



# THE IN-MOLD MESSENGER

March, 2014

## CHARTER MEMBERS

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

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## IMDA Launches New Website

IMDA has launched a brand new web-site at [www.imdassociation.com](http://www.imdassociation.com). The new site has many attractive features, including:

- Clean, modern design
- Easy navigation
- Fully searchable
- Member directory with functionality from SourceIML
- Optimized for mobile devices and multiple browsers

Our original website served us well for the past eight years but advances in browser technology and mobile devices made the old site increasingly obsolete. We worked closely with our web-site host on a new, cleaner design that is optimized for mobile devices like tablets and smart phones. Development of the new website also gave us the opportunity to include the functionality of SourceIML into our new site's member directory so that all of those very useful web marketing features are now in one place.

SourceIML, the Directory of In-Mold Labeling at [www.sourceiml.com](http://www.sourceiml.com), was introduced by RBS Technologies in 2001 as a free on-line resource for the world-wide IML and IMD community. A

searchable database-driven website, it grew to 108 subscriber companies who represent all aspects of the in-mold labeling and decorating value chain. Over the years the site scored thousands of hits from visitors looking for information about IML and IMD materials, equipment and services.

SourceIML, a service of IMDA, is based on old technology that is now too difficult to support and maintain as it approaches its 13<sup>th</sup> year on the web. The new IMDA website now includes the functionality of SourceIML in the member directory. SourceIML subscribers who are not currently IMDA corporate members are offered a special discounted membership so that they can continue to enjoy the promotional benefits previously offered by SourceIML.

On June 1, 2014, SourceIML's URL will be forwarded to [www.imdassociation.com](http://www.imdassociation.com) so that visitors will be led to our new site. Once that is in place, SourceIML will be retired from the web.

We invite you to check out our new site at [www.imdassociation.com](http://www.imdassociation.com) on your PC, laptop, tablet and/or smartphone and let us know your thoughts. This site has been optimized to function and display correctly on different browsers including Internet Explorer, Firefox, Chrome and Safari. We look forward to your comments on our new website.

### 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.
- 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 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.

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## 2013 IMDA Symposium Workshops

*Over the next few issues of the In-Mold Messenger, we will offer recaps of the workshops offered during the 2013 Symposium in Lowell, MA. In this issue, our recap is from the “Digital Advantage: Myth vs Reality” workshop, led by Bob Travis, President, InkWorks Printing. The recap presented here is an amalgam of the discussions from Bob’s three workshop sessions.*

### DIGITAL ADVANTAGE: MYTH vs REALITY

This workshop group discussed the current perception of digital printing technologies and the pros and cons of the technologies. The discussion then turned to current and future fit of digitally printed IML. Finally the group explored the next evolution of digital printing technology.

#### Key Points

Currently, digital printing is used for early stage development of IML programs and small “versioning” requirements of large IML packaging programs. In the durable and semi-durable IML markets, digital printing seems to have gained even more acceptance. If the proper finishing techniques are observed, digital can be used for virtually any IML application. Consumable cost is probably the biggest reason digital has not captured more applications.

Most common technologies employed today are: HP Indigo (digital offset) and UV Inkjet although there are some instances of other technologies.

#### Indigo Pros:

- Resolution of image mimics conventional offset printing
- Capable of printing white
- Capable of printing on very thin IML label stocks
- Prints a very wide range of materials with primer
- New press speeds increase the potential for larger production runs
- Can be used in “cut-in- place” systems

#### Indigo Cons:

- Inks are susceptible to scratching – must be coated
- Cannot be used on a subsurface printed part unless laminated
- Inks are not long term outdoor durable
- Consumable and press speed limit competitiveness in high volume IML
- Currently 12 inch web width limits opportunity

#### UV Inkjet Pros:

- Inks are durable to scratching
- Inks are long term outdoor durable
- Inks may work for subsurface printing with certain resins
- New press speeds increase the potential for larger production runs
- Can be used in “cut-in-place” systems

#### UV Inkjet Cons

- Resolutions are lower and impacted by material shrinkage
- White printing is slow and adds heat
- Thinner materials are impacted by UV curing lamps
- Variety of materials is lower even with priming technology
- Consumable and press speed limit competitiveness in high volume IML
- Currently 13 inch web width limits opportunity

#### Trends and Developments

- Brand Owners are increasingly interested in versioning which reduces the production volume of any one SKU and suggests more potential for digital printing.
- LED cure technology and chill rollers will help remove heat from ink jet printing technology and improve potential to print on IML films of all thicknesses.
- Improved resolutions remove need to differentiate printing method.
- Wide web digital will accelerate the potential to run more programs digitally.
- Adoption of “cut-in-place” systems makes digital printing even more viable for IML.
- Direct printing of parts with ink jet printing may one day replace the need to utilize IML.

#### Conclusion

At the end of the day, the customer does not care how a product is printed as long as it meets needs and expectations. As printing speeds and web widths continue to expand coupled with brand/product owners needs for more product versioning, digital printing will become ever more prevalent in all packaging and durable print applications. In-mold decorating will be no exception. This year one of the IMDA Award winners utilized digitally printed IML, so expect to see more digital printed IML in the future.

The final installment in the 2013 IMDA Symposium workshop recaps will appear in the next *In-Mold Messenger*.

## 2014 Awards Competition

IMDA will open its Eighth Annual Awards competition on May 1, 2014. By popular demand, a new category – Best Prototype Part/Package – has been added for this competition.

The 2014 Competition will recognize 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 have been expanded this year and now 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 Prototype Part/Package

**Entries must be received at IMDA by June 30, 2014.**

Complete information and entry forms are available here:

<http://imdassociation.com/imda-awards/2014-awards-competition/>

## 2014 IMDA Symposium

IMDA will present its 2014 Symposium, “IML/IMD: Concept to Completion”, October 22 – 23, 2014, at the DoubleTree Chicago North Shore Hotel & Conference Center, Skokie, IL, USA.

This unique event gives you a fascinating look inside successful IML and IMD projects that produced winners in the IMDA Awards competition. Interactive workshops will show you how these innovative companies made the transition from design concept thru prototyping to the final Award winning in-mold decorated product.

For more information and on-line registration, follow this link: <http://imdassociation.com/education/2014-imda-symposium/>

## For IMDA Members Only

### Directory Listing

IMDA corporate members are urged to review their directory listing on our new website for correct contact information. If you have not yet done so, be sure to add your 100 word product description, corporate logo and product images/videos to promote your company to our many visitors. Send updates or new information to [myra.schultz@imdassociation.com](mailto:myra.schultz@imdassociation.com).

### Jobs Listings

A new benefit for our members is a jobs listing page under “About”. This page gives you, as a corporate member, the opportunity to list positions available in your company. To post an open position, please send the following information:

- Job title
- 100 word job description
- Contact person name and e-mail address

Send your job posting information to [info@imdassociation.com](mailto:info@imdassociation.com)

## New Members



IMDA is pleased to welcome this new corporate member:

Churchill Container <http://www.churchillcontainer.com/>  
IMDA now accepts credit cards for payment of new member or membership renewal dues on its website at [www.imdassociation.com](http://www.imdassociation.com).

## The ABC's of IML®: A Basic Course

The 2014 edition of the ABC's of IML: A Basic Course will be presented on Thursday, May 8, 2014, at the DoubleTree Hotel & Conference Center Chicago North Shore, Skokie, IL.

The ABC's of IML, updated yearly, provides a basic grounding in in-mold labeling and in-mold decorating as well as the fundamentals of extrusion blow molding, injection IML, the in-mold process, production of in-mold labels, current markets, functions across the IML value chain and future growth opportunities.

**The In-Mold Decorating Association offers a special registration discount for IMDA corporate members.**

For on-line registration and details, follow this link <http://imdassociation.com/education/the-abcs-of-impl-seminar/> or contact:

In-Mold Decorating Association  
Tel: +1 (480) 473-0301  
Fax: +1 (480) 473-0456  
e-Mail: [ron.schultz@imdassociation.com](mailto:ron.schultz@imdassociation.com)

## Mark Your Calendar...

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

### April, 2014

- **SPE Thermoforming Europe**, April 3-4, 2014, Prague, Czech Republic, [www.4spe.org](http://www.4spe.org)
- **Antec (Decorating & Assembly Div.)**, April 28-30, 2014, Las Vegas, NV [www.4spe.org](http://www.4spe.org)

### May, 2014

- **ABC's of IML®**, May 8, 2014, Skokie, IL [www.imdassociation.com](http://www.imdassociation.com)
- **Thin Wall Packaging (AMI)**, May 20-21, 2014, Chicago, IL [www.amiplastics-na.com](http://www.amiplastics-na.com)

### September, 2014

- **Label Expo USA**, Chicago, IL, September 9-11, 2014 [www.labelexpo-america.com](http://www.labelexpo-america.com)
- **SPE Thermoforming Conference**, September 15-18, 2014 Chicago, IL [www.4spe.org](http://www.4spe.org)

### October, 2014

- **Fakuma**, October 14-18, 2014, Friedrichshafen, Germany. [www.fakuma-messe.de/en](http://www.fakuma-messe.de/en)
- **2014 IMDA Symposium**, October 22-23, 2014, Chicago, IL [www.imdassociation.com](http://www.imdassociation.com)

### November, 2014

- **Pack Expo International**, November 2-5, 2014, Chicago, IL [www.packexpo.com](http://www.packexpo.com)



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*"The In-Mold Messenger" editor: Ron Schultz*

*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.*