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SYMPOSIUM WORKSHOP RECAPS

For its 2016 IMDA Symposium workshops, we chose a traditional discussion format that has been popular with IML conference attendees for more than 20 years. Demand for all four workshops was very high by IMDA Symposium as well as TopCon attendees. Each workshop was repeated three times and participation was limited to 25 attendees per session for ease of discussion.

The following are recaps of the 2016 IMDA Symposium Workshops.

LASER VS CONVENTIONAL DIE CUTTING

Dan Spah, Workshop Leader

Most important item:

The most important item discussed in the workshops was Laser Die Cutting. Laser die cutting is a good solution for testing die sizes in molds and for short run projects.

Problems & concerns:

Problems and concerns were directly pointed at Laser Die Cutting and the effects of a fixed laser cutting top down thru a material. This leaves a beveled edge which shows a thin white line on a fully printed label when molded on a part.

Unique solutions to problems:

The most unique solution was the ways to add life to conventional dies and prevent the (Angel Hair effect) strings alongside the label. This is done by adding a sacrificial liner for the die to cut against instead of cutting directly against the base roller.

Unresolved Issues:

The unresolved issues of Conventional Die Cutting is the high cost of solid dies. The unresolved issue of Laser Cutting is the upfront cost and the beveled edges left by the fixed top down laser cutting process.

Miscellaneous Items:

Magnetic cylinder/dies have come a long ways with the chrome coatings to add longer life to cutting in-mold labels.

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SYMPOSIUM WORKSHOP RECAPS (cont'd)

LIGHT WEIGHT THIN WALL PACKAGING

Jordan Robertson, Workshop Leader

Reviewed progress of IML in Europe growing through 1990s and in Americas since 2000. Discussed new options for light weighting & L/T limits (Flow paths to wall thickness rates).

Looking for increased 'pop' of IML graphics. Challenges of having gates opposite label.

Discussed high end options:

Reverse side printing

Multi-layer lenticular labels

Metallic labels

Label on inside of clear part for "glass-like" pop.

Processing to minimize disruption of printed graphics.

Injection profile with slow start.

Special mold cooling features to chill label prior to injection.

Increased glossy "glass-like" sheen with label inside clear PP or PET part.

Use light weighting to minimize costs with conventional light weight L/T = 260-300 or special part design features to achieve L/T up to 500.

NEW OPP FILMS FOR IML

Jon Knight, Workshop Leader

Most important item:

Link between label appearance & functionality:

Orange Peel can be indicative of non-distorting (of container/part) film

Shape:

Move from round to square or rectangular key driver for IML in refrigerated space

Problems & concerns:

With many of the audience being IMD folks, OPP was of little interest other than learning how Packaging IML works

Unique solutions to problems:

IML PP Floor tiles for gymnasiums

Unresolved Issues:

Suitable substrates/inks/over-lacquers for IML PP Floor tiles for gymnasiums

Miscellaneous Items:

Very few IML Printers attended this year's symposium, perhaps due to conflict with Drupa.

IML-I vs IML-T

Mike Ruminski, Workshop Leader

Most Important Item:

Vacuum form techniques : Niebling, Accaform & cold forming.

Types of injection molding tools; multiple cavitation; different types of decoration (interaction with group).

Problems and concerns:

Length of presentation – reduce time from 60 min to 45.

Unique solutions to problems:

Asking the group's background in plastics and length of time in industry gives you additional information to discuss.

Unresolved issues:

Ask for their business cards and do follow up calls to get them the information I can get from the company I work for.

Miscellaneous items:

I think the format is good; people can get more information about specific topics that they might not be familiar with.

Reaction to these workshops was so positive that we are considering doubling the number of workshops for our next combined event, adding topics specific to assembly and decoration.

ABC's of IML: A Basic Course

By popular demand, IMDA is offering for 2016 a second presentation of the ABC's of IML®: *A Basic Course*.

This additional seminar will be on October 20, 2016, at the DoubleTree Chicago North Shore Hotel & Conference Center, Skokie, IL USA.

Offered annually since 1989, the seminar is an introductory in-mold labeling (IML) and in-mold decorating (IMD) course designed for those considering entry into the IML and IMD markets as well as a refresher course for more experienced current participants in the field. The seminar, updated yearly, provides a basic grounding in in-mold labeling and in-mold decorating as well as the fundamentals of extrusion blow molding (IML-B), injection IML (IML-I) thermoform IML (IML-T), the in-mold process, production of in-mold labels, current markets, functions across the IML value chain and future growth opportunities. The seminar covers all aspects of in-mold labeling of packaging as well as in-mold decoration of durable products.

For additional details and registration information contact Ron Schultz at the In-Mold Decorating Association, Inc. by phone: +1(480) 993-9818, FAX: +1(480) 237-2738 or e-mail: info@imdassociation.com or visit the association's website at www.imdassociation.com.

INSIDE JUDGING OF IMDA AWARDS

The boxes start arriving, a few at a time at first but becoming a flood just before the entry deadline. Each IMDA Awards entry consists of a physical in-mold labeled package or part, three (3) loose label samples, a completed entry form and entry fee. As each package is received the entry is logged in and labeled with a unique reference number. On the day before the judging the entries are sorted by category and boxed for transport to the judging venue.

At the judging venue, the entries are set out by category on tables around the room. As the judges arrive they are provided with forms listing the entries by category and space to award 1 to 10 points to each entry for the following criteria:

- Overall impact of the finished package or part.
- IML/IMD “fitness for purpose” for this application.
- Innovation.
- Technical difficulty.
- Label print quality/technical achievement.
- Label design.
- Package or part design.

The points that the judges award to each entry are used as a guide in deciding the winner of the category.

The three judges are a group of journalists who have extensive experience in the packaging and plastics industries but have no connection to the IML/IMD supply chain. The only other person present throughout the judging process is the IMDA Executive Director.

The judging process is quite informal yet well organized. The judges start with one category and select one of the entries. They read the entry form and all other supporting documentation before examining the package or part and accompanying labels. There is usually considerable back and forth discussion about such things as label print quality and gating locations. Each judge assigns a point score for each of the criteria discussed above. Although the entry’s point score is an important guide, the overall impression that the entry makes on the judges is a significant factor in their final decision. Once all the entries in a category have been reviewed, the judges move on to the next one. When all the entries in all categories are reviewed, the judges discuss the leading candidates in each category and choose the competition winners for the year.

There are instances where none of the entries in a category meet the criteria for an Award. In that case there will be no Award for that category. Sometimes there are two entries that are essentially tied, so the judges will award a gold and a silver Award for that category. The judges are free to move an entry from one category to another if they feel that is a better fit for the entry. The list of competition categories is published each year but that does not guarantee that we will receive entries in every one. The final list of Awards reflects the entry categories received as well as the winning categories selected by the judges.

When the judging is completed, the winners are notified, the winning entries are photographed and publicity is prepared for the Awards ceremony at the annual IMDA Symposium.

The winning entries are displayed at the Showcase of Packaging Innovation® and IMDA booth at PACK EXPO. Pictures of winning entries are displayed on the **IMDA website**, pictures and product descriptions publicized in the August 2016 issue of the IMDA newsletter “*The In-Mold Messenger*”, world-wide trade journals and the October issue of *Package Design* magazine.

Are You Ready for the 2017 Awards Competition?

The 2017 IMDA Awards Competition will begin accepting entries starting February 1, 2017 through April 15, 2017. The 11th anniversary Awards Competition features 10 categories in packaging and durable products and is open to all companies involved in any form of in-mold labeled packaging and in-mold decorated durable products.

Watch our Website and Newsletters for more information.



Congratulations to 2016 IMDA Awards winners



2017 IMDA SYMPOSIUM and TOPCON: 2 Conferences, 1 Great Event!

IMDA and the SPE Decorating & Assembly Division will once again be joining forces to present their combined **“Two Conferences — One Great Event”**. June 18-20, 2017, at the Lincolnshire Marriott Resort, Lincolnshire, IL

The program for 2017 will include invited papers and workshops focusing on the latest technologies within In-Mold Labeling (IML), In-Mold Decorating (IMD), Plastics Decorating and Assembly. Attendees are able to attend any of the sessions.

The event also includes a Supplier Trade Fair with tabletop exhibits from leading suppliers to the industries that is available to all attendees. New for this year, the Fair will remain open throughout the event.

If you would like to participate as a speaker or workshop leader, contact Ron Schultz, Executive Director, ron.schultz@imdassociation.com. This is your opportunity to introduce new technologies or equipment that can benefit the IML and IMD industry or case studies where new technologies or equipment solved problems in the IMD or IML world.

SUPPLIER TRADE FAIR

The In-Mold Decorating Association and the SPE Topical Conference (TopCon) are providing suppliers to the worldwide IML/IMD community and plastics decorating and assembly industry an opportunity to reach a highly targeted international audience and be an integral part of the IMDA Symposium/TopCon by participating in the Supplier Trade Fair on June 19-20, 2017. The Supplier Trade Fair is available to attendees throughout the event. On day one there is an extended lunch and a Networking Reception immediately following the programming.

The cost to exhibit at the 2017 IMDA Symposium/ TopCon is \$845 which includes a 6' draped table and one attendee registration for the entire conference.

Exhibitor Promotion:

Each attendee conference manual contains Supplier Trade Fair information that includes a write-up describing your company's products and/or services. Exhibitor listings are also displayed on the IMDA and Plastics Decorating websites.

CONTACT US TODAY TO SECURE YOUR SPOT AS BOOTH AVAILABILITY IS LIMITED.

Email: myra.schultz@imdassociation.com or call (480) 415-3379 for more information.

PACK EXPO International 2016

Register for PACK EXPO International by clicking on the LOGO below and use the Code: 88M46 for your complimentary registration which is on us.

***The ISPE Conference Program requires separate session fees. Complimentary registration unavailable to non-exhibiting suppliers.*

Be sure to visit the IMDA booth N-5802 to say hello. It is located in the Partner Pavilion, North Hall. November 6 - 9, 2016 at McCormick Place in Chicago, IL

IT IS YOUR CHANCE TO MEET THE IML and IMD EXPERTS: IMDA members will be there throughout the show to greet you and discuss questions you may have about in-mold labeling and in-mold decorating. Click [HERE](#) to view the **schedule of our member experts who will be at the booth during the show.** (Check often as the schedule is updated daily)

On display will be the winning entries from the 2016 IMDA Awards Competition plus many other interesting in-mold labeled packages (IML) and in-mold decorated durable products (IMD) for you to examine and admire.

The winners of the 2016 IMDA Awards Competition will also be displayed in The Showcase of Packaging Innovations®, sponsored by The Dow Chemical Company. The Showcase will highlight more than 300 award-winning packaging designs from internationally recognized packaging organizations.



BE SURE TO STOP BY BOOTH N-5802 at PACK EXPO International TO SAY HELLO!

President's Message

COLLABORATION BUZZ

If you engage an IMDA member in conversation, you are nearly guaranteed to hear the word *collaboration*. That's because in the world of in-mold decoration it is essential that we collaborate to achieve success. In fact, for most IMDA members collaboration is how we do everything.

Collaboration starts with the "In-Mold Process" requiring brand owners, molders, automation companies and label printers to produce a solution that meets the needs of all stakeholders. It continues as the process is refined and the exchange of vital information occurs to achieve stellar results.

Our collaborative tendencies do not stop with our unique IML/IMD programs. IMDA members collaborate within the association to expand knowledge of IML/IMD and raise the visibility of the entire industry through our web site, Symposium and this newsletter.

But our association does not stop there. In fact this year the IMDA took collaboration to a whole new level. Our Symposium was held in collaboration with the SPE Decorating and Assembly Division's Topical Conference (TopCon). The combined conference proved to be a great success because the sharing of a larger body of knowledge increased the value to all participants.

This fall our opportunity to collaborate will be present once again at PACK EXPO. Our collaboration with PACK EXPO has allowed us to exhibit our IMDA award winners and set up a booth to educate a wider market about in-mold labeling and decorating.

Without a doubt, the IMDA is built on a culture of collaboration. We simply need more *collaborators* to join us and add to our success. Join us and join the buzz.

Bob Travis – IMDA President

NEW MEMBERS

IMDA welcomes its newest corporate members:

DuraTech, <http://www.duratech.com>

IML Solutions, <http://www.imlrobotics.com>

MARK YOUR CALENDAR...

Upcoming IML/IMD related events:

October, 2016

- ABC's of IML: *A Basic Course*, October 20, 2016, Skokie, IL, www.imdassociation.com
- K-Show, October 19 - 26, 2016, Dusseldorf, Germany www.k-online.com

November, 2016

- PACK EXPO International, November 6-9, 2016, Chicago, IL, www.packexpo.com

February, 2017

- PACK EXPO East February 27 - March 1, 2017, Philadelphia, PA, www.packexpo.com

Put Your Logo and Message Here

This *In-Mold Messenger* newsletter reaches over 1700 people in an ever growing readership that is focused on in-mold labeling and in-mold decorating technology and markets. Take advantage of this opportunity to place your company message and logo in front of these industry leaders.

Special, cost effective company promotion is available by placing an ad in this newsletter. We offer ads ranging from an entire page to one-eighth page for one issue or for an entire year.

Special discounted rate for IMDA corporate members.

Contact Myra Schultz, Operations Manager, at myra.schultz@imdassociation.com for ad rates and to place your advertisement.



IMDA THANKS OUR SPONSORS FOR THEIR SUPPORT

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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



- Rotary Web Converting Tools, Modules and Systems
- In-house engineered, designed and manufactured since 1949
- Full in-house US after sales service including tool re-sharpening

The RSM MX -16" and RSM 20 - 33" are ideal for cost effective production of IML-I and IML-B labels in all shapes & sizes from 40 μ and also capable of adding perforations and gate holes. Optimized deliveries for short, medium, long runs and our ROBOTIC end of line automation allow speeds of up to 330 fpm. We also re-sharpen Tungsten Carbide Matched Reciprocating Die Sets.

As a global leader in Polypropylene films, Treofan offers a complete range of films for injection in-mold labels. Our portfolio includes white and transparent OPP and CPP film technology and can accommodate virtually all sizes and shapes of rigid containers. Treofan in-mold label films greatly enhance the marketing appeal of your package. Treofan In-Mold Labels can be found on containers of Ice Cream, Butter & Margarine, Salads, Wipes, Paint and Beverage Cups. With our experienced technical staff and the largest portfolio of in-mold label films, Treofan has the right IML film for your package.



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IMDA is an organization of molders, label 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, brand owners and marketers.

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

Ron Schultz, Executive Director, In-Mold Decorating Association

4957 Oakton #305, Skokie, IL 60077 USA

Phone: +1 (480) 415-3379

eFax: +1 (480) 237-2738

Email: ron.schultz@imdassociation.com

www.imdassociation.com



Serving the IML and IMD value chain through Real Experts, Real Answers, Real Value