builds interest

So when company's upper management saw a **RSI CaseJet MVP Pro** printer in operation at PACK EXPO International 2008, they were excited. The thermal ink-jet printer is housed in a stainless steel enclosure and uses water-based HP 4500 pigment inks that are self-contained. This design helps eliminate messy ink spills.

After PACK EXPO, Ken's Foods purchased two printers for its Marlborough plant. "There was a hesitation on our part as far as how far we wanted to go because we weren't sure how difficult that integration was going to be," recalls Mark Shaye, senior project engineer for Ken's Foods. "It turned out to be very painless. If the integration would have been extremely difficult, clunky or just did not work very well, we might have no more than two in our company."

Ken's Foods was impressed by the coder's cleanliness, ease of integration and, most importantly, print quality. "The system puts consistent, legible, case codes on every case that we put out," remarks Dave Muskopf, vp of engineering for Ken's Foods.

Not only are the codes crisp, they also are big. Each printer hosts four heads to create a whopping 8-in. image area.

The multiple print heads don't require a great deal of maintenance, though.

"Each printhead replacement refreshes the printing systems, minimizing the risk of nozzle clogging," Jim Constantine, RSI account manager for Ken's Foods, explains. "The cartridges can also be independently replaced while the equipment is running, keeping manufacturing line downtime to a minimum."

If problems occur with a coder's printheads, they can be quickly and easily resolved. "You just pop in four new HP printheads that cost 30 bucks each,"



Ken's Foods replaced its messy case coders with new systems that cleanly produce high-quality codes in its high-volume industrial environment.

Shayne remarks. "There's no 'I have to send a head out for repair.'"

"We're the type of company that if we do repeat business, there's a reason," he adds. "The reason that we bought more systems is because they work."

As of time of publication, Ken's Foods has spent more than \$1 million on CaseJet MVP Pro printers for all three of its food packaging plants.

More information is available:

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



Introducing a new printer for case coding Pros.

The new PZ Pilot Pro™ features everything you need and eliminates everything you don't for your case coding application.

Meet the GS1
specification for
less than **\$10,000**



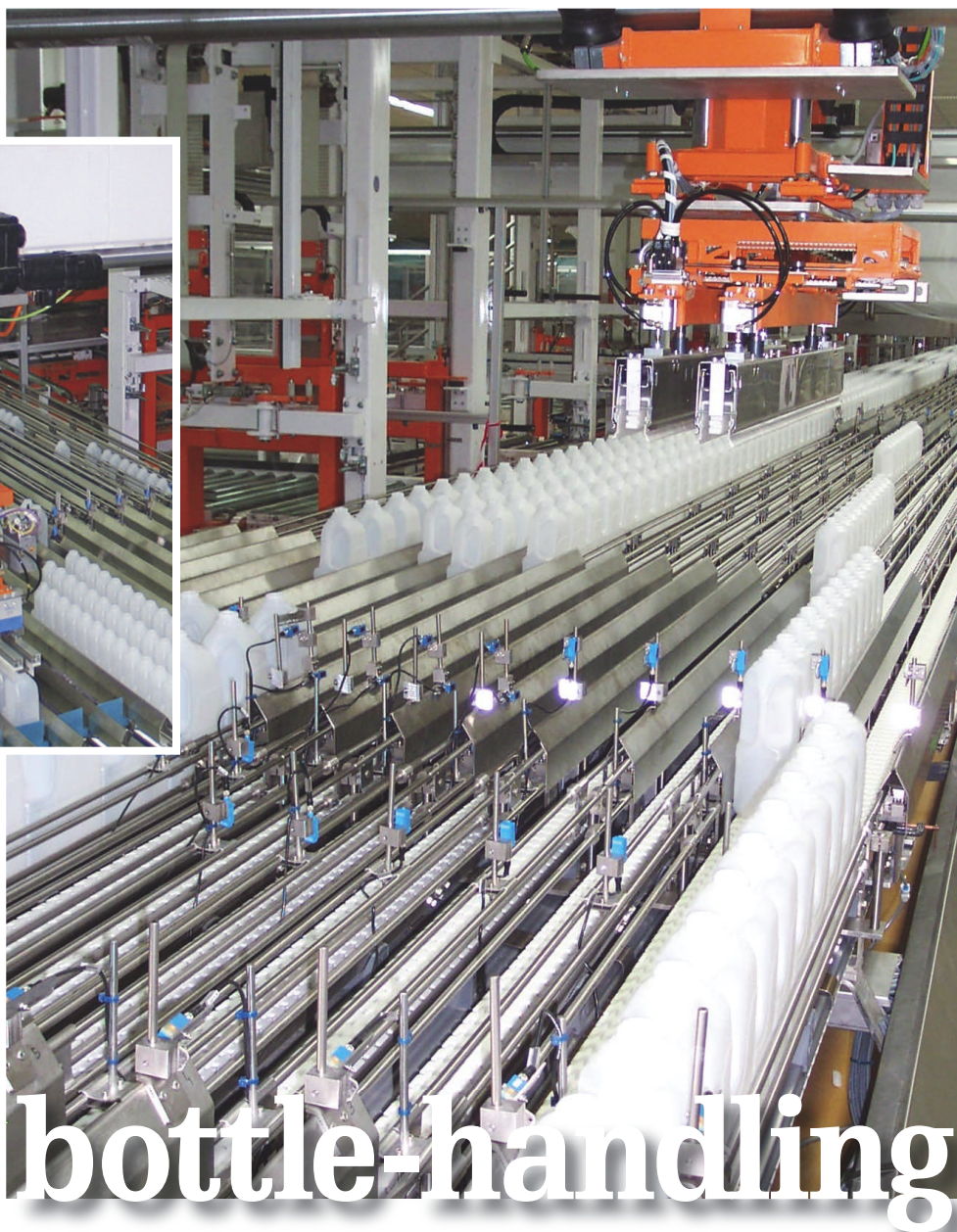
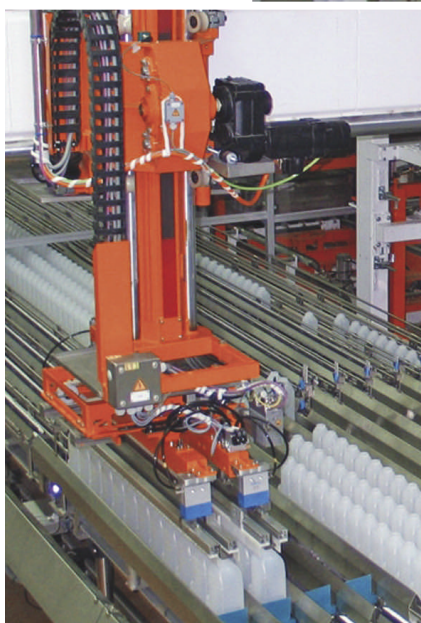
Right Size.
Right Price.
Right Now.

	Squid Ink® PZ Pilot Pro™	Videojet® 2320 Marsh® 2100
Max. print speed (bar code printing)	167 f/min	101 f/min
Create/edit message on touchscreen	YES	NO
Ink volume	800ml	175ml or 365ml
Back-up ink supply	YES	NO
Print height	2.1"	2.1"
Print resolution	180 dpi	180 dpi
Remote printhead option	YES	NO
Compressed air requirement	NO	YES (90 psi)



Compare for yourself and see how PZ Pilot Pro stacks up against the competition. For more information visit www.squidink.com or call for your local Authorized Squid Ink Distributor at **1-800-877-5658** today.

Bottles are delivered to the tray loading and unloading area, right, on multiple parallel conveyors. A two-axis, pick-and-place robot with custom gripper heads, inset, picks up a number of bottles and places them in a stainless steel storage tray.



An automated intermediate bottle storage system at the **ALPLA PLANT IN THE U.K.** uses robots to load plastic bottles from the blow molders into trays and also moves the stacks of trays automatically into and out of the storage area.

Efficient bottle-handling

Jack Mans, Plant Operations Editor

Alpla is a worldwide plastic bottle manufacturer with 122 production plants. At one of its plants in the U.K., it recently installed a distinctive system for handling and storing plastic bottles that changes the traditional method of storing empty plastic (PET, HDPE, PP, etc.) and aluminum

production and filling are done on the same site.

In the traditional method of bottle handling, most onsite operations produce and bulk palletize the bottles or pack the bottles in plastic bags and temporarily store the pallets or bags in an onsite warehouse. The pallets or bags of empty bottles are then retrieved from the warehouse on demand, and the empty bottles are depalletized or debagged and sent through the wall to downstream operations.

This traditional method of operation requires significant money to be spent for packaging supplies, labor and capital equipment. Dunnage is required for pallets, tier sheets, top frames, stretch wrapping and/or strapping and labeling. Labor is needed to transport pallets or bags to interim storage, and then retrieve them for downstream processing.

Once they are retrieved for downstream processing, labor is needed to manually remove stretch wrap, straps or bags. Capital equipment is necessary to depalletize the bottles onto accumulation conveyors or, in some cases, the containers are dumped into bins,

and are then unscrambled and placed onto accumulation conveyors.

mode of operation with the primary intent of reducing costs for both the bottle producer and the filler. "We were looking for a bottle handling and storage system that would reduce our labor and material costs," says Martin Stark, Alpla's engineering director. "After examining the systems that were available, we decided that Autefa would best meet our needs."

The IBSS is placed between the blow-mold area and the filling area with lanes of tabletop conveyor transporting the bottles. If bottles are intended to go directly to the filling lines, they bypass the IBSS and go directly to the lines. If bottles are to be placed into interim storage, they are picked by Autefa tray loading/unloading robots and placed into metal trays.

These filled trays are stacked vertically, and are then automatically placed into a storage system sized to meet the customer's inventory requirements. When the bottles are needed for downstream processing, the stacks of trays are automatically retrieved and returned to the tray loading/unloading robot systems, where each tray is unloaded and the bottles placed back onto the tabletop conveyor for delivery to the filling lines.

In this operation, bottles are delivered to the IBSS on a series of tabletop conveyors that run parallel to the tray loading/unloading robots. Sensors monitor the flow of bottles and start and stop the conveyors to maintain consistent bottle flow.

In the loading/unloading area, a two-axis, Continued on page 34



Filled trays are stacked vertically, and are then automatically placed into a storage system sized to meet the customer's inventory requirements.

containers for future downstream processing.

Supplied by **Autefa automation GmbH**, the system, which is called an intermediate bottle storage system (IBSS), is ideally suited for onsite or through the wall installations where bottle

IBSS automates bottle handling

The Autefa IBSS drastically changes that above

Pssst! We have DC motors now!

at our everyday low prices

IronHorse® Permanent Magnet DC electric motors in 1/3 to 2 hp sizes

IRONHORSE PMDC motors are available in TENV or TEFC styles, depending on model.

The space-saving design features a NEMA 56C flange and removable mounting base. These motors are manufactured by a leading motor supplier with over 20 years experience delivering high-quality motors to the demanding U.S. market.

- In stock and ready to ship same day *
- FREE 2-day shipping on orders over \$300 **
- Two-year warranty
- 30-day money-back guarantee

Heavy-duty motors ...

- Rolled steel frame / cast aluminum end bells
- Electrically reversible
- Compatible with SCR (thyristor) DC drives
- Large brushes for longer brush life, with easy access for replacement

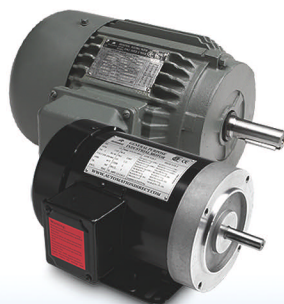
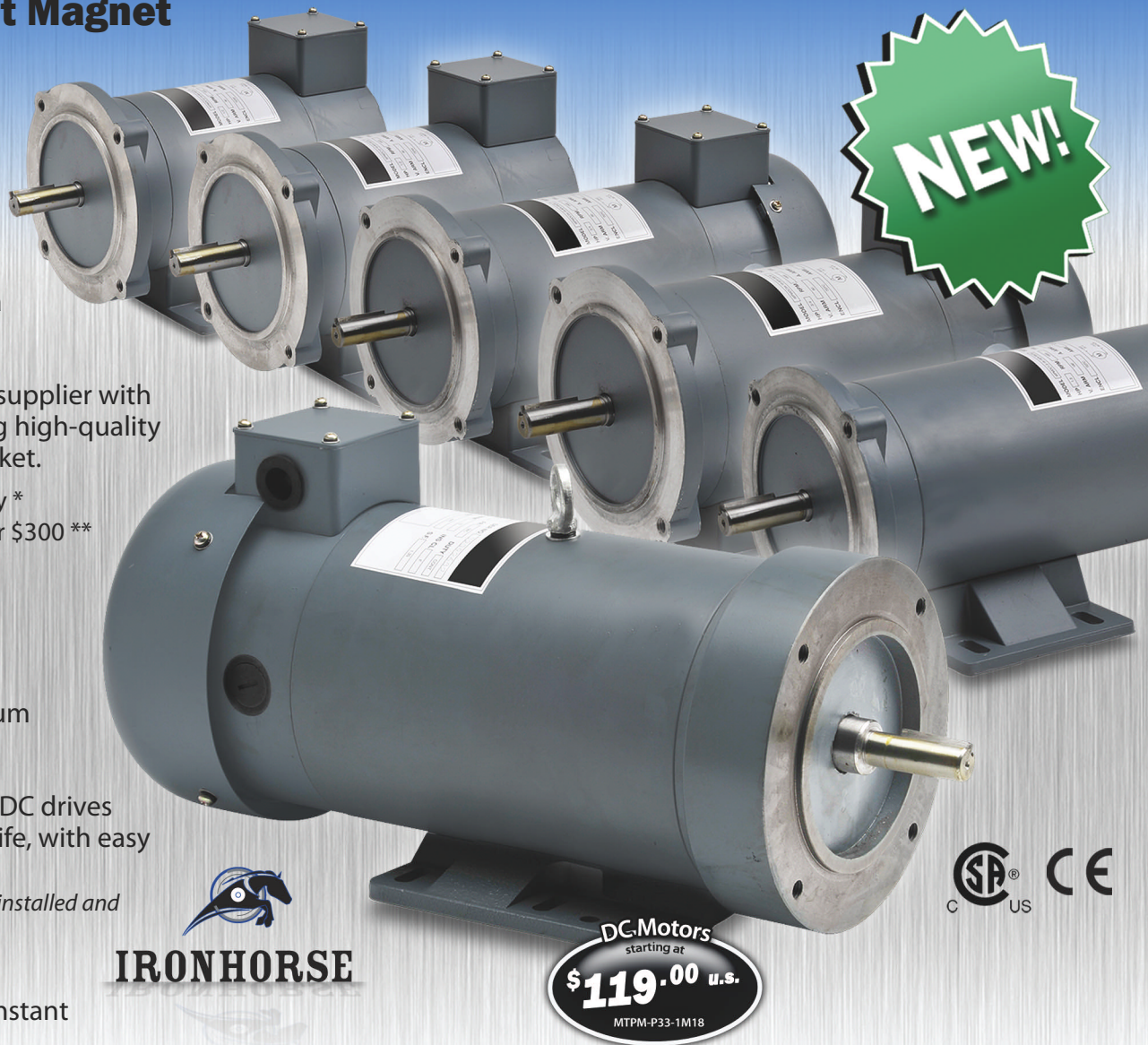
(DC motors ship with one set of brushes installed and one set of spare brushes in the box)

... to fit your application

- Where adjustable speed and constant torque are required
- When dynamic braking and reversing capabilities are needed

* When ordered by 6 pm EST, with credit card or approved credit

** Within U.S. and Puerto Rico, except for LTL and drop-shipped items; see Web site for complete details

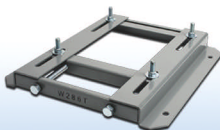


AC Motors
(to 300HP)

Also Available



56C Gearboxes



Motor Bases
(56 - 449T)

CHECK OUT OUR PRICES

PMDc Motors, 56C	AutomationDirect IronHorse	US	Baldor	Dayton	Emerson
0.33 hp, 90V	\$120.00 MTPM-P33-1L18		\$617.00 CDP3320	\$400.25 2M509	\$732.00 G637
1 hp, 180V	\$195.00 MTPM-001-1M18		\$1,019.00 CDP3455	\$651.00 4Z378	\$1,212.00 G643
2 hp, 180V	\$335.00 MTPM-002-1M18		\$2,242.00 CDP3585	\$1,217.00 4Z380 (not 56C)	\$2,301.00 G644 (1.5 hp, not 56C)

All prices are U.S. published prices. AutomationDirect prices are from March 2010 Price List. Baldor prices taken from www.baldor.com 2/25/10. Dayton prices taken from www.grainger.com 2/25/10. Emerson prices taken from www.usmotors.com 2/25/10. Prices and specifications may vary by dealer and configuration. Prices subject to change without notice.

www.automationdirect.com

For complete information or to order online, visit:
www.automationdirect.com/dc-motors

1-800-633-0405



**Order Today,
Ships Today!***

* See our Web site for details and restrictions.
© Copyright 2010 AutomationDirect, Cumming, GA USA. All rights reserved.



AUTOMATIONDIRECT.com
the #1 value in automation



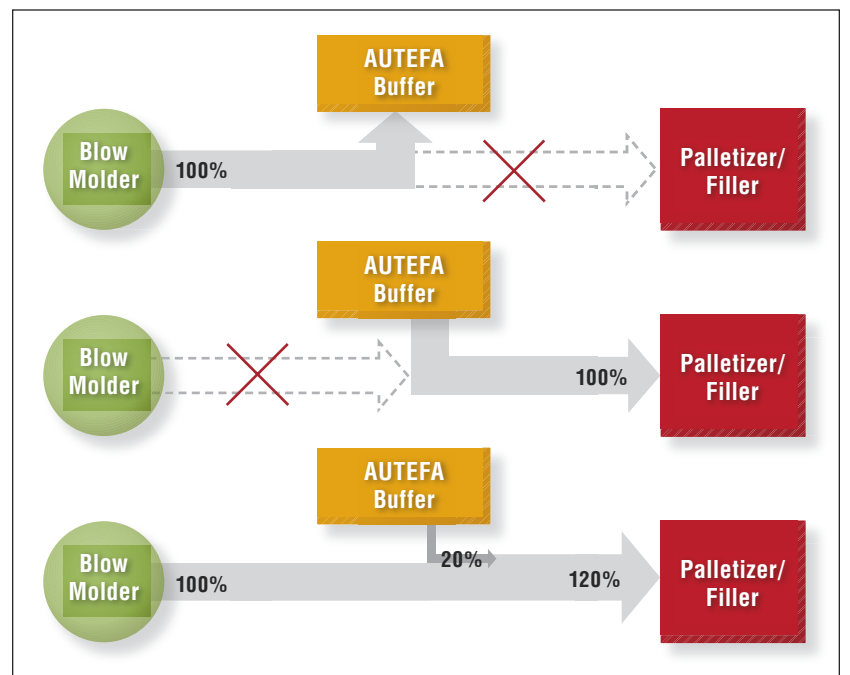
The stacks of empty and filled trays are transported to and from storage by SAT-Carriages that run on a floor-mounted rail system.

pick-and-place robot with custom gripper heads picks up a number of bottles and places them in a stainless steel storage tray. The robot can have one to four gripper heads and will pick up bottles from the corresponding number of parallel conveyors.

40,000 bottles/hr

When a tray is full, it is transferred to the full-tray stack, and the next empty tray is placed for loading. Capacity of a single-robot system depends on the sizes of bottles being handled and the number of grippers installed, but it can go as high as 40,000 bottles/hr for a four-gripper system.

Empty trays are delivered to the loading/unloading area in stacks typically about 15 trays high and the trays are placed in the loading zone one at a time. To accomplish this, the entire stack is raised and



the bottom tray is conveyed into the loading zone.

Once the tray is filled, the process is reversed, and the full tray is conveyed onto the full-tray stack. As with the empty trays, this is accomplished by raising the entire stack and conveying the tray into the bottom position. The stack is

then lowered onto the bottom tray.

There is no weight placed on the containers inside the trays because each tray is self supported, and the bottles are kept controlled and fixed at all times. The tray stack also has a specially designed top tray that serves as a dust seal. Each tray is identified by a permanently affixed

Our Legacy...



bar code label for system tracking and control.

Trays are automatically cleaned and sterilized as needed between usages. The stacks of empty and filled trays are transported to and from storage by SAT-Carriages that run on a floor-mounted rail system.

When a SAT-Carriage carrying a stack of full trays reaches the assigned storage lane, the stack is lifted slightly and placed on a carriage that carries it into the lane. The procedure is reversed to deliver stacks of bottles back to the loading/unloading robots.

The IBSS incorporates a computerized data management system that controls the data base of stored bottles and trays. Should a bottle quality problem occur, the system can identify, locate and isolate the particular trays or trays of the suspect bottles.

These trays can then be automatically retrieved and staged in a defined area for examination. A customized listing of reports can also be generated to highlight inventory levels, identify segregated quality lots, determine available space left in storage, etc.

System advantages

"Autefa has been a great help throughout the project," says Stark. "They were present for installation and startup, and still provide assistance if we have any problems."

The primary goal of the IBSS is cost reduction with a secondary goal of improved quality control. Savings can be realized in the following categories:

Dunnage: No bags, pallets, tier sheets, top frames, strapping, stretch wrapping or labeling is required.

The Autefa system has worked out very well for us. It has really exceeded our expectations.

Capital Equipment: The IBSS automatically balances the capacity differences between the blow molders and the fillers so smaller blow molders operating 24 hours, seven days a week can produce enough bottles for filling lines running 12 hours, six days a week. No baggers, debaggers, depalletizers, unscramblers, bins, strappers, stretch wrappers, labelers and fork trucks are required. A capital investment is necessary to purchase the IBSS, but this is a one-time cost and typically has a two to three year payback.

Labor: The IBSS does not require a designated, full-time operator. Typically, an existing operator in an area close to the IBSS is assigned to oversee the system should an alarm condition require

operator intervention. Typically, the IBSS requires approximately 80 percent less labor compared to a production plant with a traditional bagging/debagging installation.

Quality: There is no damage to the bottle body nor neck. Suspect bottles or production lots can be identified, segregated and controlled, thus preventing sub-quality production from being shipped.

Flexibility: The system provides total flexibility between the blow molders and the filling lines. Any blow molder's production can be diverted to any filling line on short notice.

Perspective: The system is designed to gently handle the containers without causing any storage damage to the container such as scratches or dents. With the need to reduce bottle weight for further cost reduction, the IBSS is well suited to handle the demands of the future market.

"The Autefa system has worked out very well for us," says Stark. "It has really exceeded our expectations. On top of everything else, it has eliminated the bags that we used to store our bottles in, so we don't have the costs of the bags or the environmental concerns."

More information is available:

Autefa Automation – U.S., part of Autefa automation GmbH, 843/667-3405. www.autefa.de

is Powerful Packaging

Some things never change. For over 100 years, more major brands have put their trust in J.L. Clark for innovative new packaging. From candy to cosmetics. Spices to smokeless tobacco. Band aids to baby powder. For containers that attract more customers. Function better. Are more easily recyclable, whether made from metal or the latest thin-wall or biodegradable plastics.

At J.L. Clark, we never stop innovating for our customers. **See what the future holds.**

Visit us at EastPack 2010, Booth # 2969 and find your Powerful Packaging.

 **J.L. CLARK**
a CLARCOR company
Powerful Packaging™



Each Lock n' Pop applicator at Chivas Brothers is equipped with a triple spray gun configuration. This gives each one the versatility, via the palletizer's software, to ensure different sized boxes receive a dedicated glue application. For example, guns one and two would apply onto a narrow six-bottle box, while guns one and three would fire onto the much larger and wider 12-bottle box.

Palletizing systems as smooth as Scotch

Jack Mans, Plant Operations Editor

More than 200 years ago, James and John Chivas demonstrated their passion for superb quality in food and beverages when they opened their gourmet food emporium in Aberdeen, Scotland. In recognition of their standards, they were awarded their first Royal Warrant to supply provisions to Queen Victoria and the royal family in 1843.

The Chivas tradition of quality continues today at the Chivas Brothers bottling plant in Dumbarton, Scotland. In addition to the 25-year aged Chivas Regal Scotch whisky, other brands produced in this facility include Beefeater Gin and Ballantine's Scotch whisky.

Because most of the product from this facility is shipped internationally, in highly decorated varnished cartons that reflect the content's brand identity, great care is taken at the plant to ensure that they arrive in pristine condition. So when Chivas Brothers made the decision to invest in eight new automatic palletizing lines for their Kilmalid, Scotland bottling hall, they also decided to look for new methods of adding stability that would complement their latest investment.

Great sheer strength

Says Stephen Trainor, senior electrical engineer, who was involved with managing the project, "For many years we employed hot melt adhesives, and then banding, to add stability to finished palletized boxes of

Adhesive spray applied to palletized cases provides smoother operations and positive environmental benefits at **CHIVAS REGAL**, as well as reduced stretch wrapping costs.

whisky and spirits. Over the years, both these systems changed, and we decided to look for suitable alternatives." Objectives for the new equipment included increased efficiency and load stability with the possibility of reducing stretch wrap costs.

Trainor decided to investigate the use of **Lock n' Pop**, which like the adhesive on "sticky notes," provides very little adhesion, but great sheer strength. Samples of Chivas Brothers boxes

were sent to Lock n' Pop for evaluation, to determine the proper formulation for their specific corrugated surfaces. Lock n' Pop products are water based, require no solvents and are formulated with FDA food-contact approved materials. Lock n' Pop recommended their Type X3224 formula, which provides the inhouse and external transit stability required by Chivas Brothers, and does not damage individual cartons when they are depalletized.

An inline test was run taking advantage of Lock n' Pop's trial program using a fully automatic loaner applicator to evaluate the system's full potential. Trainor found that, "the formula specified worked well with products in the Beefeater range, which use high quality preprint liners with a UV varnish finish."

Chivas purchased the palletizers for this project from **Lita Paletising Systems s.r.l.**, Porino, Italy, and once the project was approved, a fully automatic Lock n' Pop applicator package was sent to the Lita factory in time for preinstallation onto the first palletizer to be installed. The system was setup and programmed to run in tandem with this palletizer. Subsequently seven additional systems were delivered to Kilmalid and installed retrospectively onto each of the new palletizers, thereby completing the total order.

Lock n' Pop applicators require 110- or 240-volt power supply and plant air. Energy usage is very low in comparison to the previously used hot



melt systems, as there is no heating required. Roberto Lisa, president of Lita Palletizing Systems, says that “nozzle droppings and overspray caused by misfiring of the hot melt can coat case surfaces and rollers, typically resulting in disoriented cases, jams on conveyers feeding the palletizers and problems within the palletizer itself.” Lock n’ Pop nozzles and application equipment, requires very little maintenance and is drip free and produces no post user waste.

Each Lock n’ Pop applicator at Chivas Brothers is equipped with a triple spray gun configuration. This gives each one the versatility, via the palletizer’s software, to ensure

We cannot afford to risk having any product movement on completed pallets when they are being transferred.

each different size of box receives a dedicated glue application.

For example, guns one and two would apply onto a narrow six-bottle box, while guns one and three would fire onto the much larger and wider 12-bottle box. Chivas Brothers has also exercised the ability for every Lock n’ Pop applicator to receive an order from its individual palletizer to select spray, which further reduces costs, by cutting the application to each top layer.

Efficient glue handling

All eight systems are fed from two 208-L drums sited centrally at ground level. Lock n’ Pop products are also available in 10 40-L totes. These containers allow for ease of handling, being supplied on standard four-way entry pallets, which can be easily positioned by fork truck, thereby eliminating any need for manual handling. Another benefit of supplying in this format is the time between each changeover.

Currently, each drum lasts up to three weeks and is equipped with a low-level alarm, which indicates when a drum is ready to be replaced. Plus, being constructed from fiber kraft liner board, the drums offer safe and easy disposal when they are empty.

Another major benefit to Chivas Brothers in choosing Lock n’ Pop and the added stability provided, is that it allows them to reduce the amount

of pallet stretch wrap required, which assists with their packaging waste reduction policy.

The reason for this is that Lock n’ Pop eliminates the lateral movement between each layer of boxes. As it has a low fracture strength, it allows individual boxes to be easily depalletized when required by lifting them up, and when separated, leaves little or no evidence of its use on the package surface or damage to graphics,

unlike alternative systems, such as hot melt adhesive.

Trainor adds, “With a high value product like whisky, we cannot afford to risk having any product movement on completed pallets when they are being transferred between the new palletizers and our pallet stretch wrappers, which could occur without the aid of Lock n’ Pop.

“In addition, as the majority of our products are exported, Lock n’

Pop gives us the added confidence that our pallets are going to arrive at their overseas destinations in the same condition that they left our bottling plant.”

More information is available:

Lock n’ Pop, 800/225-5539.

www.locknpop.com

Lita Palletizing Systems s.r.l.,

+39/011 943 10 04. www.lita.to.it

INNOVATIVE PACKAGING THE ESSENCE FOR CREATING BRAND IDENTITY

SHRINK SLEEVE - QUALITY - LABELS - GRAPHIC
PACKAGING - HOLOGRAPHIC - GREEN PRINTING
TACTILE - EMBOSSING - THERMOCHROMATIC - TEAM
STAMPING - SHRINK - QUALITY - QUALITY
LABELS - FLEXIBLE - HOLOGRAPHIC
BEVERAGE - EMBOSSED - SILVER
BRAND SECURITY - CONFIDENCE
COSMETICS - TECHNOLOGY - M W
QUALITY - SERVICE - LUE
HEALTH AND BEAUTY - LES
ENVIRONMENTAL - CITY
DRUG - INSPIRE - M
S - B
E
F
O
R
L
A
B
E
L
S
-
F
O
I
L
S
-
T
H
E
R
M
O
C
H
R
O
M
A
T
I
C
-
C
O
M
B
I
N
A
T
I
O
N
P
R
I
N
T
-
M
E
T
A
L
I
N
K
T
E
C
H
N
O
L
O
G
Y
-
S
O
L
U
T
I
O
N
S
-
S
E
R
V
I
C
E
-
G
L
O
B
A
L
-
E
N
V
I
R
O
N
M
E
N
T
A
L
-
S
U
S
T
A
I
N
A
B
L
E
P
A
C
K
A
G
I
N
G
-
A
W
A
R
D
W
I
N
N
I
N
G
-
F
O
R
B
R
A
N
D
E
L
E
V
A
T
I
O
N
-
H
O
L
O
G
R
A
P
H
I
C
-
S
E
R
V
I
C
E
-
N
U
T
R
A
C
E
U
T
I
C
A
L
-
O
P
T
I
M
I
Z
A
T
I
O
N
-
G
R
A
P
H
I
C
C
O
N
V
E
R
T
E
R
O
F
T
H
E
Y
E
A
R
-
W
I
N
N
E
R
O
F
O
V
E
R
2
5
0
N
A
T
I
O
N
A
L
A
N
D
I
N
T
E
R
N
A
T
I
O
N
A
L
E
X
C
E
L
L
E
N
C
E
I
N
P
R
I
N
T
I
N
G
A
W
A
R
D
S

CONTACT US

INFO@MCDOWELLLABEL.COM

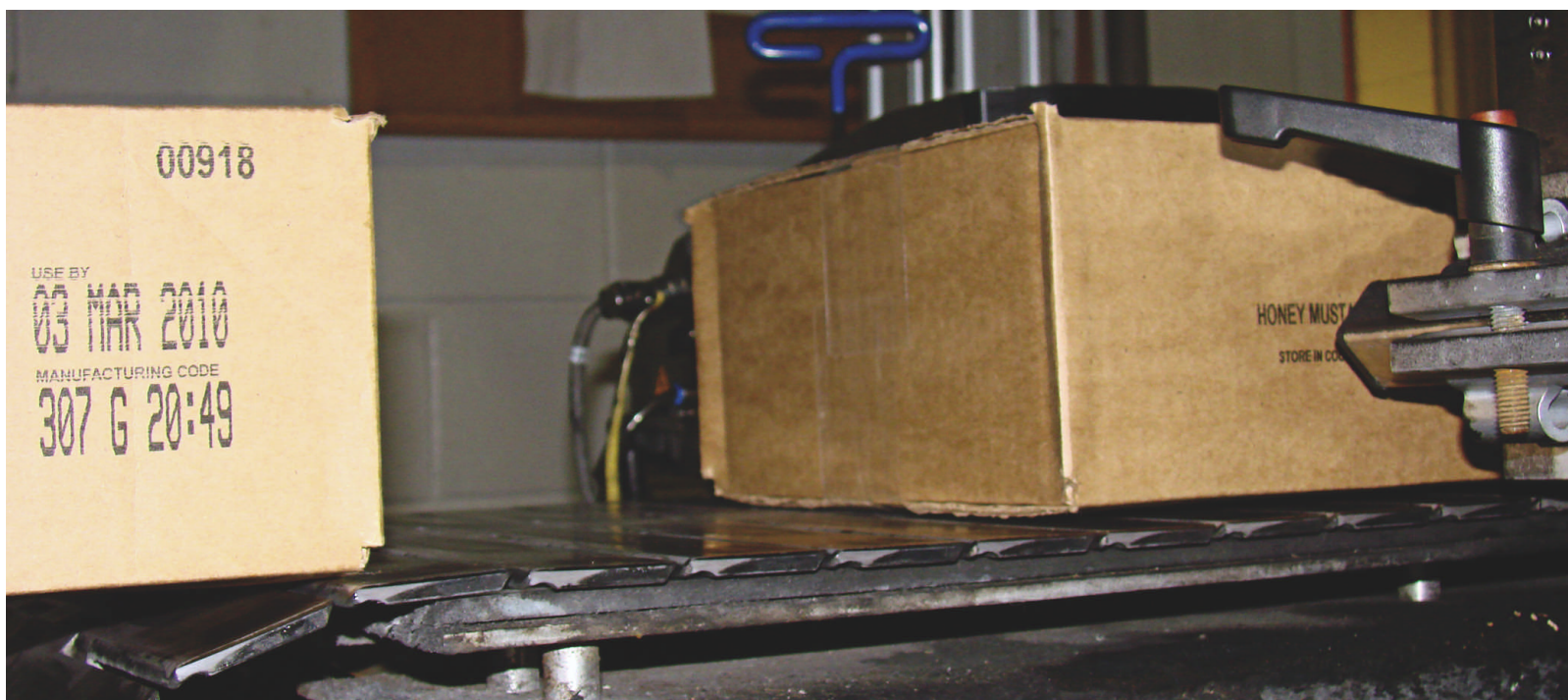
FOR YOUR FREE SAMPLE!



MCDOWELL

www.mcdowelllabel.com

800-275-6016



Each case-packing line is equipped with a pair of thermal ink-jet printers, above. This enables cases to be coded on two sides simultaneously. Operators use an intuitive touch-screen HMI, right, to access job information. This information is managed by the Conyers, GA, plant packaging engineer via a PC-based message management software application.

Coding streamlines materials management

LARGE CHARACTER PRINTER simplifies management of Golden State Foods' corrugated packaging, while adding flexibility for its co-packing customers.

Linda Casey, Senior Editor

As part of one of the largest diversified suppliers to the food service industry, Golden State Foods Liquid Products division packs more than 17 million cases (about 400 million lb) of liquid products annually. The \$4 billion company services more than 20,000 restaurants from three continents with hundreds of various condiments, sauces, dressings, syrups, jams, jellies and toppings with a variety of quantity and packaging options.

To satisfy customer needs, the copacker offers customized case-packing solutions. Because of this, operations in Golden State Foods' Liquid Products Division—such as those located at the Conyers, GA, plant—stored many types of preprinted cases on site.

Golden State Foods also offers to place variable data on corrugated cases to customer specifications or shipping regulations. These cases often would need to display very specific information about the product contained, such as the ingredient lists, expiration dates, lot codes or handling instructions.

For products packaged for export, Golden State Foods' customers might require cases to have additional information such as an importer's number or information in languages other than English.

Eliminating waste

To meet customer packaging requirements, Golden State Foods' Conyers plant would hand-apply labels to cases. This required workers to print and apply labels before the cases were even filled. In some instances, extra cases were labeled and not used, so they would need to be stored until the customer required another shipment of the same product.

To eliminate storage hassles and hand-labeling,

Over the last couple years we've probably eliminated at least 40 printed cases and replaced them with their generic counterparts.

Golden State Foods purchased two pairs of **Videojet** 2330 large character ink-jet printers for two of its case-packing lines.

The printers enabled Golden State Foods to purchase plain corrugated cases, which are less expensive than preprinted cases and can be used for all shipments. "Over the last couple of years we've probably eliminated at least 40 printed



cases and replaced them with their generic counterparts," explains Dick Robinson, materials manager for Golden State Foods.

"Probably the best benefit is that if there is a formula change or other changes with the product, we can make those changes to the packaging right on the fly instead of having to purchase new printing plates or having to throw out obsolete material," adds Jeff Yenisch, packaging engineer at Golden State Foods. "We're able to include very detailed information including ingredient statements, logos, product names, date codes, all on this one ink-jet panel. It gives you a lot of value where you can start to consolidate your cases into generic cases."

Yenisch sets up the information to be coded using Videojet's Claricom CLARISOFT PC-based message management software. Off-line message creation gives Golden State Foods centralized management of messaging such as bar codes, lot codes, expiration dates and other variable data. Program features such as automatic date rounding



Filled cases travel down a conveyor, left, to the case coding station. Prior to installing the ink-jet coders, Golden State Foods would label cases before they were packed. If a labeled case was not used, it was stored until the customer placed another order for the same product. A plain corrugated case is customized with brand, ingredient, lot and other manufacturing information, above.

If there is a formula change or other changes with the product, we can **make those changes to the packaging on the fly instead of having to purchase new printing plates or having to throw out obsolete material.**

and date calculations are designed to minimize the possibility of a human data-entry error, improve product traceability and reduce the potential of a product recall due to incorrect coding. Golden State Foods confirms that use of the ink-jet printer's automatic date calculation feature has eliminated human error with date coding at the manufacturer's Conyers plant.

Although some decision makers at Golden State Foods initially wanted to slowly adopt use of the coders, they were quickly swayed by the machines' performance.

"We were going to run them a year, just to see what kind of issues we ran into in terms of maintenance or reliability," says Robinson.

Yenisch adds: "We added four more sets of printers within a year's time. Now, we are up to six different production lines that are equipped with these printers."

Partnered pairs

The printers are installed on a conveyor line to code filled cases as they come down the line. Each line has one printer on each side, enabling Golden State Foods to code both sides of the cases simultaneously.

The printers are networked so employees can control the pair from an intuitive touch-screen control system on a single master unit—both can print the same data.

To set up a pair of printers, packing line personnel simply enter the product's SKU number into the master unit's HMI.

The printers are automatically configured to print the information for the specific item associated with the SKU number. This process reduces errors that can sometimes occur with manual operator entry.

New looks are made easier

In addition, the printers provide the flexibility to meet customer changes. The copacker can code characters as large as 2.75 in. (70 mm), and the size of the characters can be scaled to

Continued on page 40

World leading innovation, reliability, and cost-effective packaging solutions

- Unsurpassed zipper application speed
- Quick change-over time
- Compact Rotary Turret Design
- We take on-time deliveries seriously
- 2 year complete factory warranty
- German design and reliability
- Up to 400 pouches per min
- Optional Ultra Sonic top sealing

HDG
Verpackungsmaschinen GmbH
Pouch Form/Fill/Seal
Equipment

illig
Thermoforming
Equipment

somic
VERPACKUNGSMASCHINEN
Case Packing
Equipment

TTC
PRINTING
PACKAGING
Paperboard
Packaging

Interpak
the final decision in packaging solutions

For complete packaging solutions and unsurpassed customer service, contact Interpak today.
Tel: 423-892-7404 | Fax: 423-899-4665



HDG horizontal f/f/s Rotary Turret Pouch Machine

E-mail: sales@interpakllc.com
www.interpakllc.com

meet customers' varying requirements or fit more information into a specific location on a box.

"If a customer wants to change how a code or logo looks, or add a word such as 'new' to the box for six weeks, we can do that immediately," Robinson says. "It's been great to tell the customers that we

can meet their requests on the very next production run because it's just that easy to make printer changes."

It also compliments the copacker's design services well. Customers can simply provide Golden State Foods with graphic files to be printed on their cases or they have the option of sending design

concepts to the copacker, which will then custom build the graphics for them.

"Whether it's a concept or a finished design, we can either import it or recreate it in the software," Yenisch explains.

Fast changeovers keep cases moving

Because changeover from



The coders enable Golden State Foods to efficiently case pack small orders, such as 25 cases of barbeque sauce, or larger orders, such as multiple pallets of ketchup pouches, above.

one product to another takes less than a minute, Golden State Foods is capable of production runs that last for five straight shifts or as small as 25 cases. "Selecting a different job on a printer takes a matter of seconds," Yenisch remarks.

Additionally, the inkjet printer's self-maintenance system helps eliminate downtime because operators don't need to stop a line to prime, purge and clean printheads. Because the self-maintenance system is non-contact, it also avoids printhead damage that can occur during the periodic maintenance

Changeover from one product to another takes less than a minute.

required on other ink-jet printers.

The Videojet 2330 has an ink-recycling system that captures ink used for automatic printhead maintenance, sends it through a filtration process, then makes the ink available for printing.

The carton tracking interlock system eliminates accidental triggering of photocells to prevent unintentional case coding.

Ink waste is further reduced by Golden State Foods' standardization on Videojet printers. All case coders use the same type of ink so the operators cannot install the wrong fluid in a printer.

Golden State Foods found that the ink-jet printers run smoothly and efficiently, enabling the company to print approximately four cases/min per line while minimizing operator intervention.

More information is available:

Videojet Technologies Inc.,
800/843-3610. www.videojet.com

Visualize

A FAMILIAR PACKAGING STANDARD

There's a new resource whose legacy will resonate with everyone who values visual packaging.

New, because we just rebranded ourselves while restructuring our North American organization with industry vets and thought leaders.

Experienced, because we have been refining visual packaging to an art form since 1969.

Global, because we serve the world with headquarters in Hong Kong and manufacturing in China. Local, because our sales force is everywhere else. Results-oriented, because we won't compromise on anything quality related.

Value-driven, because our production capabilities enable us to deliver the best combination of quality, pricing, and schedule.

HLP Klearfold. It's a familiar brand.

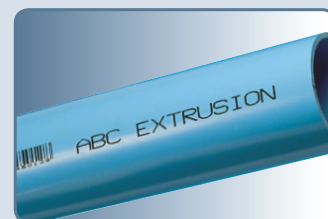
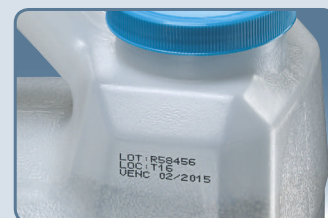
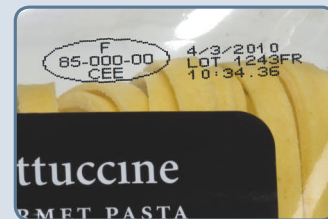
And it's a new name you'll want to remember.

See us at EASTPACK Booth #3461

HLP Klearfold
VISUALIZE

(888) 457-7225
www.hlpklearfold.com
info2@hlpklearfold.com

What does world-class uptime look like to you?



Count on the Videojet® 1000 Line of ink jet printers to deliver it.

The Videojet 1000 Line will forever change the way you see productivity. This easy-to-use, innovative technology delivers longer runs before required preventive maintenance. The modular, smart design is so advanced it automates setup, calibration and cleaning — ensuring consistent performance and the sharpest codes.

See for yourself what world-class uptime looks like. Visit www.videojet.com/1000line or call 866-871-3226.

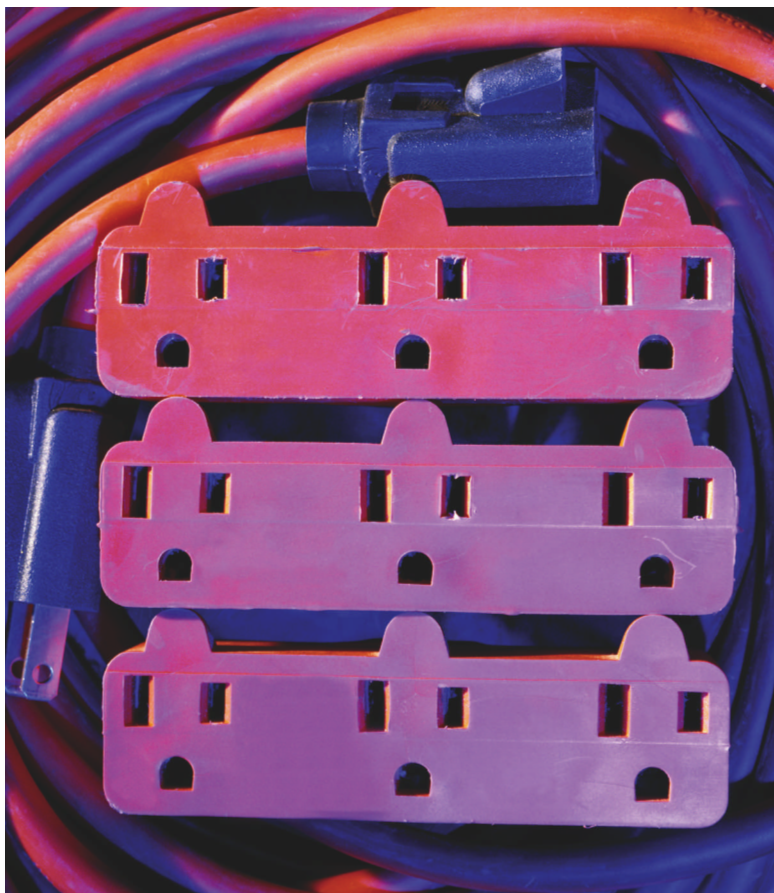


The 1000 Line offers (3) models: the Videojet 1610 for high speed applications, the Videojet 1510 designed to meet most printing requirements and the Videojet 1210 for basic coding needs.

VIDEOJET®
Uptime Peace of Mind®

See us at EASTPACK Booths #959 & 3009

Ink Jet. Laser. Thermal Transfer. Labelers. Track & Trace. Supplies. Parts & Service.



Electric shock

Packaging facilities are **ENERGY-INTENSIVE OPERATIONS**. To gain control of this variable cost, it is necessary to understand exactly what the utility bill includes and what options are available.

With summer coming, electricity costs can soar as packaging companies face spiking rates as the nation's electrical grid sees peak demand for power usage. The most effective way to determine if and how electricity costs can be reduced is to analyze a packaging facility's electricity bill.

Understanding the various components of electricity bills and how they affect overall electricity costs is incredibly important to large energy consuming companies, including many in the energy-intensive packaging industry. Analyzing the individual cost components of a monthly electricity invoice may seem daunting task to many but with some time and effort, it definitely can be done.

Analyzing electricity bills can mean different things to different people. The most common view relates to finding mistakes made by the electric utility company that have lead to excessive costs. While utility companies do make errors, these are often a result of misinformation or simple miscalculations.

What is most important in analyzing billing data is the ability to understand the information on the bill. The utility company has the responsibility to place a customer on an applicable rate, while the customer is responsible for determining whether they are being served by the least expensive rate class that is applicable, which is based on a variety of factors. It is important to note that the utility company is not responsible for placing the customer on the least costly rate.

Electricity costs depend on usage

Because electricity costs depend on the usage by each customer, there are often opportunities

for savings by changing to a different rate class. To begin the process of analyzing alternate rates that may be available, there are four important pieces of information that need to be obtained from the utility company:

1. Complete rate schedule. A complete rate schedule covers all rates, terms and conditions that were approved in a rate case. All classes of customers are addressed, including residential, commercial and industrial. Contained in this document are all data relating to customer rates, costs and terms for service. The importance of this document cannot be overemphasized because it is mandatory for an understanding of electricity costs. It is important that the complete schedule be available as it is

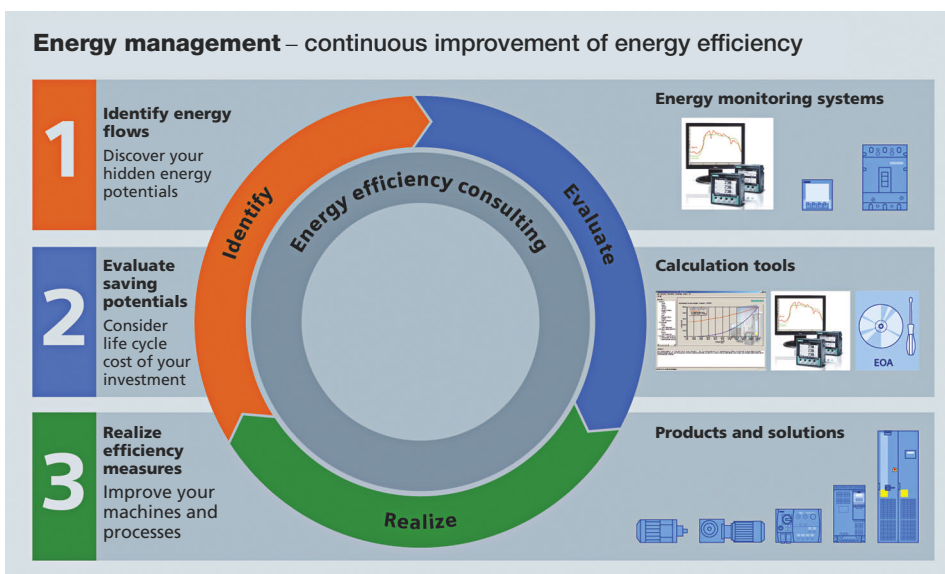
- Alternative rates may be available on a "customer request" basis for certain customer classes,
- Special local rates that may be available as the result of economic development initiatives,
- An explanation of how all cost components of utility usage are measured and applied.

2. Experimental rates. Experimental rates are not contained in complete rate schedules because they are developed on an experimental basis by utility companies and are not mandated for any customer class. These types of rates are not available from all utilities but if they are, they can be a source of lower electricity costs. Because these rates are developed by the utility company and are initially approved on an experimental basis, the experimental

category allows the utility to evaluate the potential for a different type of rate structure. Experimental rates are never mandated and are used only on a customer voluntary basis.

If an experimental rate proves successful, the utility company generally includes it as an optional rate for a given customer class in the rate schedule. The final step is to change the optional rate to mandatory rate for a certain customer class in the rate schedule. Keeping up to date on experimental rates can be an advantageous way to reduce electricity costs.

3. Off-tariff rates. Off-tariff rates differ from both base rates and experimental rates in the way they are developed and applied. Off-tariff rates generally are negotiated between a utility and a specific customer. Rates of this type must be approved by the appropriate regulatory agency. Once an off-tariff schedule is established, it may



required to compare different rates and options. A complete rate schedule will contain the following items:

- A complete list and explanation of all customer rates available,
- A complete list of all items or riders that modify or change rate costs,

be available for any customer that has the same usage characteristics as the customer for which the rate was originally developed.

4. Rebate programs. Many utility companies experience peak-demand deficits. This means a utility company may experience a generation capacity shortfall during periods of peak demand. To compensate for this peak-generation capacity shortfall, the utility can construct new generation plants, purchase additional electricity on the wholesale market or they can offer their customers a financial incentive to reduce demand during the utility company's peak demand period.

Many utilities offer rebate programs that encourage customers to reduce their demand needs by paying for or providing rebates for management strategies that favorably impact the utility company's peak-demand problems.

Components of an electricity bill

The second area of investigation to reduce electricity costs is to analyze the electricity billing components themselves. There are generally at least two basic cost components on any commercial or industrial electricity bill.

With summer, electricity costs can soar as packagers face spiking rates due to peak demand.

By thoroughly investigating each of these items, one can determine where electricity costs are being incurred and where it would be most beneficial to spend time in reducing them. The two basic electricity cost components are demand and usage.

Charges peak when demand spikes

Demand, as it applies to the monthly electricity billing, is defined as "the reservation of the capacity the utility has to maintain for the customer 24 hours a day, seven days a week, expressed in kilowatts (kW) or kilovolt-amperes (kVA)." There is no usage of electricity purchased in

this portion of the billing, only the reservation of electricity capacity.

Peak or maximum demand charges are applied to the maximum demand for energy required by a system in a given time period. Utility companies charge a monthly fee based upon the maximum power (expressed as kilowatts, or kW) required in a given period of time, usually either a 15- or 30-minute interval.

The peak or maximum demand charge can vary from less than \$1 to more than \$20 per kW per month. A control strategy to reduce these peaks can result in sizable savings. Many times a revision in how and when equipment is turned on or off is all that is needed to reduce the monthly demand charges. In other cases, a computer-controlled energy-management system can be used to

sense impending peak demands and adjust energy requirements to reduce peak demand.

Document variations in demand

The following steps can assist in determining and controlling peak demand:

- Determine current peak demand
- Continued on page 44

Panasonic ideas for life

Cost-Effective Marking Solutions



Laser score line for easy opening



SUNX Laser Markers

Say "goodbye" to on-going cost for consumables, frequent on-site maintenance, unexpected costly downtime and messy floors... all too familiar with an ink-jet solution.



Our complete system of CO₂ and FAYb technologies offer clean and consistent results for high-speed scoring, perforation, date/2D bar coding, graphics imaging and much more.

Panasonic is committed to finding you a solution for better return on investment, superior consumer experience, and better traceability.

For more information, visit us at: www.sunxlasermarkers.com



1.877.624.7872

<http://pewa.panasonic.com/acsd>
SUNX is a subsidiary of Panasonic Electric Works

Panasonic

Panasonic Electric Works Corp. of America

and the monthly charges related to it. This information can generally be obtained from the monthly utility bill.

- Contact the utility company and request that a record of demand be provided for at least a one-month period. The purpose of this record is to document the variations in the electrical demand of the operation.

When the record of demand is received, the data can be placed in

a chart that looks very similar to an electrocardiogram. It will show the peaks and valleys caused by changes in demand. When the chart is analyzed, look for repetitive peak patterns from hour to hour, day to day, or week to week.

If there are repetitive patterns, determine what is happening at those times to cause the peaks to occur, for example, the beginning of a

shift, equipment testing and other obvious events. Once the information is received on the peak periods, a determination can be made as to the corrective action to take to reduce demand.

This is not only a less costly approach, but in most cases can be done by either operations changes in equipment usage or personnel schedules. It helps to work with the

utility company on this because they can provide technical insight into how to lower specific peak demand. Demand is billed in at least two different ways: Non-time-differentiated and time-of-use.

- Non-time-differentiated demand billing means that the maximum peak-demand period will be billed at a fixed rate without regard to when the demand occurs.

- Time-of-use demand billing means that the maximum peak demand period will be billed at a variable rate depending upon what time of the day, or in some cases, what time of the year the demand occurs.

Reduce usage with efficient equipment

Usage (kWh) is a function of connected load multiplied by hours of usage; for example, one 1,000-watt piece of equipment operated for a one-hour period would result in the use of 1 kWh of electricity. In other words, 1 kWh = 1,000 watts sustained for a one-hour period of time.

Reducing usage (kWh) of electricity requires the use of more energy-efficient equipment or a reduction of the quantity or time of operation of individual pieces of electrical equipment. Each individual analysis for usage (kWh) reduction is unique, based upon the specifics of a given situation.

Electricity usage can often be reduced in specific areas such as mechanical, lighting and power-distribution systems. Other items to examine include the use of utility company-sponsored rebate programs to purchase and install energy-efficient equipment.

While studying the best options for reducing usage and demand, companies must remain vigilant in tracking energy usage. The best method of tracking the basic electricity cost components is to develop or purchase an automated system to track these components.

Once a company has determined the best rates for their facilities and specific operational conditions and have investigated the basic electricity cost components on the monthly billing, they are well on their way to understanding their electricity usage and reducing their electricity costs.

Mike Corley is the president of EnRisk Partners, LLC, an energy advisory firm in Houston, TX. He can be reached at 713/970-1003 or via www.enriskpartners.com

Hungry for Packaging Innovations and Money-Saving Solutions?

ROI Guaranteed!
 ✓ Improve Your Packaging
 ✓ Streamline Your Process
 ✓ Reduce Your Costs

Exhibition Facts:
 Serving Size = 1 tradeshow
 Amount Per Serving:

Top Suppliers	100%
New Products	100%
Innovative Technologies	100%
Fresh Ideas	100%
Live Demonstrations	100%
Educational Sessions	100%
Bonus Manufacturing Events	100%

Ingredients:
 The latest advances in packaging and processing, including:

bags	bottles
pouches	cans
flexible packs	tubes
buckets	adhesives
green packaging	tapes
films	labels
foams	cartons
paperboard	cartoning
plastics	bottling
corrugated	material handling
conveyors	shipping
bagging/case packers/erectors/sealers	shrink/blister/overwrap
coding/decorating/marking	and much more!

Provides Hundreds of Essential New Products and Ideas!
 ✓ TOP Suppliers ✓ NEW Technologies ✓ FRESH Ideas

Promotes Healthy Profits!

EAST Pack®

June 8-10, 2010
 Jacob K. Javits Convention Center
 New York, NY

Innovative Packaging and Processing Solutions for Every Industry!

Economy Size!
 250,000 SQ.FT. of Solutions!

Produced and Managed by:
CANON COMMUNICATIONS LLC
 11444 W. Olympic Blvd.
 Los Angeles, CA 90064-1549 • 310/445-4200

Register Today for FREE Expo Hall Admission

EastPackShow.com

Please Use Promo Code: AA

Tums takes on private labels

GlaxoSmithKline updates Tums' packaging to **DIFFERENTIATE ITS PRODUCT** from retail competitors.

Although the Tums brand has graced U.S. medicine cabinets more than 75 years, the brand faces increasing competition from private label products that attract consumers with lower prices. To maximize Tums' product differentiation, GlaxoSmithKline partnered with design and branding agency **Anthem Worldwide** (www.anthemww.com).

"We ended up optimizing the communication on the label, which created a more proprietary and ownable mark for the Tums brand," Janice Jaworski, managing director at Anthem Worldwide—New York, explains. "We did a series of design explorations and came up with an elliptical device, a contained, extractable branding unit, if you will, that contains the word Tums."

To ensure the design was reproducible, Anthem worked

with its parent company **Schawk Inc.** (www.schawk.com) and package printer **CCL Label** (www.ccllabel.com). Several adjustments were made to the artwork during the initial design phase to ensure the correct screen values were used and that proper print-to-die registration was achievable.

The front labels are printed using a mix of

process and spot color halftone plates along with a UV coating applied on press; the back labels are printed as single-color black labels.

The labels are die-cut inline using a CNC-engraved die for consistent registration. CCL Label also supplied brand owner GlaxoSmithKline for approval for production application to the bottles.

Once printed, the labels are put through an extensive two-part inspection process that ensures that no labels are missing copy and colors.

The back labels go through an additional inspection of the expiration date box on the back label. This inspection helps prevent difficulties in the optical character recognition review of customer laser-encoded data in the box because of violations in minimum and maximum box size or the presence of pinholes or print defects.



motor
+ driver
+ encoder
+ controller

all-in-one:
MDrive®

plus AccuStep™
control option
to prevent loss
of synchronization/
unintentional stalling

WHITE PAPER — reduce machine size,
cost and time-to-market with integrated
motion at www.imshome.com/mdrive

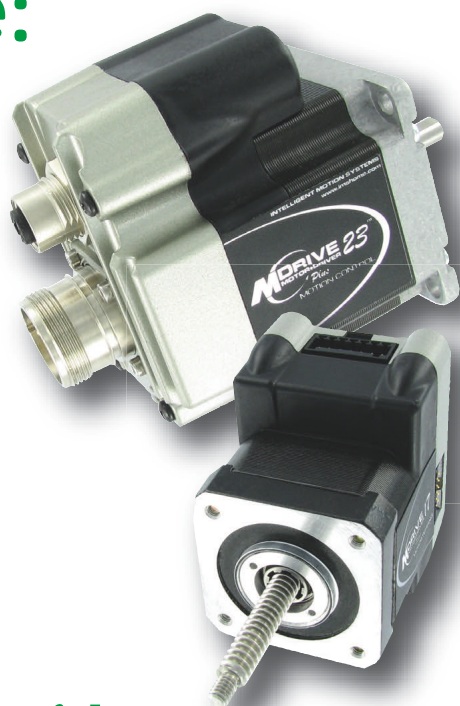
IMS INTELLIGENT MOTION
SYSTEMS, INC.

Schneider Electric Motion USA

www.schneider-electric-motion.us
Phone: (860) 295-6102

Schneider
Electric

See us at EASTPACK Booth #2049



AMS
FILLING SYSTEMS

High Performance Auger Filling
Equipment for Packaging Powders,
Granulars, Creams, Pastes, and Liquids.

Rely on AMS Filling Systems for rugged engineered packaging equipment for your powder filling needs. AMS is able to supply single, twin or multi-spindle filling heads in either semi-automatic or fully automatic units. Auger fillers can be configured in volumetric, gravimetric (net or gross weight) drum / box fillers and custom-designed to meet your unique filling needs.



Regardless of your speed requirements - from
semi-automatic to high speed - AMS has you covered!

1-800-647-5390
www.amsfilling.com

Operators manually place bags (below) on the automatic three-scale weighing system's discharge chute. The weighing system with a flat-belt incline infeed conveyor (right) has three in-feed lanes, which enables the bakery to speed production of single cookie production while packing all three cookie flavors in its variety pack simultaneously.



A **FAST-GROWING BAKERY** dances past a bottleneck in the counting, weighing and bagging of its cookies with new weighing and product-handling equipment.

Fragile cookies gently, quickly slide into bags

Lauren Hartman, Contributing Editor

Dancing Deer Baking Co. is passionate about food, nature and esthetics. The Boston-based bakery sells all kinds of cookies and brownies to restaurants and stores and is dedicated to excellence in all it produces. It also offers specialty cakes and gift baskets filled with tasty treats. The cookies are a favorite among employees, and if you worked at Dancing Deer, you could eat all the cookies you'd want.

How'd the bakery get its name? According to the company's website, the namesake was an antique shop in Bar Harbor, ME, run by the grandmother of Suzanne Lombardi, one of the company

What's great about the machine is that it **doesn't under-fill the bags.**

founders, and from whose recipe box came the origins of Dancing Deer's signature Deep Dark Gingerbread Cake.

Noted as one of the fastest-growing inner-city companies in 2003 by *Inc. Magazine*, Dancing Deer was experiencing a bottleneck in the manual counting and filling of three different types of cookies into clear bags. The fresh-baked cookies are each about 1.5 to 2 in. dia and 0.5 oz. Dancing Deer bags single flavors and three-flavor packages in bags from 5.5 to 7 oz. The company also currently packages a four-count bag.

The bakery has grown so much recently, that it needed more automation on the packaging side of its operation. That's why it contacted **Ohlson**

Packaging. "Dancing Deer was a small company that grew very quickly," affirms Michael Marchand, engineering project manager at Ohlson. "They started out in a small facility and were looking to expand. The operation was fully manual. Dancing Deer moved to a plant that was three to four times in size, but at that point, all of the packaging was still done by hand. With the added space, they were looking to automate and reduce labor. Our equipment now automates the weighing process."

Dancing Deer decided to purchase Ohlson's automatic 3M2 three-scale weighing system with a flat-belt incline infeed conveyor that divides into three lanes. On the single cookie flavor, having three lanes achieves more speed. The bakery runs each flavor in the variety pack in a separate lane to get three flavors in one bag.

The company liked Ohlson's equipment and the fact that Ohlson was close by, says Tim Ryan, manufacturing manager at Dancing Deer. "The cookies used to be placed into the bags by hand. Throughput was a function of how many people we put on the line. Since purchasing this machine, we have essentially doubled our throughput and halved our labor. Counting was done by dividing the desired bag weight by the estimated post-bake weight of the cookies. If the cookies were slightly over/underweight, we would be too heavy or too light so we had to weigh each bag manually, take a cookie out or put one in, etc."

The machine is also fast. Now, the operation also saves on product giveaway. Says Marchand, "They achieved very good accuracies with their manual



Even though Dancing Deer's new system speeds packaging and improves weight accuracy of the bags of cookies, the final touches are still put on by hand.

packing operation, but the automatic equipment maintains the accuracies, and produces 500 units/hr instead of only 200 units/hr."

The weigher has a counting feature, "but we go by weight," Ryan explains. "What's great about the machine is that it doesn't under-fill the bags. If it's programmed to drop 7 oz and only 6.9 oz drops, it



The weigher has significantly reduced labor expenses. Prior to the machine's installation, the bakery employed 15 to 30 workers depending on seasonal requirements. The cookie-packing operation now requires only eight operators without the need to add personnel during busy months.

will add another cookie. We would much rather be slightly overweight than underweight."

This accuracy has also greatly reduced product giveaway (down to less than 0.5 percent). And the equipment has more than doubled Dancing Deer's throughput while maintaining very accurate weights.

Goodbye Mr. Chips

According to Ohlson, the 3M2 machine is designed for minimal drop heights to prevent the cookies from chipping or breaking. There are no vertical drops—instead, slide chutes with minimal angles gently handle the product. The incline conveyor was designed to allow the cookies to travel upwards without sliding backwards and to prevent cookies from hitting each other and causing breakage.

After Dancing Deer's plant manager Robert Boudreau visited Ohlson's facility in Taunton, MA, he liked the fact that Ohlson could customize a weigher to fit the bakery's needs.

Ohlson designed the infeed to create an inspection area so that Dancing Deer can remove fines or crumbs before the cookies enter the weigher. by using pans with grates in the bottom. The pans are located at the base of the line where employees load the conveyor infeed, and at the top where the product drops into scales. "Many of our cookies have an icing drizzle on them, so the grated pans allow particulates to fall out before they get up the scales," says Ryan. "Most remaining particulates fall through the grates on the scale pans. The finished bags end up with very few particulates in them."

System allows staff reduction

Marchand says, "The former manual operation required 15 to 30 people, depending on the season. Now, it only requires eight operators to run the equipment year-round."

After being inspected, the cookies travel up the incline conveyor, which is angled slightly. The infeed has no flights. The angled conveyor and no flights

means that the cookies move without sliding back down into one another or onto a flight. The cookies are automatically weighed and dispensed by the new machine, and a bag is manually placed on the discharge chute by an operator. The polyester bag sizes range from 3x3 to 6x11 in.

Says Marchand, "Dancing Deer was very concerned with product damage because its products can be fragile. The weigher is designed with low drop heights for gentle handling."

Specialty discharge chute

What's more, the discharge unit was also custom designed to fit the bakery's variety of bag sizes. One chute in the discharge allows the bags to slide so that a line operator can easily stack the cookies right into them. The system also accommodates the three-packs of cookies, and can weigh three different types of cookies, which are filled into the same bag.

The bags of cookies range from a four count up to a 25 count. If one flavor of cookie is running, two operators can load the premade bags onto the weighing machine and it only takes one operator to run the variety packs. This operation took between 10 and 15 operators hand filling before the machine arrived in September 2008. Ryan says the new system paid for itself in about four months.

"We're extremely pleased with it," he says. "In addition to being affordable, the machine is extremely low-maintenance. It's recipe-driven, so we just turn it on, set the recipe and start packing. It was the perfect solution for us. Sales have been solid. Fortunately, we have really been able to minimize operating expenses because of investments like this machine."

More information is available:

Ohlson Packaging, 877/668-7800.
www.ohlsonpack.com

Three considerations when automating packing functions:

- Cost
- Functionality
- Reliability

modularconveyorexpress.com

Modular Conveyor EXPRESS



Need Conveyor in a Hurry?

EXPRESS PRICING



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

EXPRESS DELIVERY



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

EXPRESS INSTALL

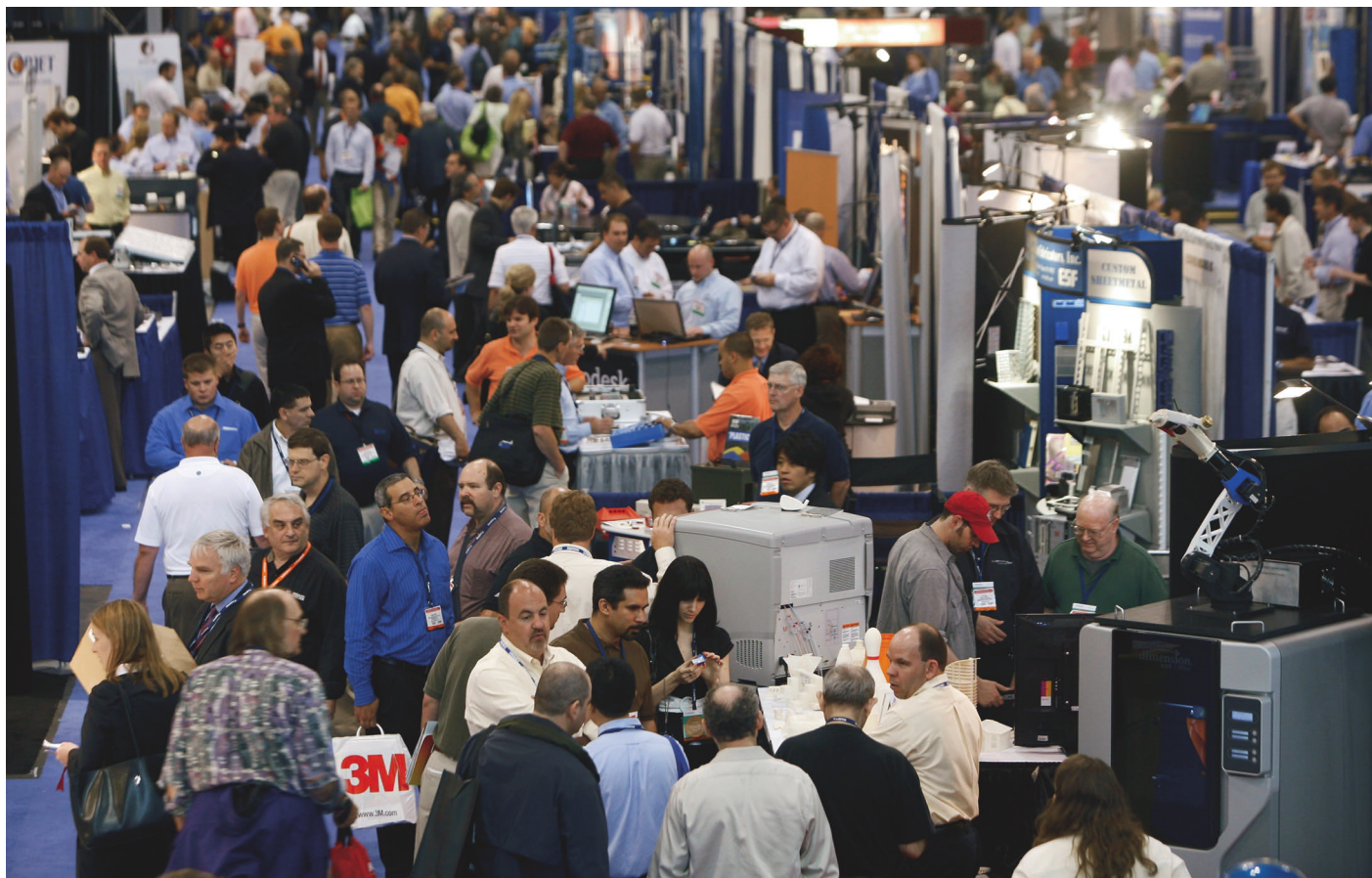


Our conveyors are delivered in assemblies. All you need is a hammer, a drift punch and a socket wrench to connect the supports, bolt the assemblies together and install the chain!

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

Call 920-233-3268

modularconveyorexpress.com



Feast in the east

There's something for everyone at **EASTPACK 2010** in New York City.



David Bellm, New Media Editor

Packaging professionals from around the world are making plans to attend one of the most important packaging trade shows in the U.S. With hundreds of exhibitors, a number of co-located shows, a wide array of special interest features, and a medical device packaging conference, EastPack offers plenty of interest to anyone involved in packaging.

products and services in related segments by visiting the show's five special feature sections: Contract Packaging and Outsourcing Services; Cosmetic and Personal Care Packaging; Green Packaging; Material Handling & Logistics; and Pharmaceutical & Nutraceutical Packaging.

In addition, EastPack is co-located with a compelling array of additional shows, including: Medical Design and Manufacturing East; Automation Technology Expo East; PLASTECH East; Atlantic Design & Manufacturing, and Green manufacturing Expo.

EastPack 2010 runs June 8 to 10 at the Jacob K. Javits Convention Center in New York City. The show is presented by Canon Communications, organizer of PACKEX, WestPack, MidPak, SouthPack, and Pharmapack.

Show hours:

Tuesday - Wednesday
June 8 - 9, 10 a.m. - 4 p.m.
Thursday
June 10, 10 a.m. - 3 p.m.

Medical device packaging conference session

Running in tandem with activities on the EastPack showfloor is a day-long conference on medical device packaging, offered at the co-located MD&M East Conference. Presentations include:

Voice of the Customer Survey, Part 2

Jennifer Blocher, Sealed Air

Sustainability and Impact to Sterile Medical Device Packaging

Kevin Mulligan, Kevin Mulligan Consulting

The Importance of Seal Integrity and Verification for Sterile Medical Device Packaging

Dr. Jane Severin, director of technology, Oliver-Tolas Healthcare Packaging

ISO11607 Update

Michael Scholla, director, Global Regulatory and Standards, DuPont Protection Technologies, DuPont

Medical Device Packaging International Standards Update — A Review of Recent ASTM International Workshop and Other New Standards Activities

Michael L. Troedel, ASTM Fellow, president, Troedel & Associates Inc.

Rigid Film Options for Medical Packaging

Gary Hawkins, technical platform leader, Medical Packaging and Tubing, Eastman Chemical Company

The medical device packaging session is scheduled for Thursday, June 10, from 9 a.m. to 4 p.m.



Throughout EastPack 2010, attendees can see the latest advances in packaging and processing, including machinery and machinery components, containers, materials, custom automation technology, contract services, software, robotics and more.

EastPack visitors can get an in-depth look at

More information is available:

Canon Communications, 310/445-4200.
www.eastpackshow.com



PLMA's 2010 INNOVATION HALL

With store brands sales surging, the need for innovation in products and retail operations has never been greater. Unit market share for store brands reached a record 23.7% in supermarkets and retailers want to keep the momentum going. That means new product ideas, new use of consumer data, new logistics and efficiencies.

If your company has a new innovation that can help build store brands, then PLMA's 2010 Innovation Hall at this year's Private Label Trade Show is the perfect place to introduce your product or service. The show attracts more retailers, wholesalers and suppliers than any other show of its kind.

- New product development
- Package design and graphics
- Shelf allocation software
- Packaging materials
- Supply chain efficiencies
- In-store design
- Marketing services
- Quality control and testing
- Sustainability
- Technology



A unique opportunity to meet the decision-makers of the private label industry

Nov. 14-16 | Chicago

Presented by the Private Label Manufacturers Association

630 Third Avenue, New York, NY 10017 • Telephone: (212) 972-3131 Fax: (212) 983-1382 www.plma.com

Risks of redesign

Carefully considered changes to packaging can revitalize **HERITAGE BRANDS** by reinforcing their core message.



Ted Mininni, Contributing Editor

Marketers of established brands have even more to worry about now. The consumer product sector of the economy stinks. Customers have changed their purchasing habits, possibly hunkering in for the long haul. On top of that, store brands are crowding national brands, taking sales and share at an unprecedented level.

Walmart's latest signal, as the world's largest retailer, in removing national-brand SKUs from its shelves, is raising alarm bells with manufacturers.

My take: Great challenges also present great opportunities. So instead of being overcome with uncertainty, it's time to act.

During times like these, marketers realize consumers are seeking comfort and reassurance from the familiar. That always leads to the time-honored idea to reconnect customers to heritage brands by telling their story. After all, a healthy dose of nostalgia always worked in the past, right?

Will it now? Think about it. Effective marketing has to seek a balance between resonance and relevance. Marketers should

reinforce the heritage brand's core values by

consistently fulfilling the brand promise and retelling its story because it does resonate. To a point.

But what does that do to stave off the natural aging process of the brand, even in the best of times? How can that be the sole answer during uncertain times? Uncovering how the customer perceives the brand, and whether there are any disconnects takes work; but it's important to conduct this research.

Given recent, tectonic shifts in the marketplace, nothing can be taken for granted. Like an archeologist, the marketer must be willing to dig until the answers emerge. No matter what results the research yields, the good and bad must be weighed in an unflinching manner, and the data acted upon. Customer perception must be factored in to marketers' branding efforts. Remember: consumers help define brands in a big way.

A new strategy and tactics—especially packaging—can then be developed, or the brand's lack of contemporary relevance will ultimately be its undoing. According to Perception Research Services, "10 percent of package redesigns spike sales and 20 percent spur declines." So how important is it to make sure the brand intersects with the customer with this most tangible of communication vehicles: packaging?

Heritage brands find themselves in a rare time and place. To be successful, they need to look back, leveraging their chief assets as a reminder to the customer. Simultaneously, they need to uncover those assets consumers respond to best now.

Crucial questions to consider

Ten specific questions must be answered:

- How does the customer view the brand?
- Does it meet their expectations?
- Does it fulfill their needs on a functional level and/or on an emotional level?
- How do customers interact with and "experience" the brand?
- Do they feel the brand promise is consistently fulfilled?
- What does the packaging—which makes brand and product tangible to the consumer—communicate to the customer?
- Does the packaging augment the brand experience or detract from it?
- Does it successfully differentiate the brand from its competitors?
- Does the brand communicate relevance to the consumer?
- If not, how should it be positioned to be relevant and meaningful to the end user?

Specific trends point to what consumers find relevant in our fast-changing culture. Heritage brand managers should consider which points of relevancy are authentic core values of their brands, and then leverage them as well as the legacy of their brands.

Packaging helps brands stay relevant

Here are some of the most significant trends that are relevant now, and how packaging can help deliver them:

Simplicity. We live in a complicated world. People are eager to simplify their lives. Post Shredded Wheat taps into this. Simplified, uncluttered packaging is segmented by color cues. A simple visual of a spoon contains the variety within. The original variety features the large



biscuit on a signature yellow package. Few, clean ingredients are listed on one side of the visual; the prominent Post brand identity on the other. The Post packaging refresh unifies the line and segments it for today's consumer.

Fewer, cleaner ingredients, especially in food and beverage categories. Think Haagen-Dazs "Five" ice cream. The brand message is simply conveyed on uncluttered packaging: five simple, all-natural ingredients listed right on the front of a carton with luscious graphics on a white ground. Haagen-Dazs has always touted its natural ice cream products; but paring down to only five is clearly a hit. Hint: non-chemical ingredients consumers recognize and can pronounce are winners. Why not play this up?

Innovations that empower consumers. Helping consumers take charge of their own health and well-being taps into this. Especially now when consumers feel much of what is happening is clearly out of their control. Think Clorox Green Works cleaners. No fumes; efficacious; safe for kids and pets. Fresh packaging: Soft blues and greens with the pop of a bright yellow flower tell the story. Clorox is a true heritage brand but these aren't your mother's cleaning products.

Healthier choices. V8 V-Fusion juices have been in the marketplace for a while. But relevant new communication promises consumers a full serving of veggies, ensuring they'll only taste the fruit, while getting a full serving of that, too, in an 8 oz glass. Bright, color-blocked packaging with cascading fresh fruit and veggies looks luscious. The front panel gives consumers the

nutritional information they're seeking at a glance. Hint: Additional more functional co-factors are a hit with consumers. Communicating their benefits enables them to make healthier choices.

Delivering a more satisfying experience.



International Delight coffee creamers executed a package refresh, subtly changing the structure to make it sleeker and more elegant, while correcting a potential pouring spout problem. The new package structure enabled each graphic element to stand out more effectively as well. Do consumers appreciate an elegant package that pours without spills?

Heinz just debuted single-portion ketchup packets; tear off caps and squeeze to open or peel back bottom edge to use for dipping. No more mess opening vacuum-sealed packets and wearing its contents. What a terrific idea to give consumers more than one option, too.

Celebrate cocooning at home with family and friends. Consumers are eating in more and

finding more home-based entertainments even as the economy improves. They want more than a tasty, satisfying meal or sparkling new entertainment. They want to fully enjoy and savor the experience as never before.

Nintendo's Wii fits this mold perfectly. Not only is this entertainment for the whole family and friends, it offers the kind of a higher level of interactivity consumers crave now. The company artfully builds anticipation for the latest consoles while getting press on all the nifty features, taking a page from Apple.

Delivering the product in clean, modern packaging with crisp visuals speaks volumes to a tech entertainment-driven society. Logo, product shot, done.

The natural aging process of heritage brands makes it imperative to look back even as they look ahead. The loss of consumer loyalty is almost epidemic these days, especially with the increasing challenge of private brands.

Understanding an even faster-changing consumer culture and making sure the brand makes a relevant connection is more critical than ever. By making sure established brand's values intersect with the values that are most relevant to the consumer, they will remain fresh, vital and relevant.

Who says there isn't a fountain of youth?

Ted Mininni is president of Design Force Inc., a leading brand design consultancy to consumer product companies. Mininni can be reached at 856/810-2277, or online at www.designforceinc.com.

Models C-50 & C-100 Stand-Up Pouch Capabilities



LAMINATE OR POLYETHYLENE

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

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



A Division of B & M Industries, Inc.

Telephone: 813-754-9960 • Fax: 813-754-9321
E-mail: bodopak@worldnet.att.net
www.bodolaypackaging.com

>SAS< Bag & Box Grippers

Palletizing & Packaging End-of-Arm Tooling in 4 styles: Bag Gripping, Vacuum Plate, Carton Clamping & Fork-style. Modular component systems and custom grippers to keep your packaging line up-and-running.



Let >SAS< Handle It!

SAS
Automation
Robotic End-of-Arm Tooling



MADE IN USA ISO 9001:2000

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



packademics



The main goal of research at the Clemson University Department of Packaging Science has been to examine the interaction between food and packaging related to food safety and quality.

One area of work involves active packaging, which has been directed by Dr. Kay Cooksey for the last 12 years.

This work first began with testing the effectiveness of antimicrobial packaging using nisin and has led to testing other antimicrobials including: chitosan, chlorine dioxide, silver ions, organic acids, and rosemary alone or in combination with nisin, which is a natural antimicrobial agent that can be used against a wide variety of undesirable food-borne (pathogenic) bacteria. Nisin alone and in combination with rosemary has been the most effective antimicrobial additive tested and further work has been done to

Clemson focuses on safety and quality in food packaging

optimize the level of nisin used to reduce the cost.

Release mechanisms and effective methods of measurement using food systems such as ready-to-eat deli and fresh meats have been used. Biopolymers have been used as carriers of the additives and are an effective means of releasing the additives. The antimicrobial agents can be coated onto packaging polymers such as polyethylene or blended and extruded. The antimicrobial packaging materials are meant to serve as an additional method to enhance food safety and are not meant as a replacement for good manufacturing practices.

Other research includes measurement of aroma/flavor components through biopolymer films. Many companies are interested in using biopolymer films as part of a sustainability program but little is known regarding the effects of the films on the product's shelf life.

Research was recently completed regarding the shelf life of celery packaged in different biopolymer films compared to standard low density polyethylene film. Only one biopolymer was found to be suitable. Another study is nearing completion which involves characterization of the thermal properties of sodium caseinate biopolymer.

Initial studies have found this biopolymer to have suitable properties for extrusion and injection molding. While work on biopolymers has focused on characterization and functionality, testing the material's ability to degrade in a composting environment using ASTM standards is also possible.

Finally, shelf-life testing is an important area of work. Projects typically begin with establishing the main mode of deterioration for the product and establishing an expected shelf life. Research can involve real-time testing and/or accelerated shelf life testing.

Sensory panels can help establish the end of shelf life and corresponding objective measurements such as texture, moisture content or oxidation can be used to determine final quality. In addition, mathematical models might be developed to help predict shelf life if a change in materials is made in the future. Shelf life testing has been found to be very beneficial for validating quality standards and for product/package development.

Recently a shelf life study was performed for a meal-replacement bar. Two different materials were tested and compared to a control material. Based on the sensory and textural studies, one of the materials (a sustainable material) performed just as well as the existing non-sustainable material. This study provided important information for the client company to use in deciding whether product quality would be affected by

For further information, contact Kay Cooksey, Ph.D. and Cryovac Endowed Chair, Clemson University Department of Packaging Science, at 864/656-4613 or kcookse@clemson.edu.



Bags! Boxes! Die Cuts!

Fast • Flexible • Just-in-Time

Starting at

\$39,000

Making the switch to a Generic Case Printing Program can save you \$100,000 or more annually. Now you can make that switch for as little at \$39,000.

Visit our web site at www.iconotech.com and see videos on how you can leverage a \$39,000 investment into \$100,000 in annual savings. You'll be glad you did.

Iconotech • 1 Heritage Park Road • Clinton, CT • 06413 • 800.521.0194

Daily Packaging News eNewsletter

Get the day's hottest packaging news delivered to your desktop

- Most widely distributed newsletter in the packaging industry
- Keep up-to-date with the latest packaging news and market trends
- Stay current, informed and competitive
- Learn about new, innovative packaging products and technologies

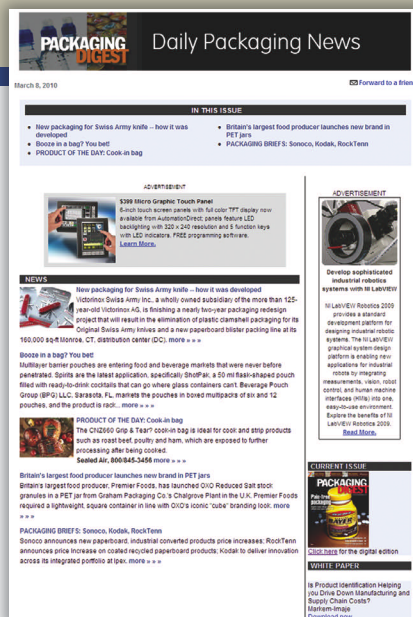
Packaging Digest also offers monthly eletters to meet your information needs:

- Food & Beverage Packaging
- Pharma & Personal Care Packaging
- Sustainable Packaging
- Packaging Automation
- Packaging Concepts

**FREE
SUBSCRIPTION**

Sign up today at
www.packagingdigest.com

**PACKAGING
DIGEST**



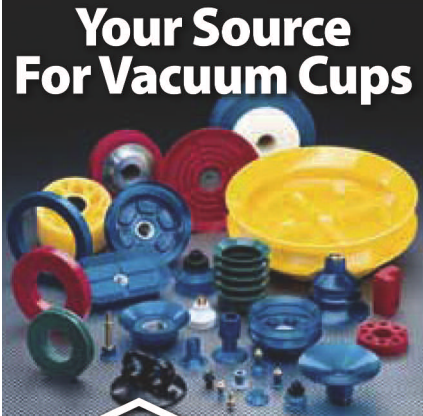
marketplace

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

PACKAGING DIGEST

Attn: Cheryl Ackerman • Phone: (516) 496-8891
E-mail: cheryl.ackerman@cancom.com

**Your Source
For Vacuum Cups**



**VI-CAS
MFG. CUP**
8407 Monroe Ave.,
Cincinnati OH 45236
www.vi-cas.com • 513-791-7741

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

E-PAK
MACHINERY INC

219-393-5541

Check us out> www.epakmachinery.com

Serving "Family Owned" to "Fortune 500" companies

Machinery & Materials

**AB
SEALER**
INCORPORATED

COMPETITIVE PRICING WITHOUT
SACRIFICING QUALITY!



B-53 SEALER
\$3,500

WWW.ABSEALER.COM
A.B. SEALER, INC.
920-885-9299
BEAVER DAM, WI

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

**CP CHANGE
PARTS INC**

231-845-5107

Check us out> www.changeparts.com

Serving "Family Owned" to "Fortune 500" companies

LABELING MACHINES
PRESSURE SENSITIVE & PLAIN PAPER



ADVENT 200
STANDARD SHIP GLUE
1" TO 1 1/2" DIAMETER

ADVENT 300
PRESSURE SENSITIVE
NO AIR OR SENSORS

ADVENT 205
5-GALLON • SHIP GLUE
REGISTRATION

ADVENT 310
PRESSURE SENSITIVE
PUSH THRU OPERATION

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

STOP
SELL US YOUR
SURPLUS
EQUIPMENT

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

UNION
STANDARD EQUIPMENT
www.unionmachinery.com
718.585.0200
sales@unionmachinery.com
Family Owned • Since 1912

**SOMETHING
TO SELL?**

Contact: Cheryl Ackerman
(516) 496-8891

PACKAGING EQUIPMENT
NEW & USED PACKAGING MACHINERY
YOUR MIDWEST CVC DEALER

"Complete "turn-key" line integration"

**MIDWEST
PACKAGING
SYSTEMS**

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

www.packagingdigest.com

Contract Packaging

**THE
visualpak
companies**

Your Single Source for Contract
Packaging Solutions

- ▶ Liquid blending & filling
- ▶ Printed paperboard
- ▶ All secondary packaging
- ▶ Blisters, clamshells & custom thermoforming
- ▶ Logistics & trucking
- ▶ Steam & heat shrink

We invite you to get to know The Visual Pak Companies.
visualpak.com 877.689.0001

Cup Pac ****Portion Control!****
Packaging, Inc.

- AIB, Kosher, HACCP: TOTAL Commitment to Quality Assurance
- Hot, Cold, Viscous, Cheeses, Liquids, Powders, Dry, Pre-wrapped
- Low-to-High Volume. No Minimums
- Turnkey solutions from concept to consumer
- Processing, Fulfillment, Assembly, Labeling, Slewing
- Cups, Tubs, Canisters, Rigid Containers

877-347-9725 F: 815-624-8170 www.cuppac.com info@cuppac.com

**ADVERTISING
PAYS**

Call Cheryl 516-496-8891

**CERTIFIED
REBUILT
EQUIPMENT**



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

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

We Buy, Sell and Rent

**Automated
PACKAGING SYSTEMS**

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

www.packagingdigest.com

marketplace

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

PACKAGING DIGEST

Attn: Cheryl Ackerman • Phone: (516) 496-8891

E-mail: cheryl.ackerman@cancom.com

Machinery & Materials

LOW COST, HIGH QUALITY Liquid Filling System

Believe it. It's an Oden Filler.

- Benchtop and Automatic
- Heavy Duty Model Available
- Liquids to Viscous Products
- Versatile, Fast Filling
- Fast, Easy Changeover
- No Drips
- Fast Delivery

SERVO/FILL®

Volumetric Liquid Filling Systems

Call 800-658-3622



Oden Corporation

199 Fire Tower Drive • Tonawanda, New York 14150
Toll-free: 800-658-3622 • Email: sales@odencorp.com
Phone: 716-874-3000 • Fax: 716-874-1589

www.odencorp.com

Call Oden for all your net weight and volumetric liquid filling needs.



POLYROL inc.

Pre-opened Bags-on-a-Roll



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

Your Best Bag Price

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



FLXTITE® Shrink Films

High quality, highly competitive, polyolefin shrink films. Full range of centerfold sizes and gauges in inventory. Singlewind sheeting custom-converted to specification. Available in AP-1, non-irradiated, and AP-X, irradiated (cross-linked), grades

Email: info@folenepackaging.com

Website: www.flxtite.com

info showcase

Literature and other multimedia, product announcements and websites for packaging machinery, materials, containers, supplies, and services. Contact supplier directly or respond online for information.



SUREHEAT® MAX HT

OSRAM SYLVANIA manufactures electric process air heaters providing precise and repeatable heat, targeted where needed. The SUREHEAT® MAX HT—a 900°C air heater that reduces down-time while extending heater life is ideal for the packaging industry. The SUREHEAT® MAX HT extends heater life vs. standard heaters when run at lower temperatures. Download our whitepaper and learn more—visit: <http://www.sylvaniaheaters.com>

OSRAM SYLVANIA

Ph: 978-777-1900; Fax: 978-750-2152



Troubleshooting With High-Speed Video

Vision Research's Phantom® Miro eX-Series of hand-held digital high-speed cameras, give you the ability to troubleshoot like never before. With a Miro eX camera, you can see in slow motion what ordinary machine vision can't show you, allowing you optimize your entire line from end-to-end, saving money and increasing productivity.

Vision Research

1.866.450.7426

www.visionresearch.com/go/packaging
phantom@visionresearch.com

newsmakers

MOVERS & SHAKERS

Hardy Instruments Inc. appoints Stan Modzel as North American service



Stan Modzel
Hardy Instruments Inc.

sales manager.

Owens-Illinois Inc. names Radhika Batra as vp and chief procurement officer.

TAPPI and **PIMA** name Robert (Bob) Snyder, president and

CEO of Orchids Paper Products Co., as the 2010 executive of the year.

Spartech Corp. names Carol O'Neill as senior vp, Spartech Packaging Technologies.

Rexam appoints Malcolm Harrison



Malcolm Harrison
Rexam

as group director, plastic packaging.

Master Packaging hires David Fletcher as sr. vp, sales and marketing.

Anderson Packaging names Robert

Misher as senior vp and general

manager of Anderson Clinical Services.

SCA names Camilla Weiner as senior vp of corporate communications.

System Logistics Corp. hires Thomas Berger as vp, supply chain sales.

DE-STA-CO appoints Brian Nadel as president to replace Pat Carroll, who will lead the Environmental Solutions Group, a newly formed organization within Dover Corp. that brings together Heil, Marathon, and Bayne Thinline.

Barry-Wehmiller Intl. Resources

appoints Chris Hric as business development manager for global engineering .



Chris Hric
Barry-Wehmiller Intl.

GROWING & GOING

Gerresheimer AG sets up a sales office in Moscow.

The Klöckner Pentaplast Group adds production capacity for transverse-direction oriented shrink-label films at its Rayong, Thailand, and Rural Retreat, U.S., manufacturing facilities.

Mettler-Toledo CI-Vision establishes

the CI-Vision Vision Institute in Aurora, IL, to offer PMMI-certified training for machine vision.

Renncor, a division of Pro Mach, relocates to a 90,000-sq-ft facility in Homer, MI.

Sonoco-Alcore S.a.r.l. invests approximately \$4 million in its uncoated recycled paperboard mills in Italy and Greece.

Tetra Pak unveils its 37,000-sq-m China technology center in Pudong, near Shanghai.

Weber launches Go-Label.com e-commerce site to sell labels, ribbons and label printers online.

Zumbiel Packaging expands its Hebron, KY, facility by 180,000 sq ft to support its consumer packaging div.

Intelligrated launches Enhanced OnTimeParts.com, a one-stop shop for material-handling OEM parts.

Key Technology appoints Golden State Food Machinery as sales representative in its Western U.S. region, which consists of CA, south of Fresno; NV, excluding the Reno metropolitan area; and all of AZ and HI.

BUYING & SELLING

Invensys Operations Management acquires Skelta Software.

Chesapeake acquires Polish label and carton manufacturer Cezar S.A.

Graham Packaging Co. Inc.

subsidiary, Graham Packaging Company L.P. acquires China Roots Packaging PTE Ltd., a plastic-container manufacturing company located in Guangzhou, China.

HLP Packaging acquires Klearfold® from MeadWestvaco; changes corporate identity to HLP Klearfold.

Groupe Guillin buys Sharp Interpack. Packaging Graphics LLC, a division

of **The MATLET Group** extends its licensing agreement with MeadWestvaco Corp. for its Natralock® security packaging products.

Pactiv Corp. purchases PWP Industries, a manufacturer of APET (amorphous PET) products.

CELEBRATING

BASF is the first chemical company to be named as a founding member of The Sustainability Consortium.

Schaw wins the European Flexographic Technical Assn. repro company of the year award for 2010.

Printpack wins a silver award for packaging excellence from the Flexible Packaging Assn. for the Preserve toothbrush package.

ad index

Page number

AMS Filling Systems Inc.....	45	Leibinger.....	5
AutomationDirect.....	33	Markem-Imaje	16
Axon Corp.	26	McDowell Label	37
Bivans Corp.	4	National Assn of Container Distributors	19
Bodolay Packaging Machinery	51	Nercon Engineering & Mfg. Co.....	47
Bosch Packaging Technology Inc.....	17	P.E. USA Inc.....	10
Cermex Inc.	28	Panasonic Electric Works Corp. of America.....	43
CHEP USA.....	15	Polypack Inc.	20
CTM Labeling Systems	12	Primera Technology Inc.....	27
Digital Design	3	Printpack Inc.	25
Domino Amjet Inc.	9	Private Label Manufacturers Assn.	49
Flexlink Systems Inc.	4	QuickLabel Systems, An Astro-Med Product Group.....	11
Gilbreth	C-2	rose plastic USA	21
H.B. Fuller Co.	7	RSI Systems LLC.....	C-4
Highdream Intellectualized Machinery Co., Ltd.....	30	SAS Automation.....	51
HLP Klearfold.....	40	Sato America Inc.	13
Iconotech	52	Sealed Air Corp.....	29
IMS Schneider Electric Motion USA	45	Sharp Packaging Inc.	1
Intelligrated LLC	14	Squid Ink Inc.	31
Interpak LLC	39	Sustainable Forest Initiative.....	23
J.L. Clark.....	34-35	Taylor Products, A Div. of Magnum Systems.....	18
Lantech Inc.....	10	Videojet Technologies Inc.....	41

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
630/288-8835 Fax: 630/990-8894
john.kimler@cancom.com

EAST/MID-ATLANTIC

Lisa Evans
212/388-1090 Fax: 917/210-3016
lisa.evans@cancom.com

EAST/CENTRAL/ONTARIO/QUEBEC

Tom Corcoran
610/363-6389 Fax: 484/631-0598
tom.corcoran@cancom.com

WEST/SOUTHWEST/MIDWEST

Steve Slakis
630/990-7429 Fax: 630/990-8894
steve.slakis@cancom.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
630/990-2371 Fax: 630/990-8894
mary.williams@cancom.com

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

Read these bonus features at packagingdigest.com

UPS helps customers go green

UPS has become the first carrier to offer its customers an assessment of their shipment packaging based on environmental standards, says the company. UPS will evaluate a customer's packaging processes in three areas of sustainability. Customers who meet the requirements can display the program's logo. www.packagingdigest.com/upsgreen



U.S. economy in mild recovery, says PMMI

According to the Packaging Machinery Manufacturers Institute's Quarterly Economic Outlook, the U.S. is in the early stages of a mild recovery.



The Industrial Production Index reached a low in October, ending its worst downturn since 1946. Most industries are showing increasing activity, while the rate of decline slows in others. The same holds true for the markets that impact packaging. www.packagingdigest.com/pmmirecovery



Canned Food Alliance urges emphasis on recycling

While enjoying the highest recycling rate of any food package, nearly 35 percent of steel cans are still trashed rather than recycled in kitchens across the U.S. As a result, the Canned Food Alliance is reminding consumers to add recycling to their recipes. www.packagingdigest.com/steelcan

Government of Canada teams with packaging industry for food safety

The Government of Canada aims to help the packaging industry strengthen its food safety systems. Member of Parliament Bob Dechert announced an investment of \$569,000 for the Packaging Association of Canada. www.packagingdigest.com/canadasafe

100th anniversary of aluminum foil

There is no better way to celebrate the future than to draw lessons from history, which is why the European Aluminum Foil Association is celebrating the 100th anniversary of aluminum foil with a look at past, current and some future technical developments. www.packagingdigest.com/100foil

Starbucks hosts second Cup Summit

As part of Starbucks Coffee Company's efforts to reduce waste from single-use cups and other packaging, it convened its second cup summit. The two-day symposium brought municipalities, raw material suppliers, cup manufacturers, retail and beverage businesses, recyclers, NGOs, and academic experts together to drive the development of solutions that will make both paper and plastic cups more broadly recyclable. www.packagingdigest.com/cupsummit

Talk back!

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

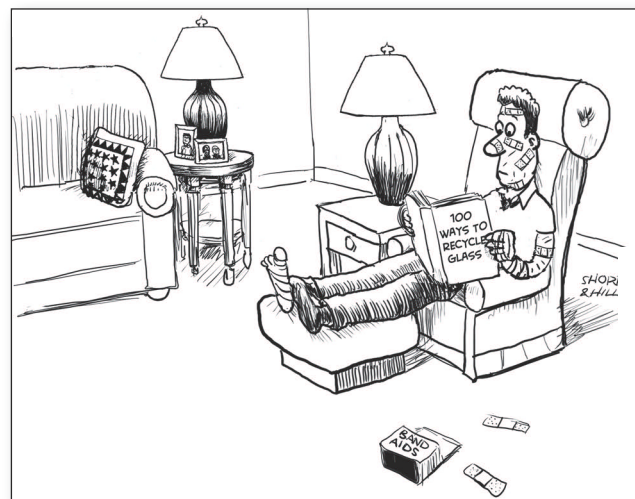
I have been involved with packaging since 1986 and have been very close to the "cradle to grave" discussion that has gone on since then. Fact is that [the U.S.] particularly is one of the largest offenders in package wastage ... Yes we will run out of (cheap) oil soon but transforming this industry takes a lot more than goodwill. It needs balanced and profitable alternatives. *Peter Cuypers on "Sustainable packaging doesn't exist"*

I know a nuisance when I see one. This is less about BPA and all about the so-called social justice fraud ...

Scot Fahey on "Shareholders challenge Coca-Cola over BPA in cans"

Pathetic bag design. The first bag I opened of the new Sunchips bag design ripped 1/3rd of the way down the bag, caused more noise than a room of 2nd graders trying to make noise ... had to transfer the chips to a Glad freezer bag. *Todd Opacinch on "Sunchips debuts compostable bag"*

ECO ED™



WordSellinc.com

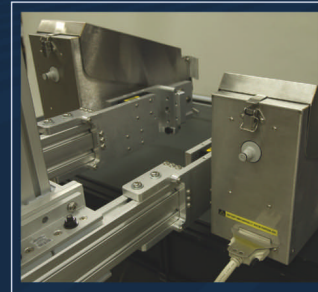
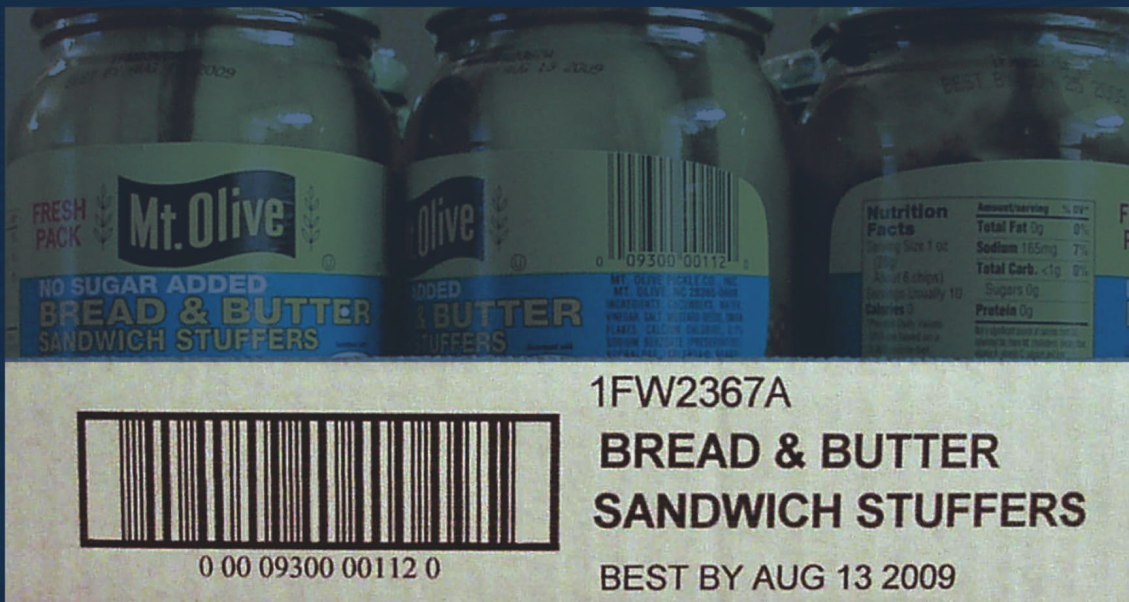
WWW.SALAZARPACKAGING.COM



Discover a world of packaging information at packagingdigest.com

- News updated every business day
- New packaging products/technology
- Videos/Webcasts/Podcasts
- Online Buyers Guide
- Industry Leaders micro-sites
- Resource Center
- Magazine archive library
- Packaging technology channels
- Blogs
- Talkback/Community network
- White papers
- Events calendar

www.packagingdigest.com



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

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

RSI - Your best source for reliable inkjet coding systems

Call us today!

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

8345 Beechcraft Ave. Suite J
Gaithersburg, MD 20879

sales@rsipro.com
www.rsipro.com

Promo code: casejet4u_pd