

*Real Experts, Real Answers, Real Value*

# THE IN-MOLD MESSENGER

## CHARTER MEMBERS

Arjobex America  
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General Press Corp  
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## 2017 IMDA Awards Competition

The 2017 IMDA Awards began accepting entries on February 1<sup>st</sup> for its 11<sup>th</sup> annual competition. The 2017 Competition will recognize the industry's best in-mold labeled packaging and in-mold decorated durable products. The winning entries are chosen based on creativity in design, engineering and innovation. The competition is organized into ten categories that include the following:

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

The IMDA Awards Competition has become a very prestigious industry recognition which is widely publicized in magazines and websites such as Package Design, Plastics Decorating and others world-wide.

The deadline for entries is April 15<sup>th</sup>, so act now to make sure your entry arrives at IMDA in time to be included in the 2017 competition judging. The competition winners will be honored at the Awards dinner during the 2017 IMDA Symposium on June 19, 2017.

For complete entry details, rules and entry form, click [here](#).

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## 2017 IMDA Symposium/SPE TopCon

Registration is now open for the 2017 IMDA Symposium/SPE TopCon: “Two Conferences, One Great Event” June 18 - 20, 2017, at the Lincolnshire Marriott Resort, Lincolnshire, IL, USA.

This is the second collaboration between the In-Mold Decorating Association and the SPE Decorating & Assembly Division. The program for 2017 includes invited papers and workshops focusing on the latest technologies within In-Mold Labeling (IML), Decorating (IMD) and Plastics Decorating and Assembly for durable products as well as for packaging applications. We are doubling the number of workshops by adding concurrent TopCon workshops on plastics decorating and assembly topics to the already popular IMDA in-mold labeling and decorating workshops. All papers and workshop sessions are led by industry experts and are open to all attendees.

The Supplier Trade Fair offers suppliers to the worldwide IML/IMD community and Plastics Decorating and Assembly industry an opportunity to reach a highly targeted international audience. The 2016 event attracted 170 attendees and 26 table-top exhibitors at the Trade Fair. For 2017 the Supplier Trade Fair is expanded, open throughout the entire event with the continental breakfasts, breaks, an extended lunch and an evening Networking Reception all located within the Trade Fair hall. Exhibitors also can now obtain extra space to accommodate a larger exhibit. Reserve your table now to secure your spot as booth availability is limited.

An always popular feature of the IMDA Symposium is the IMDA Awards dinner at which the winners of the 2017 11<sup>th</sup> annual IMDA Awards Competition will be honored. Our keynote speaker, Mr John King, President, APIS Group, LLC, will be speaking on *Product Messaging Development Related to IML/IMD*.

For more information about the Symposium program, exhibiting at the event and registration, click [here](#).

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## ABC's of IML®: A Basic Course

The ABC's of IML®: A Basic Course, now in its 28<sup>th</sup> year, will be presented Thursday, May 4, 2017, at the DoubleTree 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) 993-9818, 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).

## IMDA WEBSITE BONUSES

**All of our IMDA Corporate Members have well designed websites that do a great job promoting the company's products and services, but you might be leaving money on the table if you are not taking advantage of the many promotional opportunities available at no additional cost on your IMDA website. Here are some ways your company can make your IMDA membership work harder for you.**

### **IMDA Directory Listing**

Perhaps the key benefit of your company's directory listing is your contact information. Keep this vital information current so that visitors can find you easily among a collection of competitors. Use keywords in your product description that highlight your company's special capabilities. The icing on your cake are product photos and videos that round out your company's listing. Like social media, it's important to refresh your listing on a regular basis so it does not become stale or dated.

### **Member Showcase**

The second item on our "Publicity" tab drop down list is "Member Showcase". Here our corporate members can post trade magazine articles about their companies. Leveraging these third party testimonials can pay big dividends in new business.

### **Press Releases**

The next item on our "Publicity" tab drop down list is "Press Releases". We can post your press release the same day that you write it.

### **New IML/IMD Products**

Have a new IML or IMD product? This third spot on the "Publicity" tab drop down list is a great place to introduce your new product or equipment with both text and photo.

### **Technical/Business Articles**

Near the top of the "Education" tab drop down list, is where to place a technical or business article that demonstrates your company's command of IML/IMD technology or business.

### **Case Studies**

Do you have a success story where your company solved a customer problem? Write a case study that promotes both you and your customer. We even provide the guideline to help you.

### **Podcasts**

Seems everyone is listening to podcasts. If you have one or more and would like to share, we have a place under our "Education" tab drop down.

### **Job Opportunities**

Need a sales manager or technical specialist? Under the "About" tab drop down, IMDA corporate members are welcome to list job openings for IML/IMD positions at no cost.

**These are just eight of the website benefits that come with your IMDA Corporate Membership. Which of them could mean new business for your company?**

**Interested in any of the above? Contact [myra.schultz@imdassociation.com](mailto:myra.schultz@imdassociation.com)**

## EXECUTIVE DIRECTOR MESSAGE

### WORKING FOR YOU IN 2017

We hope you will forgive us for blowing our own horn as we use this issue of *The In-Mold Messenger* to inform you of the many programs we offer everyone involved with or planning to becoming involved in In-Mold Labeling or Decorating.

- ◇ **The ABC's of IML(R): A Basic Course**, is the industry acclaimed seminar that has trained IML and IMD personnel for the past 28 years.
- ◇ **The IMDA Awards Competition**, now in its 11th year, showcases the best IML and IMD new products and packages from around the world.
- ◇ **"Two Conferences, One Great Event"** combines our IMDA Symposium with the SPE TopCon for cutting edge industry presentations, workshops and outstanding networking.
- ◇ IMDA has an ongoing presence at PACK EXPO in Chicago and Las Vegas.

Finally, the IMDA website offers our members a wide variety of ways to promote your products, services and accomplishments to the international in-mold community. We urge our members to take advantage of what IMDA offers you.

If you are not already an IMDA member, please join us to be part of the only organization totally dedicated to IML and IMD.

**Ron Schultz,**  
Executive Director IMDA

## NEW IMDA MEMBERS

### IMDA WELCOMES ITS NEWEST CORPORATE MEMBERS:

**Advanced Flexibles**, [richard@advancedlabels.co.za](mailto:richard@advancedlabels.co.za)

**GEM Etytec de Mexico**, <http://www.gemetytec.com/>

**INX International**, <http://www.inxinternational.com>

**Sunoco**, <http://www.sonoco.com>

**John Herrod and Associates**, <http://www.herod.com.au>

### MARK YOUR CALENDAR...

#### *Upcoming IML/IMD related events:*

##### February, 2017

- **2017 IMDA Awards Competition begins**, February 1 - April 15, 2017, [www.imdassociation.com](http://www.imdassociation.com)

##### May, 2017

- **IMDA ABC's of IML: A Basic Course®**, May 4, 2017, Skokie, IL, [www.imdassociation.com](http://www.imdassociation.com)

##### June, 2017

- **2017 IMDA Symposium and SPE TopCon with Supplier Trade Fair**, June 18-20, 2017, Lincolnshire, IL, USA, [www.imdassociation.com](http://www.imdassociation.com) or [www.plasticsdecorating.com/topcon/2017](http://www.plasticsdecorating.com/topcon/2017)

##### September, 2017

- **Pack Expo, Las Vegas**, September 25-27, 2017, Las Vegas, Nevada, [www.packexpolasvegas](http://www.packexpolasvegas)

## PROMOTE YOUR IML/IMD BUSINESS

### Put Your Logo and Message Here

This *In-Mold Messenger* newsletter reaches over 1700 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.



# 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 µ
- 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 40µ 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.

As a global leader in Polypropylene films, Treofan offers a complete range of films for injection in-mold labels. Our portfolio includes white and transparent OPP and CPP film technology and can accommodate virtually all sizes and shapes of rigid containers. Treofan in-mold label films greatly enhance the marketing appeal of your package. Treofan In-Mold Labels can be found on containers of Ice Cream, Butter & Margarine, Salads, Wipes, Paint and Beverage Cups. With our experienced technical staff and the largest portfolio of in-mold label films, Treofan has the right IML film for your package.



## Gold Sponsors



*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.*

*IMDA equally represents and supports all of its member companies across the entire in-mold decoration supply chain.*

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