



**REAL EXPERTS**  
**REAL ANSWERS**  
**REAL VALUE**

# THE IN-MOLD MESSENGER

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**BREAKING NEWS: 2018 IMDA AWARDS ENTRY DEADLINE EXTENDED TO APRIL 30, 2018. SEE PAGE 3 FOR MORE INFORMATION.**

## NPE2018: The Plastics Show

**EVERY 3 YEARS the WORLD'S MOST INFLUENTIAL PLASTICS TRADE EVENT BRINGS EVERYONE TOGETHER GIVING YOU A CHANCE TO MEET IMDA'S IN-MOLD LABELING and IN-MOLD DECORATING EXPERTS**

Visit **IMDA** at **NPE2018: The Plastics Show**, May 7 - 11, 2018 at the Orange County Convention Center in Orlando, Florida, USA. Our booth, **WL6**, is located in the West Hall, **Level 2**.

IMDA corporate members will be there to greet you and answer 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 2017 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.

Click below to register for your complementary guest pass and be sure to stop by and visit us while you are at the show.

### Inside This Issue:

- NPE2018: The Plastics Show
- New IMDA Website and Logo
- ABC's of IML®: A Basic Course
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**The In-Mold Decorating Association, after much thought, has decided it is time to update our logo and website.**

### **WHY A NEW WEBSITE?**

Today's business websites are very different from those of just a few years ago. Newer, modern website designs have more user-friendly graphics and fewer dense blocks of text on the home page. Our current IMDA website has been serving our industry for almost 10 years. With periodic updates it has come to represent our trade association to the world-wide plastics decorating community.

As the content on our current website grew over time we realized that a new, more user-friendly interface would make finding information faster and easier for visitors. A modern content management system will also save our website manager quite a lot of time when updating and adding new material. All of this is designed to add value for our members and create a positive experience for visitors to [www.imdassociation.com](http://www.imdassociation.com).

We at IMDA recognize that it is now time for us to upgrade to a new, modern website that will incorporate the latest in technology and design. Our board of directors has approved a comprehensive proposal from our webhosting company that offers us a modern website that will be easier to navigate by visitors and easier for us to maintain.

### **WHY A NEW LOGO?**

The new logo development was a project in and of itself. Our current logo has been in use since the inception of IMDA and had become an old friend but we recognized that it, like our website, had become dated. We put our board of directors to work generating design ideas and before too long came up with 45 logo candidates. Round robin voting narrowed the field down to five, and finally to our new, modern logo, officially introduced to everyone with this newsletter.

We are very excited about our new website currently under development. The new site is expected to be up live in about two months and will be complimented by our new, bold logo.

**An e-mail blast will be sent out to everyone when it comes live!**

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## **ABC's of IML®: A Basic Course**

The ABC's of IML®: A Basic Course, now in its 29<sup>th</sup> year, will be presented Thursday, September 6, 2018, 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. This highly acclaimed 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 click [here](#) or contact Ron Schultz at the In-Mold Decorating Association, Inc. by phone: +1(480) 415-3379, FAX: +1(480) 237-2738 or e-mail: [info@imdassociation.com](mailto:info@imdassociation.com) or visit the association's website at [www.imdassociation.com](http://www.imdassociation.com).

# 2018 IMDA AWARDS COMPETITION

## ENTRY DEADLINE EXTENDED TO APRIL 30.

Time is running out to enter the 12<sup>th</sup> Annual IMDA Awards Competition. The Competition began accepting entries February 1, 2018 and will now close on April 30, 2018.

## ENTRIES WILL NOT BE ACCEPTED AFTER APRIL 30, 2018.

The 2018 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 categories include the following:

- 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
- Best IML/IMD Prototype Part/Package

**Entries Must be Received at IMDA no Later Than April 30, 2018.**

**No Entries Will Be Accepted After That Date.**

**Winners of this Prestigious Competition will be Honored at the 2018 IMDA Symposium "Celebration of Winners" Awards Ceremony and Dinner, November 12, 2018, at the Rancho Bernardo Inn, San Diego, CA**

### Winners are Prominently Publicized Through Various Media:

Pictures of winning entries and product descriptions displayed on the **IMDA website**

Pictures and product descriptions publicized in the August 2018 issue of the **IMDA newsletter "The In-Mold Messenger"**

Displayed at the annual PMMI "Showcase of Packaging Innovations<sup>TM</sup>" and **IMDA Booth at PACK EXPO Chicago, IL** October 14 -17, 2018

Award winners are featured in the October, 2018, issue of *Plastics Decorating Magazine* as well as other publications.

Complete entry details, rules and entry form are available at <http://imdassociation.com/imda-awards/2018-awards-competition/>

## NEW IMDA MEMBERS

### IMDA WELCOMES ITS NEWEST CORPORATE MEMBER:

**PR Pura Barutama**, <http://hsl-puratss.com/>

## MARK YOUR CALENDAR...



### Upcoming IML/IMD related events:

#### May, 2018

- **NPE2018: The Plastics Show**, May 6 -11, 2018, Orlando, FL [www.NPEPlasticShow](http://www.NPEPlasticShow)

#### September, 2018

- **IMDA ABC's of IML: A Basic Course®**, September 6, 2018, Skokie, IL, [www.imdassociation.com](http://www.imdassociation.com)
- **Thermoforming**, September 24-27, 2018, Dallas, Tx, [www.thermoforming.com](http://www.thermoforming.com)
- **Label Expo Americas**, September 25-27, 2018, Rosemont, IL, [www.labelexpo](http://www.labelexpo)

#### October, 2018

- **Pack Expo, International**, October 14-17, 2018, Chicago, IL, [www.packexpo.com](http://www.packexpo.com)

#### November, 2018

- **2018 IMDA Symposium**, November 11-13, 2018, San Diego, CA, USA, [www.imdassociation.com](http://www.imdassociation.com)

# Get Down, Get Dirty

## LIVE IML/IMD DEMONSTRATIONS

### 2018 IMDA SYMPOSIUM-SAN DIEGO

#### Get there, NOVEMBER 11-13!

Registration will open soon for the 2018 IMDA Symposium. November 11-13, 2018, at the Rancho Bernardo Inn and Spa, San Diego CA.

**Get Yourself Down to San Diego, CA to Experience the IMDA SYMPOSIUM  
with LIVE DEMONSTRATIONS of IMD at **DISTINCTIVE PLASTICS INC,**  
a State-of-the-Art Injection Molder!**

**You will learn so much more when you can “get your hands dirty” and see IMD in action!**

In addition to the live demonstrations there is a multi-faceted program that includes papers, panel discussions and interactive workshops focusing on the latest technologies within In-Mold Decorating of Durable Products and In-Mold Labeling of Packaging. All sessions are led by industry experts and open to all attendees.

**PROMOTE YOUR COMPANY** - The IMDA Symposium is the perfect way to promote your products and services to a highly targeted International audience in the In-Mold Decorating (IMD) and In-Mold Labeling (IML) world.

Become an integral part of the IMDA Symposium by participating in the **Supplier Trade Fair**. Here you can have a table-top display and meet with attendees one-on-one. It is your chance to answer specific questions and promote your business.

The Trade Fair is located in the main Symposium area where the traffic flow brings attendees past the exhibit tables on their way to any of the meeting rooms. All food breaks are served in this area which encourages people to meander around the booths while they eat. Be sure to reserve your exhibit table to secure your spot as exhibit space is limited.

Exhibitor information is shared with attendees in the conference manual and also displayed on the IMDA website. Do not miss out on this valuable opportunity to further your company image! The Trade Fair is open throughout the entire event

### **IMDA SYMPOSIUM DINNER**

Join us at our Symposium Dinner for an enjoyable evening with colleagues and the winners of the 2018 IMDA Awards Competition. You will enjoy our inspiring keynote speaker, a delicious dinner, lots of networking, and see the 2018 IMDA Award Winners receive their awards.

**Key Note Address:** Using Disruptive Technologies to more effectively get consumer products through the supply chain and into the hands of consumers. Speaker; *Kevin Karstedt, Karstedt Partners, LLC*

**YOUR REGISTRATION FEE COVERS ALL EVENTS WITHIN THE SYMPOSIUM.**

**BE SURE TO RESERVE YOUR EXHIBIT TABLE NOW TO GET YOUR PREFERRED TABLE LOCATION**

**Contact Myra Schultz at [myra.schultz@imdassociation.com](mailto:myra.schultz@imdassociation.com)**



**REAL EXPERTS**

**REAL ANSWERS**

**REAL VALUE**

## **PRESIDENT'S MESSAGE**

### **Mark Your Calendars and GET THERE!**

I just checked my calendar and confirmed some travel arrangements and I realized how busy things are going to be. Here is what I have in my calendar:

#### **Submit Entry to the IMDA Awards Competition – April 30<sup>th</sup>**

Thank goodness this deadline was extended! This is an awesome opportunity for industry participants to submit their best IML/IMD work to be judged by a panel of independent judges. This has become a very successful component of the IMDA and the PR is fantastic! Winners will be awarded at our Symposium in November.

#### **NPE – May 7-11 in Orlando is just around the corner.**

This is a great opportunity for IMDA members to sign up and participate as an expert in our booth (WL-6) at the show. If you are going please stop by our booth, say hello and learn firsthand what is happening with the IMDA; if you are helping us in the booth – Thank you!

#### **Pack Expo – October 14-17 in Chicago.**

This is another great opportunity to participate as a member in our booth and spend time learning about innovations and trends in the packaging world.

#### **IMDA Symposium – November 11-13 in San Diego.**

If you have no other event planned in your calendar this is definitely the “must do” event of the year! Themed *Get Down, Get Dirty, Get There!* – this event promises to be a unique “hands on” experience for anyone interested in IML/IMD. With the help and expertise of Distinctive Plastics, our association will be providing an educational experience that will have something for beginners and experts in the art and science of in-mold decoration. You won't want to miss it!

**So, mark your calendars, there is a lot to do this year and by doing, you will expand your knowledge, develop your expertise and build your network. I encourage you to join us and do it all. I am certain you will not regret it when you put forth the effort and GET THERE!**

See you soon!

Bob Travis

*IMDA President*



# IMDA THANKS OUR SPONSORS FOR THEIR SUPPORT

## Sustaining Sponsors

**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.



- 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 40µ 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



**StackTeck** is a leading source of high productivity **tooling solutions** for the injection molding industry. StackTeck supplies a wide range of injection molds used to produce plastic parts in applications such as **caps, closures, medical, food service and thinwall packaging**; as well as complete system integrations, **In Mold Labeling systems** and mold bases. StackTeck has dedicated R&D, testing and part sampling facilities including a **dedicated IML Pilot Cell** for prototyping, in addition to plastic part design, prototyping, engineering, and manufacturing capabilities. With over four decades of mold building innovation, **StackTeck has the solutions to make your project a success!**

## Gold Sponsors



General Press



Taghleef Industries

*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.*

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

*The In-Mold Messenger editor— Ron Schultz*