



THE IN-MOLD MESSENGER

January, 2008

IMDA Awards Competition Winners

CHARTER MEMBERS

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

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The first annual IMDA Awards were presented to the winners of the 2007 IMDA Awards Competition on October 11, 2007 at IMLCON07 in Scottsdale, AZ, USA.

The 2007 Competition recognized the industry's best in-mold labeled packaging and in-mold decorated durable products. Fifteen companies from North and South America, Europe and Australia submitted a total of 34 entries to a panel of three impartial judges. The winning entries were chosen based on creativity in design, engineering and innovation. The winners of the 2007 IMDA Awards were:

Best of Show Award



One Kg. Yogurt Tub
National Foods Limited (Australia)

Molder: VIP Packaging

The challenge in designing this innovative new Yoplait package was to use technology to differentiate the product in the marketplace. This was done through unique on-pack tamper evidence, custom designed comfort grip, pouring spout and stand out, photo-quality in-mold labeling.

Best Thin Wall Packaging

Pasta Sauce Container
Olivieri Foods, div. of Canada Bread

Molder: North America IML Containers Inc.

These North America IML Containers are evocative of high quality pasta sauces from a fine Italian restaurant. The five sided in-mold labels in rich Italian colors allow viewing of the product under a dramatic and elegant lid design.



Best IMD Durable Product

Baby Pacifiers
Evenflo
Decoration: IGH Solutions



In designing these eye-catching pacifiers, special consideration was given to gating, parting line, in-mold label placement and retention to allow for an exceptional lenticular effect. This product is an example of effective in-mold decoration of very small parts.

Best Part Design

Gelato Cup & Lid
Wells' Dairy, Inc. - Blue Bunny
® Brand Ice Cream and Frozen Novelties
Molder: Cups4You USA



Wells' Dairy created a package with a unique shape in the ice cream category which is transparent enough to let the beauty of the product show through. They designed a label to work flawlessly with the three dimensional geometry of the container and would reflect the product's Italian heritage while maintaining the Blue Bunny brand image.

Best Label Design

Soft Drink Stadium Cup
The Coca-Cola Company
Labels: Hammer Packaging

This large stadium cup was challenging to mold consistently without the label shifting position or wrinkling in the mold while maintaining good post mold durability. The printing process was carefully adjusted to achieve desired cure of the UV black background ink.



These five award-winning products were displayed in the PMMI "Showcase of Packaging Innovation" at Pack Expo Las Vegas, October 15 – 17, 2007.

IMDA Featured at IMLCON07

With 138 delegates in attendance, IMLCON07, October 10-12, 2007, in Scottsdale, AZ, USA, was one of the most successful International In-Mold Labeling Conferences yet offered by AWA Conferences. As a co-sponsor of IMLCON07, IMDA offered five very well received presentations and three heavily attended interactive workshops. The presentations offered by IMDA members were:

- “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.*
- “Success Oriented Strategies for IML – How to Increase Profitability by IML?” *Wolfgang Czizegg, Waldorf Technik GmbH.*

The workshops led by IMDA members were a new feature at IMLCON07:

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

led by *Rick Shaffer, Netstal Machinery.*

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

These workshops were so popular that many sessions were standing room only.



An integral part of IMLCON07 was the presentation of the 2007 IMDA Awards at the Conference dinner on October 11, 2007. Senior managers of the award recipient companies were on hand to receive their award trophies, some even traveling from as far away as Australia.

For 2008, AWA Conferences has scheduled two International In-Mold Labeling & Decorating Conferences. IMLCON08 Europe will take place June 5-6, 2008, in Amsterdam, The Netherlands and IMLCON08 North America, co-sponsored by IMDA, is scheduled for October 22-24, 2008 in Phoenix, AZ, USA

“These workshops were so popular that many sessions were standing room only.”



Attentive delegates at IMLCON07

IMDA at Pack Expo Las Vegas



The IMDA booth at Pack Expo Las Vegas, October 15-17, 2007, Las Vegas Convention Center, attracted a steady stream of interested visitors. The Association exhibited products made by its members as well as the winners of the IMDA Awards Competition. The items that seemed to draw in the most people were the display of promotional cups decorated with lenticular labels from IGH Solutions. The illusion of depth and motion conveyed by these lenticular decorated products seemed to mesmerize all that passed by the booth. The IMDA members manning the booth had to pay close attention to prevent these popular cups from disappearing. Our exhibit was highly successful and we expect to do even better at our next trade show.

New IMDA Members

IMDA is pleased to welcome these new corporate members:

- CTP Packaging Europe
- Ermo North America
- Inland Label & Marketing
- Rolco
- Smyth Companies
- Waldorf Technik GmbH
- Waterway Plastics
- Wittmann, Inc.

IMDA Annual Meeting

The second annual meeting of the In-Mold Decorating Association was held on October 10, 2007, at the Radisson Fort McDowell Resort, Scottsdale/Fountain Hills, AZ. The meeting immediately preceded the opening of IMLCON07 at the same location. Attending the meeting were about 35 members and guests. Membership in IMDA grew from 16 at the 2006 annual meeting to the current 27 corporate members. The treasurer's report showed the Association's finances to be in good shape due to careful cost control and solid recruiting. The 2007 business plan was reviewed, successful implementations discussed and a commitment made to include programs not yet launched in the 2008 plan. The winners of the IMDA Awards Competition were announced for the first time to our members and guests, committee activities and responsibilities reviewed, and new enhancements to the IMDA website explained. The meeting closed with election of the 2008 board of directors.

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Mark Your Calendar...

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

January, 2008

- **West Pack/Plastec West**, January 29-31, 2008, Anaheim, CA, USA, www.canontradeshows.com

February, 2008

- **Molding 2008**, February 18-20, 2008, San Francisco, CA, USA, www.executive-conference.com

March, 2008

- **Plastics USA**, March 4-6, 2008, McCormick Place, Chicago, IL, USA, www.plasticsindustry.org
- **ABC's of IML**, March 27, 2008, Skokie, IL, USA, www.rbstechnologies.com

April, 2008

- **Interpack 2008**, April 24-30, 2008, Dusseldorf, Germany, www.interpack.com

May, 2008

- **Drupa**, May 29-June 11, 2008, Dusseldorf, Germany, www.drupa.de

June, 2008

- **IMLCON08 Europe**, June 5-6, 2008, Amsterdam, Netherlands, www.awa-bv.com

PRESIDENT’S MESSAGE — “Wow - What a Year!”

As I write this letter at the close of 2007 looking forward to 2008, I can only say, “Wow - What a year”. As I look back, it has been a great year for the IMDA. The Association gained real momentum in 2007 as our membership grew, our presence increased at trade-shows and our Association annual meeting culminated with the first annual IMDA Awards. It was a great year, thanks in no small part to our volunteers and especially for the efforts of our Executive Director, Ron Schultz.

But the same “Wow” applies to the coming year. We have set an aggressive agenda for the IMDA in 2008. Our goals are to double our membership, increase our publicity and trade-show participation, sponsor IMLCON08 Europe and North America and launch market studies and new technology reports. When you consider these initiatives and the continuation of last year’s achievements, including the IMDA awards, all one can say is, “Wow, what a year” we have planned for ourselves.

We have come a long way, but this year we are going even farther. To get there, we need the help of everyone associated with the IMDA. If you are a member start recruiting others to join our group now. If you want to join a committee and help move our agenda forward, contact a committee chairman or board member today. If you are a committee member, begin the work that will move us toward our goals. If you are a board member, stay enthusiastic and committed. Together we can create an organization that will benefit us all.

Thanks again to everyone who made 2007 a great success and with your help, at the close of 2008 we should all be able to sit back and say even louder, “Wow – What a year!”

May your new year be exciting and prosperous.

— Bob Travis, *President, IMDA*

“We have set an aggressive agenda for the IMDA in 2008.”

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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