



THE IN-MOLD MESSENGER

June, 2013

CHARTER MEMBERS

Arjobex America
CBW Automation
Distinctive Plastics
General Press Corp
Global Packaging
Netstal Machinery
Nypro Inc.
StackTeck
Transilwrap
Treofan America
Vibrant Graphics

Last Chance to Enter the 2013 Awards Competition!

The deadline to enter the 2013 IMDA Awards Competition is only two weeks away on June 30, 2013. After that, it's too late!

The 2013 Competition recognizes the industry's best in-mold labeled packaging and in-mold decorated durable products. The winning entries are chosen based on creativity in design, engineering and innovation. The nine categories for this year are:

- Best Part Design
- Best Thin Wall Packaging
- Best Injection Molded Durable (IMD) Part
- Best Injection Molded IML Package
- Best Label Design
- Best Blow Molded Part/Package
- Best Product Family (common style or brand)
- Best Thermoformed IML Package
- Best Thermoformed Durable IMD Part

Entries must be received at IMDA by June 30, 2013. No entries will be accepted after that date.

Award winners will be featured in the October, 2013, issue of *Package Design Magazine* as well as other publications. Awards ceremony will be October 24, 2013, at the 2013 IMDA Symposium, UMass Lowell Inn & Conference Center, Lowell, MA.

Complete entry details, rules and entry form are available at <http://www.imdassociation.com/inmoldda/2013+awards+competition/default.asp> or by contacting:

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2013 IMDA Symposium

IMDA, in conjunction with the University of Massachusetts at Lowell, will present the **2013 IMDA Symposium**, October 24 – 25, 2013, at the UMass Inn & Conference Center, Lowell, MA. This unique, two day learning experience in a non-commercial setting will enhance your in-mold labeling and decorating knowledge with these features:

- Key elements of the ABC's of IML™ seminar
- Interactive workshops led by industry experts
- Molding equipment demonstrations at the UMass Plastics Engineering labs
- Networking with your industry colleagues
- 2013 IMDA Awards presentation at the Symposium dinner

Registration is limited to 100 attendees, so act now to guarantee your place and take advantage of our special early bird discount. Click on this link for more information and on-line registration: <http://www.imdassociation.com/inmoldda/2013+symposium/default.asp>

Sustaining Sponsor



BERHALTER is the major manufacturer of high-performance die-cutting systems with its own tool making shop.

BERHALTER's unique advantages in In-Mold-Label:

- cut films thinner than 40 µ
 - prevent static load
 - produce perfect smooth label stacks
 - count and mark precise label stacks
 - perfect cutting edge quality
 - permanent perfect label size
 - cut all label geometries
 - cut foil labels with holes, injection nozzle, windows, etc.
- One complete solution from one single source - 100% made in Switzerland.

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Sponsorship Opportunities

IMDA now has available many new opportunities to promote your IML and IMD related business.

As a Sustaining Sponsor, your corporate logo is displayed on everything IMDA does, from trade show banners and literature to the IMDA website and press releases for upcoming events. Your company will have a banner ad on IMDA's SourceIML.com website, the Directory of In-Mold Labeling, for an entire year and your sponsorship will be continuously acknowledged on all of our literature.

There are also such targeted opportunities as coffee breaks or luncheons at IMDA events. To take advantage of IMDA's sponsorship opportunities, follow this link: <http://www.imdassociation.com/inmoldda/sponsorship+opportunities/default.asp>

Credit Cards



We are pleased to announce that IMDA now accepts credit card payment for IMDA membership dues and event registration on our IMDA website.

New IMDA members as well as renewing current members can visit the IMDA website, click on "Join IMDA" and follow the prompts to join or renew their membership in the association and pay their membership dues by major credit card at their convenience, 24/7.

Registration for IMDA events is also easy. You can register on our website for the IMDA Symposium, the ABC's of IML™ seminar, sponsorships or any future events and pay your registration fee with your VISA, Master Card, American Express or Discover card or your PayPal account.

This new convenience is available on the IMDA website at www.imdassociation.com.

Pack Expo Las Vegas 2013

IMDA members will be on hand to greet you in booth C-444 at Pack Expo Las Vegas 2013, September 23-25, 2013, Las Vegas Convention Center, Las Vegas, NV.

We will have on display the winners of the 2013 IMDA Awards Competition as well as other interesting in-mold labeled packaging and in-mold decorated durable products for you to examine and admire. Be sure to stop by while you are at the show.



SEPTEMBER 23-25, 2013
LAS VEGAS, NEVADA USA

"...your corporate logo is displayed on everything IMDA does ..."

Mark Your Calendar...

Here are some IML/IMD-related events scheduled for the coming months:

June, 2013

- **Thin Wall Packaging 2013**, June 18-19, 2013, Chicago, IL www.amiplastics-na.com

September, 2013

- **SPE Thermoforming Conference**, September 9-12, 2013, Atlanta, GA www.4spe.org
- **Pack Expo Las Vegas**, September 23-25, 2013, Las Vegas, NV www.pmmi.org
- **Label Expo Europe**, September 24-27, 2013 Brussels www.labelexpo-europe.com

October, 2013

- **K-2013**, October 16-23, 2013, Dusseldorf, www.k-online.de
- **2013 IMDA Symposium, October 24-25, 2013, Lowell, MA** www.imdassociation.com



“Where’s the Beef?”

In 2007 the state of Michigan passed a law to track the state’s beef herds with the use of RFID tags. It was a controversial measure that was designed to track beef that was exposed to tuberculosis or other diseases. A tuberculosis outbreak prior to 2007 had cost Michigan farmers lost sales until they could prove that their cattle had not been exposed to the disease.

At about the same time the USDA proposed a nationwide tracking system, but the uproar from farmers and other states caused the proposal to be withdrawn. Instead of seeing their system as being at a disadvantage, the Michigan farmers and professors at Michigan State University decided to explore how their system could be leveraged to add value to their beef products.

Today Michigan State has started evaluating the data from the beef tracking system and they have devised a method to provide that information to consumers. The University is capturing the tracking data and linking it to the butchered beef with the use of *unique identifier QR codes* that travel with the carcass through the entire meat processing system. The concept is to let consumers scan the QR codes on the packaged beef with their smart phones and verify where the beef came from and how it was processed.

So what does beef tracking have to do with the IMDA?

Although the topic was not beef, in an IMDA sponsored presentation in 2010, the concept of food safety tracking was proposed as a way to add value to in-mold labeling through *the use of QR codes that carry package-specific unique identifiers*. The concept was laid out three years prior to the work Michigan State is doing today, and you heard it from an IMDA member.

What will you learn from attending the 2013 IMDA Symposium?

This is just an example of what you may uncover by attending the IMDA Symposium this October. The symposium will be an opportunity to learn about IML and discover the new thinking that is always going on with IMDA members. It is exactly this sort of thinking that should not leave you wondering, “Where’s the Beef?”

Bob Travis, President, IMDA

Sources:

Michigan Tracks Cattle from Birth to Plate, <http://www.npr.org/blogs/thesalt/2013/05/31/187327856/michigan-tracks-cattle-from-birth-to-plate>

Dynamic Print – Expanding the Value of In-mold Decoration with Digital Imaging Technologies, 2010

**IN-MOLD DECORATING
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IMDA is an organization of molders, printers, material suppliers, equipment suppliers and others committed to the development and growth of in-mold decorating products, technologies and markets.

Its mission is to raise the level of awareness and acceptance of in-mold decorated durable products and packaging by OEMs, end users and marketers.

IMDA equally represents and supports all of its member companies across the entire in-mold decoration supply chain.



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a n d I M D v a l u e
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