



THE IN-MOLD MESSENGER

August, 2013

CHARTER MEMBERS

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

The 2013 IMDA Awards Winners

The In-Mold Decorating Association recently announced the winners of its seventh annual IMDA Awards Competition. A panel of three impartial judges selected the best candidates from among a group of five categories based on creativity in design, engineering and innovation. The Awards for the 2013 competition will be presented to the winners at the 2013 IMDA Symposium on October 24, 2013, in Lowell, MA, USA. The competition winners will be featured in several industry publications, on the IMDA website and displayed in the PMMI Showcase of Packaging Innovations™ as well as in the IMDA booth C-444 at Pack Expo Las Vegas 2013. The IMDA is pleased to present the winners of the 2013 IMDA Awards.

This dispenser fascia is injection molded by Revere Plastics Systems using the Kurz IMD roll method. The dead-front window display is framed by a deep, high gloss piano black boarder. The silver metallic sweeps down the waterfall contour while the graphics and icons stay in precise registration. The topcoat system is highly durable and stain resistant.

Best Injection Molded (IML) Package, Gold Award Hot Cup

Submitted by: *SFH Elite Design*
 Molder: *Magenta LLC*
 Brand Owner: *SFH Elite Design*



This hot cup features multi-piece assembly for the drinkware market. It is designed to be durable for continuous use, is top rack dishwasher safe and has a double walled construction to keep drinks hot or cold as desired. The design can be customized by in-mold decoration with any logo or image to suit the customer's needs for promotions or events. Finally, this hot cup is made of 75% post-consumer recycled polypropylene and the PP label can be recycled with the cup.

Continued on page 2

Best Injection Molded Durable (IMD) Part, Gold Award Compact Logix L1 Controller

Submitted by: *Serigraph Inc.*
 Molder: *Serigraph Inc*



Brand Owner: *Rockwell Automation*
 In-mold decorating delivered the multi-level profile the customer required while eliminating post-mold decorating and an additional component part for overall cost savings. IMD also provided multi-color options, SKU flexibility, durability and resistance to cleaning solutions. Serigraph was able to form LED contacts into the applique to eliminate light piping.

Best Injection Molded Durable (IMD) Part, Silver Award Maytag® Dispenser Fascia

Submitted by: *Kurz Transfer Products LP*
 Molder: *Revere Plastics Systems*
 Brand Owner: *Whirlpool*



Inside This Issue:

- 2013 Awards Winners
- Pack Expo Las Vegas
- Calendar
- Symposium
- Sponsorships
- President's Message

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.

The 2013 IMDA Awards Winners (continued from p.1)



Best Injection Molded (IML) Package, Silver Award
POCKET
 Submitted by: *Curver*
 Brand Owner: *Curver*

Curver has developed a new range of small and practical boxes using a new foil with innovative soft finish for up-to-date surface touch and anti-scratch resistance. To produce this eye catching appearance, a combination of advanced print and lamination techniques have been used. Thanks to in-mold labeling, Curver was able to launch a first collection with a wide variety of sizes and trendy designs, including popular licenses, to meet everybody's needs.

Best Part Design, Gold Award
2.5-L Nestable Square Pitcher
 Submitted by: *Ropak Packaging*
 Molder: *Ropak Packaging*
 Brand Owner: *Truco Enterprises*



Ropak's space-efficient square pitcher is nestable to save on inbound and outbound freight costs. It also incorporates Diamond Weave Technology, which is a patented process to incorporate a unique diamond lattice structure on the internal surface of the pitcher to add structural strength where needed, all while maintaining stack performance and significantly reducing the amount of resin material and GHG emissions. The lid can be hinged to easily pour, or it can be completely removed to refill the contents. Overall it is a more sustainable package that stands out on the store shelf with easy pouring, resealability, built-in tamper-evidence and attractive IML decoration.

Best Thin Wall Packaging, Gold Award
BQ009
 Submitted by: *Emballages IML Plastx Inc.*
 Molder: *Emballages IML Plastx Inc*
 Brand Owner: *O Sole Mio*



For this project IML PLASTX Inc. proposed to its client a container with an integrated pouring feature to simplify serving of the various sauces that are presented in this package. The "Saucier" with its pouring beaker and integrated handle allows for a smooth transition from the microwave to the table for enjoyment without further handling. The package is IML decorated which makes it visually appealing while serving the product directly from the container.



Best Product Family, Gold Award
The Wave Package
 Submitted by: *CBW Automation*
 Molder: *Polytainers*

Marzetti was looking to refresh their line of veggie dips, but also looking for a packaging solution that would work on their existing filling equipment. Polytainers Wave Series container provided all of the features for which Marzetti were looking. The container provided a transparent lower window that provided consumers the ability to see the product – an objective for Marzetti. As the container series came in a range of sizes Marzetti was able to transition their entire line, including their dips and caramel line, to the Wave Series look.

Our congratulations to all of the 2013 IMDA Awards winners.

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.

They will tell you about the many benefits of In-Mold Decorating Association membership and the limited time discount offer for new corporate members.

We will also 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

Mark Your Calendar...



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

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

2013 IMDA Symposium

The Early Bird registration discount for the 2013 IMDA Symposium ends on September 5, 2013. Registration is limited to 100 attendees, so act soon to guarantee your place.

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 lead by IML/IMD industry leaders from IMDA member companies.
- Molding equipment demonstrations at the UMass Plastics Engineering labs
- Networking with your industry colleagues
- 2013 IMDA Awards presentation at the Symposium dinner

Click on this link for complete information and on-line registration: <http://www.imdassociation.com/inmoldda/2013+symposium/default.asp>

Sponsorship Opportunities

There is still time to have your company's name and logo associated with events at the 2013 IMDA Symposium, October 24-25, 2013, in Lowell, MA.

For the modest investment of US\$500, your company can sponsor the Symposium reception or dinner or one of several luncheons or coffee breaks. Five hundred dollars will put your brand on Symposium bags or support printing of the 2013 workbook.

To take advantage of IMDA's sponsorship opportunities, follow this link: <http://www.imdassociation.com/inmoldda/imda+sponsors/default.asp> We now accept most major credit cards.

IML just got harder...or should I say more durable

A quick survey of my friends in IML and the experience we have been having indicate that IML for more durable applications seems to be an area of growth. Of course the lines of delineation between IML and IMD get a little blurry, but as an association we have identified durability to be one of the criteria.

If the IML label needs to stand up to repeated use beyond a packaging application then it is considered to be a more durable product and it is referred to as an IMD. Regardless, if it is an IMD or a “durable” IML, there seems to be much more activity around this form of in-mold decoration.

Customers are seeking ways to create a hard or durable decoration that will stand up to dishwasher, abrasion or other environmental forces. Along with these challenges is the need to find IML films that mold into the plastics that are typically used for these durable applications. ABS and polycarbonate resins are probably the most common.

Why is there more interest in IML from the makers of durable and semi-durable products? I believe there are a variety of reasons.

1. Product development is clearly a focus of successful companies. Innovators look to dissimilar markets and products to discover innovations that could be adapted to their products. I believe more and more companies in the non-packaging marketplace are taking cues from the packaging world.

2. Design sells – We have become a very visual society as illustrated by the growth of Facebook, Snapchat and other digital media. People respond to images and design, so product designers are looking for ways of introducing images into everyday products. Conventional direct decorating methodologies do not allow for the quality of image reproduction that can be achieved by in-mold decoration.
3. New materials – Innovations in film technologies that mold into ABS at price points that are more cost effective, help to make the justification of IMD similar to what we experience with polypropylene solutions.
4. Improved techniques – Laminated IML and new coating science can make durability easier to achieve without significant cost increases.
5. Added value – The permanence of IML combined with unique identifiers printed on the labels can create a level of tracking and connectivity with the web that can add a whole new level of functionality to the product and the IML.

For these reasons and others, durable IMD is a growing segment in our industry. You only have to look at our Associations IMDA award winners to find proof, 4 of 7 of this year’s winners are good examples of durable IMD. Congratulations to the innovators and making IML *harder*.

~ Bob Travis, President, IMDA

IN-MOLD DECORATING ASSOCIATION

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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.



*S e r v i n g t h e I M L
a n d I M D v a l u e
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