



**REAL EXPERTS**  
**REAL ANSWERS**  
**REAL VALUE**

# THE IN-MOLD MESSENGER

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## 2019 IMDA AWARDS

The winners of the 13<sup>th</sup> annual IMDA Awards competition are the best of all the entries submitted by companies from around the world. The entries in this year's competition represent in-mold labeled packaging (IML) and in-mold decorated durable products (IMD). The competition for 2019 was revised by the IMDA Awards Committee to better reflect and recognize excellence in the following categories:

- Best Part Design
- Best Label Design (includes appliques and inserts)
- Best In-Mold Labeled Package (includes injection molded, thermoformed, and blow-molded entries)
- Best In-Mold Decorated Durable Part (includes injection molded, thermoformed, and blow-molded entries)
- Best Technical Achievement (new category)

### Inside This Issue:

- 2019 Awards Winners
- Featured Article
- 2019 PackExpo Las Vegas
- 2019 IMDA Symposium revue
- ABC's of IML®: A Basic Course
- Calendar
- New Members
- President's Message
- Sponsors

Our panel of judges for 2019 were

**Ms. Hallie Forcinio, Editor, PACK EXPO Show Dailey**

**Mr. Jack Maze, Retired CEO, CBW Automation**

**Ms. Yolanda Simonsis, Retired Editorial Director, Paper, Film & Foil CONVERTER.**

In judging this year's entries, our panel relied on the following criteria:

1. Overall Impact of Package or Part
2. IML/IMD Fitness for Purpose
3. Innovation
4. Technical Difficulty
5. Label Print Quality/Technical Achievement
6. Label Design
7. Package or Part Design

**HERE ARE THE WINNERS OF THE 2019 IMDA AWARDS.**

### Media Sponsors



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## 2019 AWARDS WINNERS, Continued



### BEST PART DESIGN

#### ELLA CAPPUCINO

Submitted By: *Verstraete In Mold Labels, a Multi-Color Company*

Brand Owner: *Star Gate Innovations*

Molder: *Polyoak Dairy Pack Tubs*

Label Supplier: *Verstraete In Mold Labels, a Multi-Color Company*

Ella is "convenience in a capsule" delivering a premium liquid espresso and low-fat milk, in an instant. Simply shake and add boiling hot water or cold water over ice. No machine required. Ella is really healthy with no artificial additives and is preservative-free with a shelf life of one year. The IML oxygen barrier labels prevent oxygen from entering the packaging, thus extending the shelf life and the aroma of the cappuccino.



### BEST LABEL DESIGN

#### CREAM OF TOMATO POT SOUP

Submitted By: *Korsini*

Brand Owner: *The Kraft Heinz Company*

Molder: *RPC Superfos*

Label Supplier: *Korsini*

Hygiene and freshness are key, as the SuperLock® pot from RPC Superfos – in combination with Korsini-SAF's autoclave resistant oxygen barrier labels – allows for post filling sterilization up to 120° C for 80 minutes. Pot and the lid are injection moulded and the pot comes with in-mould labelling and oxygen barrier protection. The lid is decorated with a standard IML, and the pots are sealed with aluminium foil for a long shelf life even under ambient temperatures. The SuperLock® pot has a very user-friendly twist-off screw-on lid. Another advantage is that the pot is suitable for microwave, so that a yummy meal can be effortlessly heated within minutes. Pot and lid are 100% recyclable which is clearly indicated by an on-pack recycling label.



**BEST IN-MOLD DECORATED PACKAGE**  
**ALMOND BREEZE ALMONDMILK YOGURT ALTERNATIVE**

Submitted By: *Polytainers, Inc.*  
Brand Owner: *Blue Diamond Growers*  
Molder: *Polytainers, Inc.*  
Label Supplier: *Verstraete In Mold Labels*

Polytainers new dual compartment Sidekick container offers efficiency on shelf while delivering tangible sustainability results. The Sidekick is designed with thinner walls reducing the amount of plastic used during the manufacturing process. Both the container and IML label are made with polypropylene resin, resulting in a 100% recyclable package so the consumer does not need to separate materials before recycling. The Sidekick increases shelf density by 36% and is available in white, pigmented or clear with a full wrap IML label.



**BEST IN-MOLD DECORATED DURABLE PART**  
**HERITAGE PISTOL GRIPS**

Submitted By: *Taylor Communications*  
Brand Owner: *Heritage Manufacturing, Inc.*  
Molder: *Widgets Ltd.*  
Label Supplier: *Taylor Communications*

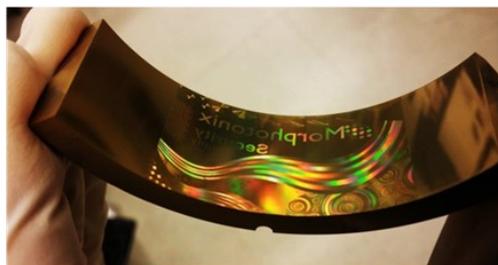
Taylor Communications partnered with Heritage Manufacturing to extend and diversify Heritage’s pistol product line. Taylor’s development of Flexographic 3D formable inks and custom 5-axis trim cell enable high-quality, custom graphics like woodgrain, metallic, pearlescent and other effects to be applied to the IMD process. The development of the IMD technology through this partnership has created new and exciting opportunities for future growth.

**BEST TECHNICAL ACHIEVEMENT  
HOLOGRAPHIC CLOSURE TECHNOLOGIES**

Submitted By: *Morphotonix*  
Brand Owner: *United Caps*  
Molder: *United Caps*  
Label Supplier: *Morphotonix*



UNITED CAPS, a global industry reference in innovative caps and closures, partnered with MORPHOTONIX, a high-tech brand protection company, to secure bottled products' originality with a bio-inspired and sustainable closure design. MORPHOTONIX nano-engraved steel cavities with 130,000 dpi precision custom diffractive holograms, which were replicated by UNITED CAPS into the closures via injection molding. The cavities are seamlessly integrated in the molding line, and the closures are produced at standard speeds, with zero additional consumables. The irremovable security designs provide immediate verification without scanning. Surprise consumers with an outstanding sustainable branding solution!



**The Best Technical Achievement Award Went To A Very Unique Form Of In-Mold Decoration Not Previously Seen. We Offer The Following Article To Enhance Your Understanding Of This Unusual Technology.**

# NOVEL NANO-ENGRAVING FOR SECURE AND SUSTAINABLE BRANDING

By Veronica Savu, CEO, Morphotonix

## WHY YOU WANT IT

Plastics. Sustainability. Aesthetic innovation. These topics do not often mix well. Yet consumers increasingly demand eco-friendly packaging to maximize resources and minimize waste. New green materials and processes are emerging to replace status quo packaging – but do they catch the eye? While aiming to alleviate the impact on our environment, brands and packaging suppliers still need to captivate consumers’ aesthetic tastes.

Inspired by a miracle of biology, the Swiss company Morphotonix now brings the brilliant iridescent colors of the Morpho butterflies, found in Central and South America, to polymeric packaging - with ZERO printing, films, labels, or extra-processing.

In 2018 Morphotonix partnered in eco-design with Eastman Chemical and Group Rocher to launch an engineered bioplastic cosmetic compact at LuxePack Monaco: <https://www.eastman.com/Brands/Treva/Pages/Video-Gallery.aspx>. The Morphotonix solution ([www.morphotonix.com](http://www.morphotonix.com)) was awarded the Best Technical Achievement prize at the recent 2019 IMDA Symposium in Tennessee. The brand using it is United Caps (<https://www.unitedcaps-innovations.com/anti-counterfeiting/>), a European group specialized in plastic caps and closures. While molded in standard industrial conditions, the nano-engraved hologram secures against counterfeiting and provides brand differentiation via complex diffractive effects to PP and HDPE caps.

## WHAT IT IS

The complex structure of the Morpho butterfly wings at the sub-micron scale is responsible for the butterflies’ blue iridescent color. This type of structural color is due to sub-wavelength optical phenomena that include diffraction, interference, and scattering. Building on decades of research in nanofabrication, Morphotonix developed a mold surface nano-engraving technology platform inspired by the Morpho’s complex wing structures. The designs are nano-engraved in steel and replicated into plastic during the molding step itself. Thus, the embedded custom diffractive and holographic features become part of the polymeric part. Imagine the effect of a holographic in-mold label, but now without any label to stick on, and with your very own custom art and branding.

## HOW IT ACTUALLY WORKS FOR YOU

Morphotonix engraves your features with a resolution of 130,000 dpi (we said nano!) directly in the steel surface of the mold cavities used to produce plastic products and packaging. You send your cavities to Morphotonix, where they are processed in Swiss clean-room facilities with your desired security features and designs. The molds then fly back to you, ready to be implemented in your existing production pipeline.

The patented and proprietary engraving platform is used in injection and compression molding, as well as certain cases of blow molding. Closures, bottles, technical, and electrical parts can be decorated and secured with this sustainable technology.

A new potential application emerged during the 2019 IMDA Symposium: combining mold nano-engraving with an in-mold labeling (IML) process. This would boost the security level and brand appeal by embedding a fully custom hologram or digital watermark on a product which uses a non-holographic IML. Morphotonix will be exploring this option in coming months with IML suppliers, packaging producers and brands.

## CONCLUSION – AND WHY YOU WANT TO TRY IT

With zero consumables, standard molding parameters, and no post-processing, Morphotonix supports brands’ eco-friendly ambitions while boosting their products’ aesthetic shelf appeal. State-of-the-art security features can be also incorporated in the design to prevent illegal copying and to provide authentication for the original product.

For an easier visualization of what our technology can do for you, we invite you to check out our digitally rendered videos on our YouTube channel by clicking on <http://bit.ly/2KsDcbV> or scanning this QR code



For more information visit us at [www.morphotonix.com](http://www.morphotonix.com) or write to [veronica.savu@morphotonix.com](mailto:veronica.savu@morphotonix.com)

## FEATURED ARTICLE

Do you have an article relating to IML, IMD or IME that we can add to our next *In-Mold Messenger* Newsletter.

Send it to our editor;

Ron Schultz

Ron.schultz@imdassociation.com

480-993-9818

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## 2019 PACK EXPO LAS VEGAS

Be sure to visit the IMDA booth C-1348 to say hello. It is located in the Central Hall of the Association Partner Pavilion . September 23-25, 2019 at the Las Vegas Convention Center in Las Vegas, Nevada USA.

### THIS IS YOUR CHANCE TO MEET THE IML and IMD EXPERTS

IMDA members will be there to greet you and discuss questions you may have about in-mold labeling, in-mold decorating and in-mold electronics. Click [HERE](#) to view the **schedule of our member experts who will be at the booth during the show.** (*Check often as the schedule is updated daily*)

On display will be the winning entries from the 2019 IMDA Awards Competition plus many other interesting in-mold labeled packages (IML), in-mold decorated durable products (IMD) and in-mold electronics (IME) for you to examine and admire.

The winners of the 2019 IMDA Awards Competition will also be displayed in The Showcase of Packaging Innovations®, sponsored by The Dow Chemical Company. The Showcase highlights more than 300 award-winning packaging designs from internationally recognized packaging organizations.

**Register for PACK EXPO Las Vegas by clicking on the LOGO below and using our Code: IMDACC for your complimentary registration on us.**



September 23–25, 2019  
Las Vegas Convention Center  
Las Vegas, Nevada USA

## 2019 IMDA SYMPOSIUM AND SPE TOPCON DUAL EVENT A SUCCESS

The In-Mold Decorating Association (IMDA) joined forces with the SPE Decorating and Assembly Division Topical Conference (TopCon) to present their joint conference, June 2-4, 2019, at the Franklin Marriott Cool Springs in Franklin, TN, USA. This was the third collaboration of these two organizations to present the latest developments in the decoration and labeling of plastics packaging and durable products. A rich menu of significant topics was offered in concurrent sessions augmented by workshops curated by industry experts from across the plastics value chain over the two-day joint conference. The complete agenda for all of the presentations and workshops is available at this [link](#). Click [here](#) for abstracts of the IMDA Symposium presentations and the Supplier Trade Fair exhibitors are at this [link](#). A highlight of the IMDA Symposium was the Awards dinner at which the winners of the 2019 IMDA Awards Competition were recognized and honored.





## ABC's of IML®: A Basic Course

The ABC's of IML®: A Basic Course, now in its 39<sup>th</sup> year, will be presented **Wednesday, September 4, 2019**, at the Double-Tree Chicago North Shore Hotel & Conference Center, Skokie, IL USA.

Offered annually since 1989, the seminar is an introductory in-mold labeling (IML) and in-mold decorating (IMD) course designed for those considering entry into the IML and IMD markets as well as a refresher course for more experienced current participants in the field. This highly acclaimed seminar, updated yearly, provides a basic grounding in in-mold labeling and in-mold decorating as well as the fundamentals of extrusion blow molding (IML-B), injection IML (IML-I) thermoform IML (IML-T), the in-mold process, production of in-mold labels, current markets, functions across the IML value chain and future growth opportunities. The seminar covers all aspects of in-mold labeling of packaging as well as in-mold decoration of durable products.

For additional details and registration information click [here](#) or contact Ron Schultz at the In-Mold Decorating Association, Inc. by phone: +1(480) 415-3379, FAX: +1(480) 237-2738 or e-mail: [info@imdassociation.com](mailto:info@imdassociation.com) or visit the association's website at [www.imdassociation.com](http://www.imdassociation.com).

### MARK YOUR CALENDAR...

#### Upcoming IML/IMD related events:

##### September, 2019

- **IMDA ABC's of IML: A Basic Course®**, September 4, 2019, Skokie, IL, [www.imdassociation.com](http://www.imdassociation.com)
- **Thermoforming**, September 21-23, 2019, [www.thermoforming.com](http://www.thermoforming.com)
- **Label Expo Americas**, September 15-17, 2019, Rosemont, IL. [www.labelexpo.com](http://www.labelexpo.com)

##### September, 2019

- **Pack Expo, Las Vegas**, September 23-25, 2019, Las Vegas, NV, [www.packexpo.com](http://www.packexpo.com)



## PROMOTE YOUR IML/IMD BUSINESS

### Put Your Logo and Message Here

This *In-Mold Messenger* newsletter reaches over 2700 people in an ever growing readership that is focused on in-mold labeling and in-mold decorating technology and markets. Take advantage of this opportunity to place your company message and logo in front of these industry leaders.

Special, cost effective company promotion is available by placing an ad in this newsletter. We offer ads ranging from an entire page to one-eighth page for one issue or for an entire year.

Special discounted rate for IMDA corporate members.

Contact Myra Schultz, Operations Manager, at [myra.schultz@imdassociation.com](mailto:myra.schultz@imdassociation.com) for ad rates and to place your advertisement.

## NEW IMDA MEMBERS

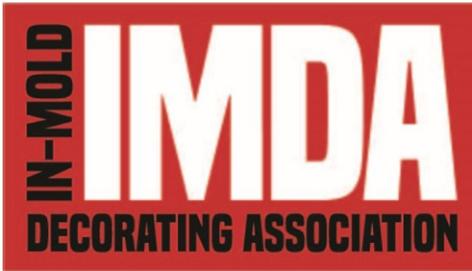
### IMDA WELCOMES ITS NEWEST CORPORATE MEMBERS:

Polipa North America. [www.polipa.com](http://www.polipa.com)

Polymershapes [www.polymershapes.com](http://www.polymershapes.com)

Kurz Transfer Products [www.kurzusa.com](http://www.kurzusa.com)

North Pacific International INC. [www.npifoil.com](http://www.npifoil.com)



**REAL EXPERTS**

**REAL ANSWERS**

**REAL VALUE**

## **PRESIDENT'S MESSAGE**

### **MUSIC TO OUR EARS!**

Our 2019 IMDA Symposium in Franklin, Tennessee just ended and the response I received from everyone who attended was very positive. Although turnout was lighter than our November, 2018 Symposium, the content, networking and education were no less light.

Collaborating with the Decorating and Assembly Division TopCon of SPE, we were able to interact with champions of other decorating technologies and demonstrate the power of in-mold decoration. In addition to the technology tracts, attendees were able to learn about the growing cannabis market and the packaging challenges and needs of this new industry. The questions and answers were informative and valuable to everyone listening.

Of course, Franklin is right next to Nashville, so the opportunity to listen to some fantastic music was also available to anyone who ventured out.

If you were unable to attend, you missed a great time. Ask anyone who went to the Symposium about their experience and it will leave you saying, "I wish I had attended" (which is music to our ears!)

So, don't miss another opportunity to interact, network and grow the market of in-mold decoration. Join us at booth C-1348 at Pack Expo, Las Vegas – September 23 – 25, 2019. IMDA members can sign up to work the booth by checking the schedule on our web site and contacting Myra (that will be music to her ears!).

PS – If you really feel bad about missing the music of Nashville, take heart. In Vegas you can also catch some music, too. (I just hope you like Elvis J)

Respectfully Submitted,

Bob Travis  
*IMDA President*

# IMDA THANKS OUR SPONSORS FOR THEIR SUPPORT

## Sustaining Sponsors

**BERHALTER** is the major manufacturer of high-performance die-cutting systems with its own tool making shop.

**BERHALTER's** unique advantages in In-Mold-Label:

- cut films thinner than 40  $\mu$
- prevent static load
- produce perfect smooth label stacks
- count and mark precise label stacks
- perfect cutting edge quality
- permanent perfect label size
- cut all label geometries.
- cut foil labels with holes, injection nozzle, windows, etc.



- Rotary Web Converting Tools, Modules and Systems
- In-house engineered, designed and manufactured since 1949
- Full in-house US after sales service including tool re-sharpening

The RSM MX -16" and RSM 20 - 33" are ideal for cost effective production of IML-I and IML-B labels in all shapes & sizes from 40 $\mu$  and also capable of adding perforations and gate holes. Optimized deliveries for short, medium, long runs and our ROBOTIC end of line automation allow speeds of up to 330 fpm. We also re-sharpen Tungsten Carbide Matched Reciprocating Die Sets.

Innovia is the only supplier of BOPP with both Tenter & Bubble Technology. With manufacturing in Europe and America and 30 years of experience in developing and supplying an ever wider range of IML Films, Innovia is your ideal partner for IML films.  
**FILMS FOR INJECTION IML** (Cut & Stack & Cut in Place)

*Cavitated White Opaque Films:*

- Lowest density/highest yield with no container/lid distortion
- Low density/high yield
- Medium density & yield
- Slightly cavitated with smooth finish

*Solid Films:*

- Solid white with very high gloss
- Transparent, high clarity



**StackTeck** is a leading source of high productivity **tooling solutions** for the injection molding industry. StackTeck supplies a wide range of injection molds used to produce plastic parts in applications such as **caps, closures, medical, food service and thinwall packaging**; as well as complete system integrations, **In Mold Labeling systems** and mold bases. StackTeck has dedicated R&D, testing and part sampling facilities including a **dedicated IML Pilot Cell** for prototyping, in addition to plastic part design, prototyping, engineering, and manufacturing capabilities. With over four decades of mold building innovation, **StackTeck has the solutions to make your project a success!**  
[stackteck.com](http://stackteck.com)

## Gold Sponsors



General Press



Taghleef Industries

*IMDA is an organization of molders, label 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, brand owners and marketers.*

Ron Schultz, Executive Director, In-Mold Decorating Association  
4957 Oakton #305, Skokie, IL 60077 USA  
Phone: +1 (480) 415-3379 eFax: +1 (480) 237-2738  
Email: [ron.schultz@imdassociation.com](mailto:ron.schultz@imdassociation.com)  
[www.imdassociation.com](http://www.imdassociation.com)

*The In-Mold Messenger* editor— Ron Schultz



*Serving the IML and IMD value chain through  
Real Experts, Real Answers, Real Value*