



THE IN-MOLD MESSENGER

September, 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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2014 IMDA Symposium and Exhibit Hall

The 2014 IMDA Symposium and Exhibit Hall, "IML/IMD: Concept to Completion", is already attracting attendees from all sectors of the IML/IMD industry. They want to learn about the successful development projects that produced prize winning in-mold labeled packaging and durable products honored in recent IMDA Awards competitions. Interactive workshops will allow attendees to ask questions of the industry experts who developed the products. The workshops are supported by presentations explaining IML/IMD project management as well as the Awards judging process.

The keynote speaker at the Symposium and Awards dinner is Mr. Mike Ferrari, who was formerly Global R&D Associate Director of Packaging & Print Decoration Development at Procter & Gamble. Mike will speak on "The Golden Age of Print: How IML/IMD Can Prosper."

The IMDA 2014 Symposium & Exhibit Hall is October 22-23, 2014, at the DoubleTree Chicago North Shore Hotel & Conference Center, Skokie, IL, USA. Click [here](#) for complete Symposium program and registration details.

This tightly integrated Symposium is designed for brand owners, molders, label printers, material and automation suppliers and anyone involved in or planning to enter the in-mold labeling or decorating industry. This is a unique program not available elsewhere.

Register now as the Symposium hotel room block will expire on September 30, 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 area throughout the event. Availability is limited, so act now! For more information, click [here](#).

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
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 - count and mark precise label stacks
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 - permanent perfect label size
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- One complete solution from one single source -
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- 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.

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2014 IMDA Award Winners

The In-Mold Decorating Association has announced the winners of its eighth annual IMDA Awards Competition. New categories for this competition include Best Thermoformed Durable IMD Part and Best Prototype Package/Part. Awards winners will be honored at the 2014 IMDA Symposium on October 22, 2014, in Skokie, IL. They will be on display in the PMMI Showcase of Packaging Innovations™ at Pack Expo International, November 2-5, 2014, as well in the IMDA booth #N-4531. The IMDA proudly presents the winners of the 2014 IMDA Awards.

Best Injection Molded (IML) Package, Gold Award

TrustPack – Uncle Ben's

Submitted by: *IPL Inc.*
Brand Owner: *Mars Canada*
Molder: *IPL Inc.*
Label Supplier: *Inland Label*



Mars Canada approached IPL looking for a container that is reusable, easy to manipulate, and that is easy to portion for a Chinese New Year promotion. TrustPack fit their needs, along with the benefits of IML. Once the contents are consumed, the container can be reused. The handles on the side make handling very simple and easy. A window is integrated into the artwork with portion indicators to make it as user-friendly as possible.



Best Injection Molded Durable IMD Part, Gold Award

Logitech Mouse Top Housing

Submitted By: *In Mold Technology Inc.*
Brand Owner: *Logitech*

Molder: *In Mold Technology*
Label Supplier: *In Mold Technology*

In Mold Decoration allowed the customer (Logitech) to achieve their design intent of a rich high gloss finish, incorporating a second surface gradient graphic for maximum 1st surface durability for this capacitive touch mouse. This product was run in both high-gloss black and white.

Best Injection Molded Durable IMD Part, Silver Award

Advanced Dual Air Technology Controller

Submitted By: *Serigraph*
Brand Owner: *Sleep Number*
Molder: *Serigraph*
Label Supplier: *Serigraph*

The remote's attractive high-gloss piano black and matte silver finish, along with its back lit buttons, is an elegant, durable and practical device that enhances the Sleep Number experience. IMD provides the required durability, allows for multiple colors, makes it easy to switch SKUs in molding due to different button configurations, and reduces post-mold decoration to save resources.



Best Part Design, Gold Award

KFC Go Cup

Submitted By: *CBW Automation*
Brand Owner: *KFC*
Molder: *Berry Plastics*
Label Supplier: *Korsini-SAF*



This innovative food service package features an in-mold label around a divided cup which fits into a car cup holder. The package helped drive Kentucky Fried Chicken's new snack menu last fall and was featured in Super Bowl commercials. The in-mold label features KFC's everyday branding and logo, and can easily be changed for promotional or seasonal artwork. This unique design was a collaboration between Yum Brands and Berry Design Center. It has set a new standard in the food service packaging market, combining portability with great graphics.

Best Product Family, Gold Award

Film Seal Round

Submitted By: *IPL Inc.*
Brand Owner: *Arla Foods*
Molder: *IPL Inc.*
Label Supplier: *Inland Label*



Arla Foods Canada was looking to re-launch their Tre Stelle brand of fresh cheeses to give it a more premium-looking packaging. IPL provided the Film Seal Round container to meet the customers objective. Arla went from white offset printed containers to IML decoration, with color assorted lids to differentiate their products from one another. This enabled them to have a premium look and feel that benefits Tre Stelle as a whole.

Best Product Family, Silver Award

Skippy Singles

Submitted By: *Inland Label*
Brand Owner: *Hormel Foods*
Molder: *Berry Plastics*
Label Supplier: *Inland Label*



The clear film label substrate allows consumers to see through the re-sealable canister and view the six single-serve cups inside. It also features a clear front panel and small back panel so consumers can see when they need to purchase more.

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News Bits...

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 are administered by the IMDA Technology Committee. Click [here](#) for more information.

NEW - Educational technical articles can now be found under the Education tab or click [here](#)

2013 IMDA Symposium Workshops (Continued)



**Best Thin Wall Package,
Gold Award**
64 oz. IML TRIM Pail
Submitted By: *StackTeck*
Brand Owner: *PT Fast Food Indonesia*
Molder: *Srithai Superware*
Label Supplier: *Korsini-SAF*

IML has enabled high quality decoration of the TRIM (Thin Recess Injection Molding) part which has wall thicknesses about half that formerly considered possible with conventional thin-wall molding technology. Full wrap label provides extensive coverage of the container over a large surface area, enabling a dual message presented on opposite sides of the container.

Best Thermoformed Durable IMD Part, Gold Award

Hino Hybrid Badge

Submitted by: *TASUS Canada*
Brand Owner: *Hino Motors*
Molder: *TASUS Canada*
Label Supplier: *TASUS Canada*



This unique flexible (conforms to contoured surfaces) IML badge, utilizes a bright chrome fluoropolymer film that is environmentally friendly and highly durable. Six separate screen printed colors plus a UV protective clear coat provide a very cost effective method to produce a multi-colored thermoformed part. Complex registration and tight tolerance forming is achieved through distortion art and a precise control of temperature across the printed sheet.

**Best Prototype Package,
Gold Award**
IPL SkinnyPack
Submitted By: *IPL Inc.*
Molder: *IPL Inc.*
Label Supplier: *Precision Press*



SkinnyPack is a thin, yet strong packaging technology that fuses a flexible, printable film to a sturdy, rigid frame. It offers remarkable IML graphics for greater shelf appeal. SkinnyPack uses less plastic, therefore lighter for improved eco-sustainability. The combination of the thin lightweight film and sturdy frame makes it a perfect packaging technology to stand out from the shelves and attract the consumer's attention!

*Congratulations to all of the winners of the
2014 IMDA Awards Competition.*

Fall 2014 "Short Shot" Business Survey

Introducing our Fall 2014 "Short Shot Business Survey", a market trend and insight survey for the IML/IMD industry. This brief survey is a real-time market study to gauge the momentum and growth of companies that have a vested interest in in-mold labeling of packaging (IML) and in-mold decoration of durable products (IMD). No personal information is collected and the results will be published in the next issue of this newsletter and on the IMDA website. The survey is just six questions, only takes five minutes of your time and is available through October 31, 2014. Click [here](#) to take the survey.

New Sponsors

IMDA welcomes two new Gold sponsors

StackTeck Systems Ltd., www.stackteck.com

StackTeck is a leader in integrated plastic tooling solutions for the injection molding industry.

Precision Press, Inc., www.precisionpressinc.com

Precision Press is a North American printer specializing in IML.

Pack Expo 2014



Visit IMDA in booth N-4531 at the 2014 Pack Expo International, November 2 - 5, 2014, at McCormick Place, in Chicago IL .

IMDA members will be on hand to greet you and discuss questions you may have about in-mold labeling and decorating. They will also 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 2014 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.

President's Message

“Get in” to “Get out”

The other day a friend of mine mentioned an article that was written about our company in a local business journal and he wondered how I got such nice PR. I told him it came through a referral I received from someone in our local chamber of commerce. My friend scoffed and said his company used to belong to the chamber, but he felt he wasn't getting anything out of it. I asked him if he ever attended any of the meetings or events and he said, “no - he was too busy.”

It seems odd to me that he had this expectation that he should “get something” from an organization that he doesn't participate in.

Obviously, you can see where I am going with this; the IMDA is having our 2014 Educational Symposium on October 22-23. When you consider our plans for workshops, award ceremony and our keynote on innovation, there is a lot someone can “get out” of this event, but you have to be there to get it.

So what do you “get out” of the IMDA? Well you have to “get in” to it to get something out of it. So “get in” and attend our Symposium, you will be amazed at what you “get out”.

See you in October in Chicago!

Bob Travis
President of IMDA

Mark Your Calendar...



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

September, 2014

- **SPE Thermoforming Conference**, September 15-18, 2014 Chicago, IL www.4spe.org

October, 2014

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

November, 2014

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

December, 2014

- **Thin Wall Packaging 2014**, December 2-4, 2014, Cologne, Germany www.amiplastics.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.