



# THE IN-MOLD MESSENGER

November, 2009

## CHARTER MEMBERS

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

## Inside This Issue:

- IMDA Awards
- IMLCON09/IMDCON09
- Annual Meeting
- Pack Expo Las Vegas
- New Members
- New on Website
- Calendar
- IMDA at NPE
- President's Message

## IMDA Awards Competition Winners for 2009

The winners of the third annual IMDA Awards Competition are the best of 47 entries from 17 companies world wide. A three judge panel selected the best in each of six categories plus three honorable mentions based on creativity in design, engineering and innovation.

The IMDA proudly presents the winners of the 2009 IMDA Awards.



### Best IMD Durable Product

Dirt Bike Front Fender

Submitted by: Polisport  
Molder: Polisport

This front fender provides the look of brushed metal without the weight of metal, and is innovative in the use of a polypropylene substrate overmolded on the front half with the brushed metal-look PP.

### Honorable Mention – IMD Durable Product

CityScape Thermo Cup

Submitted by: Inland Label  
Molder: Technimark

Brand Owner: LCR Hallcrest

Inland Label, in collaboration with Technimark and LCR Hallcrest, developed a process in which thermochromic (temperature-activated color changing) inks are successfully used for injection in-mold products. Utilizing Inland's proprietary label construction process, this label is able to withstand the rigors of the molding process, maintains its high durability (200+ dishwasher cycles), and retain the integrity of the thermochromic inks. In addition, the label construction allows highly reflective metallic inks to be used to enhance the graphic appeal.



### Best Injection Molded Part

Dirt Bike Hand Protectors

Submitted by: Polisport  
Molder: Polisort

Using two-shot injection molding technology, these dirt bike hand protectors feature high-gloss, in-mold decorated polypropylene with a thermoplastic elastomer surround for better hand protection in a crash. The molded components are sharp, clear of flash, and provide good looks as well as safety.

### Best Label Design

Coca-Cola® Bottle Cup

Submitted by: Smyth Companies  
Molder: Technimark

The molder approached Smyth to print an in-mold label for injection IML application to a molded cup. A clear label stock was utilized to render transparent non-printed areas where the soda product could show through, to mimic a traditional glass Coca-Cola bottle.



### Honorable Mention – Label Design

1-Seal (Maksapasteet)

Submitted by: Arta Plast AB



The Maksapasteet package in-mold label is not only the lid for this package but also provides the sealing mechanism and the tab for opening, while eliminating the need for an inner foil or membrane. Utilizing in-mold labels over the entire package provides superior graphics and sustainability related to the rectangular shape and single source plastic.

Continued on page 2

## IMDA Awards Competition Winners for 2009 – Continued



### Best Part Design

1-Seal KUPA (Arboga)

Submitted by: *Arta Plast AB*

This upside down package is specifically designed to allow for the bottom of the package to be used as a serving tray for the liver pate. The top container design allows the vacuum seal to be broken while opening the container without damaging the interior meat product. This was accomplished by varying the thickness of the sides, notching the bottom, and utilizing molded ridges for gripping the sides. The patented 1-Seal technology allows for the package to be sealed using the in-mold label on the bottom tray as the sealing mechanism without an extra inner foil or membrane.

### Best Product Family

Movie Theme Cups & Buckets

Submitted by: *StackTeck*

Brand Owner: *SriThai Superware*

To upgrade the conventional movie theme cups & buckets, Srithai Superware Plc. created an in-mold label solution to make all images world class. Not only the images, but the design of the cups & buckets combined with the toppers are the keys to turn these limited souvenirs into the best promotional products in cinema industry.



### Honorable Mention – Product Family

Campi Margarine Packages

Submitted by: *StackTeck*

Brand Owner: *Acegrasas S.A.*

An excellent balance between the technical, the functional and the beautiful has been accomplished with this design. Its form allows for ideal access to the product, easy handling and storage of the package and, finally, post-consumption use of the container in the microwave oven.



### Best Thin Wall Packaging

Clorox® Décor Series Disinfecting Wipes

Submitted by: *Union Street Brand Packaging*

Molder: *Nypro*

Brand Owner: *Clorox Company*



The design challenge was to elevate the consumer perception of disinfecting wipes by creating a superior aesthetic combined with excellent dispensing. The full wrap IML comes in a range of patterns designed to complement the home environment. The seamless look is achieved by maintaining a consistent profile from the canister side walls to the cover, and the dispensing lid has an integral living hinge with a secure audible snap closure to lock in wipe moisture.

## IMDA at IMLCON09/IMDCON09

IMDA was a sponsor and major participant in the 2009 International In-Mold Labeling and Decorating Conference, IMLCON09 & IMDCON09 North America, October 28-30, 2009, in Tempe, AZ, USA. Of the 25 IML and IMD presentations, 13 were by IMDA members.

A unique feature of the conference was the concurrent sessions on the second day. Delegates could choose to attend presentations on either in-mold labeling of packaging or in-mold decoration of durable products. Since many of the 110 delegates were interested in both, the schedule was carefully coordinated so that attendees could change meeting rooms between presentations. The Conference concluded with a golf outing on Friday, October 30<sup>th</sup>. To view the entire IMLCON09/IMDCON09 conference program, follow this link: <http://www.awabv.com/?c=event&t=brochure&id=65>



*IMLCON09 General Session*

A highlight of IMLCON09/IMDCON09 was the IMDA 2009 Awards ceremony during the Conference dinner on October 28<sup>th</sup>. Many of the Awards winners were present to personally receive their trophies.

***Thirteen of the 25 presentations were by IMDA members***

## 2009 IMDA Annual Membership Meeting

The 2009 IMDA Annual Membership meeting was held on October 28, 2009, in Tempe, AZ. This fourth annual meeting was attended by about 40 people, members as well as non-members. The Association's fiscal health continues to be good with an increase in both income and expenditures over the prior year, reflecting increased activity. Membership levels over the past year have been steady at about 32-35, which is good considering that some professional and trade associations have lost up to half their members due to the adverse economy. Many of our 2009 goals have been met with several more still in process. New programs to promote IML/IMD to product designers and design students as well as case studies are in progress. As in the past two years, the 2009 IMDA Awards Competition was a notable success. The annual meeting concluded with election of the 2010 board of directors followed by committee meetings.

*"Many of our 2009 goals have been met ..."*

## IMDA at Pack Expo Las Vegas 2009

The In-Mold Decorating Association booth at Pack Expo Las Vegas, October 5-7, 2009, had on display the winners of the IMDA 2009 Awards competition. Many visitors to the IMDA booth were intrigued by the winning entries which ranged from a large dirt bike fender to a small pate package. Six IMDA members volunteered their time to greet visitors and explain the many benefits of in-mold labeling and decorating for packaging and durable products.



## New IMDA Members



**IMDA is pleased to welcome these new corporate members:**

- AET Films, [www.aetfilms.com](http://www.aetfilms.com)
- Ermo North America, [www.ermo-group.com](http://www.ermo-group.com)
- Illig Maschinenbau, [www.illig.de](http://www.illig.de)
- InkWorks Printing LLC
- Integrity Mold & Die, [www.integritymold.net](http://www.integritymold.net)

IMDA currently has 34 corporate members, 7 individual members, 2 student members and one academic faculty member. IMDA now accepts PayPal for payment of new member or membership renewal dues.

## New on the IMDA Website

We now have a **New IML/IMD Products** page on the IMDA website. IMDA corporate members can showcase a new product with:

- Their company logo
- A 200 word description of the new product
- A small product graphic
- A link to a page on their company website for more details.

Each new product article will remain on the website for 90 days. IMDA members are invited to send their offerings to Ron Schultz at [ron.schultz@imdassociation.com](mailto:ron.schultz@imdassociation.com).

## Mark Your Calendar...

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

### December, 2009

- **Labelexpo Asia 2009**, December 8–9, 2009, Shanghai New Exhibition Ctr., Shanghai, China  
[www.labelexpo-asia.com](http://www.labelexpo-asia.com)

### March, 2010

- **In-Mold Technologies Seminar Europe 2010**, March 25-26, 2010, Amsterdam, The Netherlands [www.awa-bv.com](http://www.awa-bv.com)
- **ABC's of IML: A Basic Course**, March 25, 2010, Skokie, IL, USA [www.rbstechnologies.com](http://www.rbstechnologies.com)

### April, 2010

- **MOLDING 2010**, April 12-14, 2010, San Antonio, TX [www.executive-conference.com](http://www.executive-conference.com)



## IMDA Members Exhibit at NPE 2009

This is the second in a series of articles featuring IMDA members who exhibited at NPE 2009, June 22-26, 2009, at McCormick Place, Chicago, IL, USA.

### Inland Label & Marketing Services

In addition to highlighting our Patent Pending “metallic foil” laminated labels for injection in-mold labeled containers, Inland Label featured two new developments at the recent NPE show. Together with LCR Hallcrest, Inland has successfully created temperature activated color-changing inks for injection in-mold labels. Using this technology, hot, cold or touch color activation is used to create an eye catching, interactive product that will grab the attention of customers. Another exciting new product that Inland featured at the NPE show was Roll-Fed IML labels for ‘Cut in Place’ IML. This new technology, as demonstrated by CBW Automation, cuts labels from rolls right at the molding press, allowing for thinner gauge label material as low as 45 micron in white or clear film. Roll-fed injection IML labeling eliminates the need for additional cutting and converting at the printer and eliminates the need for the anti-stat additive in the material that is required with standard cut and stack applications. In addition, it reduces label-to-label size variation and can provide as much as 35% cost savings compared to standard cut and stack injection in-mold labels.

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### Ermo North America, Inc.

Ermo specializes in the analysis and manufacturing of injection molds, with an 85% turnover mainly in packaging of food, personal care and medical products.

As a complement to our recognized technical skills developed during 30 years of experience, we offer services such as part design and dedicated project teams. Since 50% of our business is export, we also have the ability to accommodate and serve all of our global customers. Eleven injection presses for mono and bi-materials are available at our product testing center. We offer a wide range of solutions for a targeted market, including thin wall products, bi-and tri-material products, multi-cavity molds, high-speed cork closures, stack molds, and IML.

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## PRESIDENT'S MESSAGE — "If You Have Had a Tough Year...Say 'I'"

As the holidays approach and the end of the year draws near many of us are looking back at 2009 with the hope that the worst is behind us and 2010 can only be better.

2009 has been a brutal year for many companies. Some companies have reported sales have been off 30 to 50% and much of it may be gone for good. For the companies that have persevered, it's not because they are doing business as they once did. Instead companies are finding new niches and exploring markets that want something different. It's this rediscovery of the value of innovation that will be key to survival in the coming years.

Innovation was clearly the buzz surrounding the IMDA Conference in Phoenix, Arizona this year as film companies, printers, automation companies and molders explored the potential of in-mold decoration. Thinner films to reduce cost and improve sustainability were discussed, press side "cut-in-place" die cutting (CIP) methods were demonstrated and new printing technologies were touted. All of this activity was put forth in the name of expanding the potential of in-mold.

Innovation was on everyone's mind and our IMDA award winners were no-exception. Our entrants explored the potential of in-mold decoration in completely new ways. Dimensional parts with 100% decoration, IML labels used to seal a container, labels that changed appearance with temperature and clear labels that make the liquid in the container appear to be part of the design. These concepts were not only award winning, but they show just how creative our technology can be.

So as we prepare for a new year, prepare your business to say "i". Innovation will drive excitement, help uncover new markets and help us to grow as an industry. I believe the worst is behind us, not simply because the economy may be growing again, but because the adversity of 2009 helped our companies to re-discover the value of innovation...

Happy Holidays and may you have a prosperous New Year!

-Bob Travis, *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*