



THE IN-MOLD MESSENGER

April, 2009

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

2009 Awards Competition Now Open

There are less than three months left to submit your company's entry for the 2009 IMDA Awards Competition. No entries will be accepted after the June 30, 2009 deadline.

The third annual IMDA Awards Competition will recognize the industry's best in-mold labeled packaging and in-mold decorated durable products in these seven categories:

- Best Part Design
- Best Thin Wall Packaging
- Best Injection Molded Part
- Best Blow Molded Part
- Best IMD Durable Product
- Best Label Design
- Best Product Family (common style or brand)

A three judge panel will select the winning entries based on creativity in design, engineering and innovation.

Award winners will be recognized at IMLCON09 and IMDCON09, October 28-30, 2009, in Tempe, AZ, USA and will be announced in the October, 2009 issue of *Package Design Magazine*.

The winners will also be displayed in the PMMI Showcase of Packaging Innovation at Pack Expo Las Vegas, October 5 – 7, 2009.

Complete entry details, rules and entry form are available at <http://www.imdassociation.com/resources/2009awardentryform.pdf> or by contacting:

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2008 IMDA Awards Winners

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New IMDA Members



IMDA is pleased to welcome these new corporate members:

- MacDermid Autotype, www.macdermid.com
- Polisport, www.polisport.com

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

IMDA at IMLCON09 and IMDCON09

IMDA's Education & Conferences Committee is preparing for the Association's participation in IMLCON09 and IMDCON09, October 28-30, 2009 in Tempe, AZ, USA. Organized by AWA Conferences & Events, this is actually two conferences in one. Delegates will have the opportunity to attend a dedicated session on IML for packaging or a dedicated session on IMD for durable products plus the following:

- FMCG/Brand Owner Forum
- OEM/Durable Goods Manufacturers' Forum
- Tabletop Exhibition
- IMDA Annual Meeting
- Conference Dinner
- 2009 IMDA Awards Presentation
- Networking Opportunities and Social Program
- Golf Outing

IMDA is a co-sponsor of the Conference and will contribute several presentations to the program.

IMLCON08 attracted 120 industry leaders and decision makers from around the world who gathered to learn about the latest trends in in-mold labeling and decoration. If you would like to participate in IMLCON09 or IMDCON09 as a speaker, an exhibitor or sponsor, contact ron.schultz@imdassociation.com or AWA Conferences & Events directly at conferences@awabv.com.



Delegates at IMLCON08

"...this is actually two conferences in one."

Editorial: "Yes, but is it sustainable?"

The hottest buzzword in today's packaging lexicon is "sustainability." Although sustainability means different things to different people, it generally includes minimizing use of energy and non-renewable resources.

When planning decoration of rigid plastic containers, many choices are available including wet glue applied, heat transfer, pressure sensitive, shrink sleeve and in-mold labeling (IML). Which of these choices is the most sustainable? You might be surprised to learn that IML is the most sustainable labeling method, not for what it has but for what it *does not* have.

Consider this list of what IML decoration does not need:

- Post-mold flame treaters
- Post-mold labeling machines

- Extra utilities, such as electricity and gas
- Additional wet or hot melt glue
- Extra labor to operate the labeling machines
- Extra floor space for the labeling machines
- Release liner to recycle or bury in a landfill

In fact, an in-mold labeled container pops out of the molding machine with its label already embedded into the wall of the container. Nothing more is needed to make this container ready for filling with product. All of the other labeling methods must glue a label onto the surface of a molded container in an additional post-mold operation before it goes to the filler or after it is filled with product.

So for sustainability, in-mold labeling wins the prize!

"...IML is the most sustainable labeling method..."

VICE-PRESIDENT'S MESSAGE – "Trying Times"

Since the mailing of the last issue of "The In-Mold Messenger", significant changes have taken place in our country. Some of the changes will affect how we look at our businesses and the decision making process to compete in this very challenging environment. Part of that challenge deals with trying to predict how the new administration deals with the economy. Continuing revelations of the multiple failures of our banking system along with cases of serial fraud on the part of people managing money in the stock market continue to reverberate through our economy. Trust has been broken and it is going to take a long time to undo the emotional as well as financial damage that has ensued. For most of us, we are in uncharted waters in contemplating how we continue to do business with more limited access to capitol and falling unit volumes.

The new administration has initiated the creation of a massive economic rescue plan to shore up banks, insurance companies and businesses which they deem necessary to stabilize things here in the US. The stock market is responding favorably at this point, which is encouraging because that generally precedes a rise in business profits.

The In Mold Decorating Association (IMDA) is composed of companies and individuals who all have a vested interest in the health of the plastics industry in one way or another. Our group includes molders, printers, film suppliers, ink suppliers, mold designers and automation companies as well as other elements of the supply chain. There is a mutual understanding that we need to "get better" as a group and our association supplies a basic platform to do that.

The in-mold process will continue to offer solutions that are demanded by the end users. This includes molded parts with more distinctive designs, additional functionality, reduced cost and speed to market. Admittedly, in-mold opportunities are project specific. However, in the last several years, multiple innovations in our supply chain have broadened our overall appeal. In-mold demand here in North America has been experiencing double digit growth during the last five years and 2008 was no exception.

In spite of all of the negativism we see in the media, we are in the right part of the plastics industry to weather the current storm and come out stronger. Your continuing support of the IMDA is an important element in our mutual success. I would encourage all of you to attend NPE 2009 in Chicago this June to see how we continue to progress as an industry. We also look forward to seeing all of you in Phoenix for IMLCON09 and IMDCON09.

-Joe Hirtzer, *Vice-President, IMDA*

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 L
a n d I M D v a l u e
c h a i n*

Mark Your Calendar...

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

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

- **PMMI Pack Expo Las Vegas**, October 5-7, 2009, Convention Ctr., Las Vegas, NV www.packexpo.com
- **IMLCON09 & IMDCON09 North America**, October 28-30, 2009, Tempe, AZ www.awabv.com
- **WorldWide Food Expo**, October 28-31, 2009, Chicago www.worldwidefood.com

December, 2009

- **Labelexpo Asia 2009**, December 8–9, 2009, Shanghai New Exhibition Ctr., Shanghai, China www.labelexpo-asia.com

