



THE IN-MOLD MESSENGER

June, 2014

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 CBW Automation
 Distinctive Plastics
 General Press Corp
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 Netstal Machinery
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2014 IMDA Awards Competition

Soon it will be too late to enter the 2014 IMDA Awards Competition. By the time you read this it will be very close to the June 30, 2014 deadline for sending in your entry for the Eighth Annual competition. New this year is a Best Prototype category in which you can enter any in-mold labeled package or in-mold decorated durable product that is not yet in commercial production. The other categories 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

IMDA members get a US\$50 discount on each entry fee.

It's easy to submit an entry:

1. Choose your product
2. Complete the entry form
3. Send to IMDA

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

Complete information and entry forms are available [here](#)

Don't wait any longer! Enter now!

News Bits...

Welcome to our breaking news column.

As part of its ongoing service to the IML/IMD community world-wide, the In-Mold Decorating Association is adding new resources to its website at www.imdassociation.com.

IML TECHNICAL GUIDELINES

The IMDA Technical Guidelines, accessible since 2007 on the IMDA website by IMDA corporate members, are now available to the public in condensed form for \$25. These 18 useful IML test methods, originally developed by the IML Industry Standards Committee in the 1990's and hosted on the RBS Technologies website from 2001 to 2007, are administered by the IMDA Technology Committee. Click [here](#) for more information.

GLOSSARY

In addition to the Technical Guidelines, the newly updated full IMDA glossary is now on the public side of the IMDA 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.

Gold Sponsors



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2014 IMDA Symposium

The 2014 IMDA Symposium, “IML/IMD: Concept to Completion”, is a unique event that offers a glimpse into the successful collaborative development projects that produced winners in recent IMDA Awards Competitions. The Symposium is October 22 – 23, 2014, at the DoubleTree Chicago North Shore Hotel & Conference Center, Skokie, IL, USA. 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. The concurrent workshops are:

- Durable Consumer Products
- Durable Industrial Products
- Consumer Packaging
- Consumer Packaging Family Sets

Their stories of “how they did it” will inspire you.

In addition to these exciting workshops, you will hear these interesting papers:

- Understanding IML/IMD
- Making the Move to IML/IMD
- Made the Move: What Next:
- Judging the Best of the Best

Rounding out this Symposium are our keynote speaker, presentation of the 2014 IMDA Awards at the Symposium dinner and many networking opportunities in our exhibit hall.

Be sure to take advantage of the Early Bird registration discount by July 18th and save \$100.

For complete Symposium information, click [here](#).

2014 IMDA SYMPOSIUM EXHIBIT HALL

Host an exhibit table where you can greet attendees and promote your IML/IMD business. The exhibit hall is located in the main Symposium meeting room throughout the event. Availability is limited, so **act now!**

For more information, click [here](#).

2013 IMDA Symposium Workshops

This is the final installment in our series of workshop recaps from the 2013 IMDA Symposium in Lowell, MA. In this issue are recaps from “Competing Label Technologies in the Age of ‘Big Box’ Retail”, led by Dennis Richmond and “Printing & Die Cutting Issues”, led by Joe Hirtzer. Each of these recaps is a compilation of information from three workshop sessions.

COMPETING LABEL TECHNOLOGIES IN THE AGE OF “BIG BOX” RETAIL

Most Important Item

The shapes and sizes of containers being specified by the Big Box retailers are driving the injection IML and more recently thermoformed IML solutions versus shrink sleeve containers. This is unlike Europe where the consumer seems to have the most influence on the container designs and decoration.

Other Problems and Concerns

One common concern among all the workshops was that Brand Owners and Marketers in general are not as familiar with the in-mold decorating technologies available as they could be.

Unique Solutions to Problems

IML is very competitive against the billboard image of shrink sleeve. Container light weighting is helped by the IML label being part of the container’s walls versus on top of them. Container lids can match the containers with the same label materials with IML labels. In addition, a 5-sided IML label offers an added billboard space on the bottom of the container, unlike a shrink sleeve solution. High imagery enhancements on in-mold labels with metal foil, for example, are not possible with shrink sleeve labels.

Unresolved Issues

How to more fully inform and educate Brand Owners on the latest in in-mold decorating? The IML industry’s lack of connection with major national food chains seems to stifle the growth in new decorating technologies.

Miscellaneous Items

The objection that in-mold decorating does not provide enough flexibility to respond to market surges compared with other decorating technologies like shrink labels appears not to be the case. IML containers are more durable than other decoration methods at the filling line. There are no returns of products due to label decoration issues.

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2013 IMDA Symposium Workshops (Continued)

PRINTING & DIE CUTTING ISSUES

The session on die cutting was very active and engaging. The attendees offered lots of opinions. These were the topics discussed:

- Thin vs thick films
- White vs clear
- Metalized Films
- Transverse vs Machine Direction (TD vs MD)
- Difficult shapes
- Center hole punching
- Accuracy
- Curl
- Operating costs

Given that 60-70% of the technical issues with In Mold are associated with die cutting, this topic should always be on the A list for breakout sessions. What really jumped out at me was the dynamics of the setting. When you have people sitting around a table in a classroom type environment, they tend to be more spontaneous and forthright. These were the subject areas that generated the most comments.

TD vs MD: There was a universal agreement that TD and MD are very important in the In Mold world. This must always be tested in print trials before final layouts are made. Some applications require that art be oriented to either MD or TD to insure more accu-

racy in the application. Films do tend to stretch and this must be taken into consideration before plates and dies are made.

Rotary vs reciprocal die cutting: Some attendees insisted that rotary is inferior. Operating cost of rotary vs reciprocal: No agreement here, just a general discussion. Another area of agreement was that metalized films do tend to be harder on dies.

Thin vs thick films:

Films are easier to manage in the 2 mil to 4 mil range. Clear film is easier to die cut than white film due to the presence of TiO₂ in white film.

Difficult Shapes must always be evaluated before dies are designed.

Center hole punching is not that difficult

Accuracy: Depends on rotary vs reciprocal. Also MD vs TD

Inks: Some inks affect the ability of a label to hold static. Some inks are more likely to cause curl. Some inks and coatings can lead to part warping.

The session seemed too short and I think all in the group found it interesting.

IMDA Websites

IMDA has consolidated its websites with the retirement of SourceIML, the Directory of In-Mold Labeling. The www.sourceiml.com URL is now re-directed to the IMDA website at www.imdassociation.com. The functionality of SourceIML is incorporated into the IMDA member directory and exclusively promotes their interests. With the retirement of SourceIML, non-members who were subscribers on SourceIML are invited to join IMDA as corporate members so that they can once again enjoy the promotional benefits previously offered by SourceIML. Visit our [member directory](#) and imagine how your company's logo will look on our site.

New Sponsor

IMDA welcomes its new sponsor

Çakırlar Matbaacılık Ambalaj San. ve Tic. Ltd. Şti., www.cakirlar.com

Çakırlar is a printing company in Istanbul, Turkey, whose specialty is in-mold labels.

New Member



IMDA is pleased to welcome this new corporate member:

Fairway Injection Molding Systems, <http://www.fairwaymolds.com/>

IMDA now accepts credit cards for payment of new member or membership renewal dues on its website at www.imdassociation.com.

For IMDA Members Only

Jobs Listings

A new benefit for our members and visitors to the IMDA website 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

Pack Expo 2014

Visit IMDA at 2014 Pack Expo International, November 2 - 5, 2014, at McCormick Place, in Chicago IL USA

Our booth, N-4520, is located in the Association Pavilion in the North Hall near the Grand Concourse Lobby. On display will be the winning entries from the 2014 IMDA Awards Competition plus many other interesting in-mold labeled packages. IMDA members will be there to greet you and discuss questions you may have about in-mold labeling.

The winners of the 2014 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.

Mark Your Calendar...



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

September, 2014

- **Label Expo USA**, Chicago, IL, September 9-11, 2014 www.labelexpo-americas.com
- **SPE Thermoforming Conference**, September 15-18, 2014 Chicago, IL www.4spe.org

October, 2014

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

November, 2014

- **Pack Expo International**, November 2-5, 2014, Chicago, IL www.packexpo.com

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.