



THE IN-MOLD MESSENGER

December, 2008

2008 Awards Competition Winners

CHARTER MEMBERS

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

The 2008 IMDA Awards were presented to the winning companies at IMLCON08 North America on October 23, 2008. Forty-six entries were submitted by 20 companies world wide for review by the competition's three judge panel. The judges selected the best out of each of the seven categories plus two honorable mentions based on creativity in design, engineering and innovation.

The IMDA proudly presents the winners of the 2008 IMDA Awards:

Best Part Design



Swatch Buttons

Submitted by: *Aspasie IML*; Molder: *Plastifil*

The challenge for this design was definitely the small size of the label. Special cassette loaders were designed to provide easy handling of the little labels by the molder. The little labels required a more precise die-cutting due to the very visible effect of off registry on such a small label. The quality standards required by the customer could only be met by designing an in-mold label printed on a high resolution offset press.



Best Injection Mold Part

Dirt Bike Spoilers

Submitted by : *Polisport* ; Molder: *Polisport*

This part demonstrated a certain degree of complexity in the mold, including 14 "cutouts" that were clean and free of flash, indicating good shutoffs, something that can sometimes present challenges when molding polypropylene material. That the heavy "label" had to fit exactly onto the part, gave some additional complexity to the whole process. The high quality of the mold allowed the in-mold process to produce excellent quality.

Best Blow Mold Part

For: *Seven Powers Perfume*

Submitted by: *Viappiani Printing Srl*



In-mold labeling for small capacity containers offers a real challenge to the market. This 150-ml cosmetic bottle is light, shatter-proof and 100% environment-friendly. The Seven Powers label has very simple but attractive graphics with hot-foil stamping on a thermo-sensitive substrate.

Best Thin Wall Packaging

Chapman's YogurtPlus

Submitted by: *North America IML Containers Inc.*; Molder: *North America IML Containers Inc.*



The molder created a package to give a new dimension to ice cream containers. The Chapman's design features a unique oval shape, an original wrap-around in-mold label that follows the beautiful line of the container and an elegant tamper evident lid.

Best IMD Durable Product

Nescafe Lenticular Cup (22-oz.)

For: *Nestle Mexico*; Molder: *IGH Solutions*



Part of a holiday campaign for Nestle Mexico, this lenticular cup features holiday ornaments communicating the spirit of the season. The Nescafe brand is enhanced all around the lenticular cup, as the division of the artwork into two distinct panels emphasizes the 3D visual impact. Elegantly simplified representations of a pine tree move in the background while each ornament appears on a separate layer towards the forefront.

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2008 Awards Competition Winners – cont'd

Best Label Design

Schätze der Welt

For: Mövenpick

Submitted by: Spies Kunststoffe GmbH



The elegant design of the container and lid are reminiscent of a treasure chest, which corresponds very well to the product name. Special label film was selected to achieve a smooth surface between a high gloss and matte finish. Graphics for each product are evocative of the special flavors unique to the country of origin.

Label Design – Honorable Mention



Preen Garden Weed Preventer

Submitted by: Ropak Packaging

This label is the largest known round in-mold label produced or used in North America – or possibly the world. Because of the large size, several technical challenges had to be overcome to make the project a success.

This entire group of Award winning products is shown on the IMDA website. It was also displayed in the PMMI "Showcase of Packaging Innovation™" at Pack Expo International 2008 in Chicago, November 9-13, 2008.

Best Product Family

Olay Definity Skin Care Products

For: Procter & Gamble

Submitted by: Smyth Companies/Technimark; Molder: Technimark



For the launch of Procter & Gamble's new skin care line, Olay Definity, a new cylindrical package was requested with high quality printing and the ability to view the suspended product inside. The solution came together with a polystyrene container and a clear IML label. The second generation of art integrated a hologram to add additional elegance and shelf presence to the package. The combination of materials, art and holographic content provided a challenge but resulted in a package that truly speaks to the brand's identity.

Product Family – Honorable Mention

Maxx Scoop Litter (7-kg)

For: Nestle Purina Canada;

Submitted by: Gateway Plastics



Gateway Plastics created and developed this product family for Nestle/Purina to increase the package quality over previous pail designs that used thermal transfer or sleeve decorating methods. The in-mold label solution allowed for the best possible reproduction of colors and photographic images with minimal defects. Beyond image quality, Gateway created a unique container design and implemented proprietary processing techniques to create a robust solution that reduced product handling, scrap and inventory exposure.

IMDA Exhibit at Pack Expo International 2008



The IMDA booth at Pack Expo International 2008, November 9-13, 2008, McCormick Place in Chicago, was quite a busy place. Eight IMDA members volunteered their time at the booth to greet the steady stream of visitors interested in IML and IMD. On display at the IMDA booth were the winners of the 2008 IMDA Awards Competition along with many other in-mold labeled and in-mold decorated products. The IMDA Awards winners were also on display in the PMMI "Showcase of Packaging Innovations™" in another hall at Pack Expo. Our participating members were pleased with the contacts that they made and IMDA appreciates their assistance.

IMDA at IMLCON08 North America

The 120 delegates in attendance at IMLCON08 North America were rewarded with a feature-packed conference as well as a beautiful venue. Held in Tempe, AZ, USA on October 22-24, 2008, the Conference was co-sponsored by IMDA whose members offered three presentations and led three concurrent workshop sessions. The three IMDA-sponsored presentations were:

- “Increasing Profitability with IML”, *Wolfgang Czizegg, Waldorf Technik GmbH*
- “Plastic Part Design for IML”, *Jordan Robertson, StackTeck Systems, Inc.*
- “In-Mold Decorating – The Lean Approach to Plastic Decorating”, *Bob Travis, Vibrant Graphics*

Three concurrent workshop sessions – offered in four consecutive time slots – were led by IMDA members:

- “Getting Started with IML/IMD”, led by *Larry Buck, IGH Solutions*
- “Trouble Shooting IML Applications”, led by *Bob Travis, Vibrant Graphics*
- “Lightweight Thin Wall Packaging”, led by *Michael Sansoucy, Netstal Machinery*

All of the sessions were well attended with many questions asked by the groups of delegates.

Composite recaps of the three workshops are available on the IMDA website to IMDA members who were unable to attend the conference.

A highlight of IMLCON08 North America was the presentation of the 2008 IMDA Awards to representatives of the winning companies at the conference dinner on October 23, 2008.

“IMDA...members offered three presentations and led three concurrent workshop sessions.”

IMDA Annual Meeting

The In-Mold Decorating Association held its third annual meeting on Wednesday, October 22, 2008, at the Marriott Buttes Resort, Tempe, AZ, USA. Since the last annual meeting, corporate membership has grown by more than 1/3 from 27 to 37 members. The Treasurer’s report showed positive fiscal health due to membership growth and prudent management of expenditures over the past year. Much credit for our membership growth is given to the IMDA Awards competition. The President’s report showed that the IMDA has meet most of its goals for 2008 but that several are still in the planning and execution stages. Each of the five IMDA committees presented a report of its activities and plans for 2009. The meeting concluded with election of the 2009 board of directors followed by individual ad-hoc committee meetings.

Membership in IMDA grew from 16 at the first annual meeting to the current 37 corporate members.

New Website Features

The IMDA website at www.imdassociation.com, available to visitors 24/7, is continually updated and enhanced with new information and features for the global IML/IMD community. One of these new features is our Member Showcase page. The Member Showcase highlights current newsworthy articles or other information about IMDA members.

New IMDA Members

IMDA is pleased to welcome these new corporate members:

- Aspasia Inc.
- Standard Register
- Walle Corp.

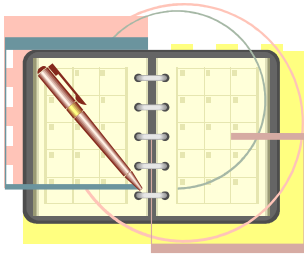
With these three new members we now have 36 corporate members.

Visit the "Member Listing" page on the IMDA website for a complete list of our members.

WELCOME

Mark Your Calendar...

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



January, 2009

- **Molding 2009**, January 26-28, 2009, New Orleans, LA, USA, www.executive-conference.com

February, 2009

- **WestPack 2009**, February 10-12, 2009, Anaheim, CA, www.devicelink.com/expo/wpack09

March, 2009

- **ABC's of IML**, March 19, 2009, Skokie, IL, USA, www.rbstechnologies.com

June, 2009

- **NPE 2009**, June 22-26, 2009, McCormick Place, Chicago <http://www.npe.org/>
- **Pack Expo Mexico 2009**, June 23-26, 2009, Mexico City <http://www.expopack.com.mx/>

October, 2009

- **IMLCON09 North America**, October 28-30, 2009, Phoenix, AZ www.awa-bv.com
- **WorldWide Food Expo**, October 28-31, 2009, Chicago www.worldwidefood.com



PRESIDENT’S MESSAGE – “The ‘R’ Word”

Recently, the National Bureau of Economic Research said that the U.S. has been in a recession since December 2007. My first reaction was “wow! – they said the “R” word”, but my second reaction was – “December of 2007!?! Where have I been?”

Now I would like to claim that I haven’t seen any slow down in our business in recent months, but that would not be the total truth. Our traditional, non-IML business has slowed and we are anticipating it will be slow into next year, but honestly the IML printing we are doing continues to grow and the inquiries continue to come in. I can only believe this is because there are some other “R” words that are associated with in-mold decoration.

Words like research, reduce and rejuvenate are all “R” words that were professed by many of our members at the very successful IMLCON in Phoenix this past October. And from the tone of the conference, it would be hard to believe we were 10 months into a recession. I believe this is because IML is an innovative technology and with a little “research” and development, molders have discovered new markets while old markets wither. IML also “reduces” the cost of decorating for many applications and reducing cost is exactly what customers need to hear when a slowing economy increases competitive pressure. And finally “rejuvenate”, when molders and customers discover the appeal of IML, old products can often be rejuvenated. Rejuvenating old parts can extend product life and increase market appeal of older parts far more easily than re-designing and building new parts.

So are we in a recession? No doubt we are. But during this challenging period, we need to focus on the potential of IML to help pull our companies through and concentrate on the promise of our emerging IML markets. Research, reduce and rejuvenate...these are “R” words worth repeating.

– Bob Travis, *President, IMDA*

“...there are some other “R” words that are associated with in-mold decoration.”

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.



*S e r v i n g t h e I M D
 v a l u e c h a i n*

“The In-Mold Messenger” editor: Ron Schultz