



THE IN-MOLD MESSENGER

May, 2007

CHARTER MEMBERS

- Arjobex America
- CBW Automation
- Distinctive Plastics
- Express Label & Graphics
- General Press Corp
- Global Packaging
- GPA Specialty Substrates
- Netstal Machinery
- Nypro Inc.
- StackTeck
- Transilwrap
- Treofan America
- Xtreme Graphics

IMDA Awards Competition

The In-Mold Decorating Association proudly announces its First Annual Awards Competition.

The 2007 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 in the following categories:

- Best Part Design
- Best Thin Wall Packaging
- Best Injection Mold Packaging
- Best Blow Mold Packaging
- Best IMD Durable Product
- Best Label Design

Entries for this international competition must be received by July 2, 2007.

Award winners will be recognized at IMLCON07, October 10-12, 2007, in Scottsdale, AZ, USA. The Award winners will be announced in the October, 2007 issue of *Package Design Magazine* and posted on the IMDA website.

Complete entry details, rules and entry form are available at

<http://www.imdassociation.com/resources/imdrulesentry.pdf> or by contacting:

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Enhancements Expand IMDA Website

New features are now available on both the public side and members-only side of the IMDA website. The Calendar of Events is continually updated with IML and IMD related conferences and trade shows of interest to all those in the in-mold community. A new "Getting Started Guide" is now available in its entirety to members and in summary form to other website visitors. This is a "must have" resource for any company new to the in-mold labeling and decorating value chain. IMDA members also have access to the IMDA Procedural Guidelines which are recommended test methods for in-mold labeled and decorated products and components. Currently under development are the "Trouble Shooting Guide" and Case Studies. We expect to have these and other enhancements ready for IMDA members within the next few months.



IMDA Featured at IMLCON07

The IMDA will once again play a key role at the International In-Mold Labeling Conference. When IMLCON07 convenes October 10-12, 2007, at the Radisson Fort McDowell Resort in Scottsdale, AZ, USA, IMDA will have a prominent presence on the program. Association members will offer four featured presentations and chair three workshops during the three day conference. The presentations offered by IMDA members are:

- “Rotary Die Cutting of IML”, *Karl Schober, Schober USA*
- “Lenticular and Specialty In-Mold Labels”, *Larry Buck, Xtreme Graphics*
- “IML – The Keys to Growth in North America”, *Jon Knight, Treofan America*
- “The Science of the In-Mold Label”, *Brian J. Fleming, Precision Press, Inc.*

New to this year’s Conference are three interactive workshop break-out sessions. Each workshop will be offered in four groups to accommodate the expected large conference attendance. The workshop titles are:

- “IMD of Durable Products”, led by *Tim Curnutt, Distinctive Plastics.*
- “Injection IML of Thin Wall Packaging”, led by *Michael Sansoucy, Netstal Machinery.*

- “Printing and Converting of In-Mold Labels and Decorations”, led by *Bob Travis, Express Label & Graphics.*

The IMDA Awards will be presented to the Awards Competition winners at the Conference dinner.

IMLCON07 promises to be one of the most diverse International In-Mold Labeling Conferences ever offered by AWA Conferences featuring:

- Fifteen presentations by IML and IMD industry experts
- Three interactive workshop sessions
- Expert panel discussion and Q&A
- Table top exhibit hall
- Supplier forum
- IMDA Awards presentation

A limited number of sponsorships are still available for this key, high profile conference. For sponsorship information and easy, fast on-line registration visit the AWA website at www.awa-bv.com

“IMLCON07 promises to be one of the most diverse International In-Mold Labeling Conferences ever offered by AWA Conferences...”



Attentive delegates at IMLCON06

IMDA Speakers at Molding 2007 by Michael Sansoucy

At the Molding 2007 Conference held in Austin, Texas, February 19-21, 2007, approximately 150 molding professionals from around the industry spent three days discussing the latest trends in injection molding. While there was no official theme for the conference, most of the speakers talked about how to remain competitive in today's environment of increasing resin and energy prices as well as cost pressures from Asia.

Three member companies of the IMDA were part of a panel speaking on in-mold labeling and thin wall packaging. With the push for more efficient ways to manufacture, IML offers great cost saving alternatives. The talks by Jordan Roberston of StackTeck, Mike Sansoucy of Netstal, and Dennis Richmond of Nypro got many positive reviews from the participants. In addition to the high quality presentations, the city of Austin proved to be a wonderful host city with its great weather and fantastic restaurants. You sure don't want to miss next year's conference in San Francisco!

New IMDA Members

IMDA is pleased to welcome these new corporate members to the Association:

- **Precision Press**
- **Schober USA, Inc.**
- **Technimark**

IMDA Annual Meeting

The IMDA will hold its annual meeting at 9:00am on Wednesday, October 10, 2007, at the Radisson Fort McDowell resort, Scottsdale, AZ. The meeting will precede the opening of IMLCON07 at the same location. All conference delegates are welcome to attend.

*All
IMLCON07
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attend the
IMDA annual
meeting.*

Mark Your Calendar...

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

June, 2007

- **CMM International 2007**, June 4-7, 2007, Rosemont, IL, USA, www.cmmshow.com
- **EastPack**, June 12-14, 2007, New York, NY, USA, +1-310-996-9499 www.eastpackshow.com

September, 2007

- **GRAPH Expo and Pack Print**, September 9-12, 2007, Chicago, IL, USA, +1-703-264-7200 www.gasc.org
- **LabelExpo Europe 2007**, September 26-29, 2007, Brussels, Belgium www.labelexpo-europe.com

October, 2007

- **IMLCON07**, International In-Mold Labeling Conference, October 10-12, 2007, Scottsdale, AZ, USA, +31-20-676-2069 www.awa-by.com
- **Pack Expo Las Vegas**, October 15-17, 2007, Las Vegas, NV, USA, +1-703-243-8555 www.packexpo.com
- **K2007**, October 24-31, 2007, Dusseldorf, Germany www.k-online.de

November, 2007

- **LabelExpo Asia**, November 28-30, 2007, Shanghai, China www.labelexpo-asia.com

PRESIDENT’S MESSAGE — “Best Kept Secret?”

The other day I met with the CEO of a molding company who told me that they are the “best kept secret” in the molding industry and they liked it that way. His reasoning was that by not being known, their competition would not know about them and therefore not steal their customers. This “stealth” approach to marketing is not an uncommon thought process; I have often heard company presidents or CEOs talk about “flying under the radar” or “word of mouth” marketing, but who are these companies really hiding from?

If your competition doesn’t know about you, are they really your competition? If your customers are in business for the long run, then they are always looking for new suppliers who can reduce cost or add value to their products. There is competition for your customers not because your competition is watching your every move, but because customers are driven by market forces to make their products better or lower in cost.

So if your approach is to be a “best kept secret”, who are you really keeping the secret from? I would argue that by not telling the marketplace about your company and the value you add, then you are only keeping your company secret from new potential customers. I believe being a “best kept secret” limits a company’s growth and does little to preserve the business they have.

So how can the IMDA help a company get out of the stealth marketing mode? This year we will host the first annual IMDA Awards. We are soliciting companies from all over the world to show off their very best use of IML and IMD to create value or reduce cost for their molded products. We believe it will help companies show off their expertise and tell potential customers about the value of IML/IMD. Of course by submitting an entry you may be telling your competition who you are doing business with, but more importantly you will be telling your competition’s customers why they should be doing business with you. If you ask me, that is a secret worth telling.

To learn more about our IMDA Awards categories and how to submit a product for consideration, see the related article on page one of this news letter.

— Bob Travis, *President, IMDA*

“...if your approach is to be a ‘best kept secret’, who are you really keeping the secret from?”

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.

IN-MOLD DECORATING ASSOCIATION

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