



# THE IN-MOLD MESSENGER

January 2007

## CHARTER MEMBERS

- Arjobex America
- CBW Automation
- Distinctive Plastics
- Express Label & Graphics
- General Press Corp
- Global Packaging
- GPA Specialty Substrates
- Netstal Machinery
- Nypro Inc.
- StackTeck
- Transilwrap
- Treofan America
- Xtreme Graphics

## New IMDA Website is Now Live!

November, 2006 was an exciting time at the In-Mold Decorating Association. That was when they launched their new website dedicated to in-mold labeling and decorating. The “go live” of the IMDA website was the culmination of several months of planning and design.

Easy for visitors to navigate, the site includes a calendar of IMD/IML- related events, a list of IMD/IML terms, a directory of members, frequently asked questions, press releases and a page of in-mold industry links.

IMDA members can also access committee news, resources, a complete glossary of defined terms, IMDA standards, case studies, a trouble shooting guide, a “getting started” guide for molders and end users, and a page of job postings.

More pages and content are being added as the website continues to develop. The IMDA

website can be accessed on the Internet at [www.imdassociation.com](http://www.imdassociation.com).

In addition to its new website, IMDA is developing other benefits for its members, including new technology reports and market studies. Educational programs for product designers and design students will demonstrate how the many cost saving benefits of in-mold decoration can be built into products at the design stage.



**IMDA website can be accessed at [www.imdassociation.com](http://www.imdassociation.com).**

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## Charter Members Anchor Association

Charter Members are the backbone of the In-Mold Decorating Association. These corporations expressed their confidence in the Association by joining for a three year period during the organization’s first year which ended on December 31, 2006. To show its appreciation for their extended support, the IMDA offers its Charter Members discounted pre-paid membership, discounted rates for all IMDA events and special recognition on all IMDA literature.

Although charter membership closed at the end of 2006, IMDA offers several levels of membership, including corporate, individual, academic faculty and student. New members are welcome from all parts of the IMD/IML supply chain. For a membership brochure, go to [www.imdassociation.com/resources/imdamembership4.pdf](http://www.imdassociation.com/resources/imdamembership4.pdf).

## Why IMDA?

The lack of an in-mold labeling (IML) trade association to support and promote IML to OEMs and other end users had been for several years a topic of some concern among attendees at the International In-Mold Labeling Conference (IMLCON). Several well established, active associations serve and promote the interests of the printing and injection molding industries but no existing organization represents the many disciplines that must work together to serve the in-mold labeling supply chain.

To successfully bring to market IML and IMD projects, material suppliers, label printers, equipment manufacturers, molders and many others must develop the special expertise unique to in-mold labeling and decorating technology. Working together, these teams of highly skilled technologists form the IML and IMD supply chain.

The annual discussions among interested delegates finally culminated at IMLCON2004 in the inescapable realization that they must create from scratch a new organization to serve this important and growing industry. The group of dedicated industry experts that volunteered to form this new trade association began the organizational work in 2005 and by early 2006 the In-Mold Decorating Association was up and running.

The IMDA accomplished a lot during its first year, including representation at major trade shows, sponsorship and participation in IMLCON06 and the creation of its own website. The organization has ambitious plans for 2007 and invites you to be part of them. If you are interested in joining an association dedicated to in-mold decoration and labeling, contact the IMDA at [ron.schultz@imdassociation.com](mailto:ron.schultz@imdassociation.com).

*"...no existing organization represents the many disciplines that must work together to serve the in-mold labeling supply chain."*

## IMDA Sponsors Conference Sessions

IMDA sponsored seven presentations at IMLCON06, the 2006 International In-Mold Labeling Conference, October 4 – 6, 2006, in Chicago, IL, USA. The IMDA was a sponsor of this conference and worked closely with AWA Conferences BV and RBS Technologies, Inc., the conference organizers, to develop topics of timely interest to the international delegates assembled for IMLCON06. Titles and authors of these IMDA presentations are as follows:

"Molding Machine Considerations for IML and the Value of a Systems Approach", *Michael Sansoucy, Netstal Machinery.*

"High Productivity IML Technology for Packaging Applications", *Jordan Robertson, StackTeck.*

"In-Mold Labeling Automation", *Jim Swim, CBW Automation.*

"End User Innovations & Trends in IML – What's Coming", *Joe Hirtzer, Global Packaging International.*

"IML – The Future is Now!", *Jon R. Knight, Treofan America, LLC.*

"Lenticular In-Mold Labeling and the Cost Effectiveness of IML", *Larry Buck, Xtreme Graphics.*

"Matching Printing Technologies to IML Application Demands", *Bob Travis, Express Label & Graphics.*

Complete conference proceedings are available from AWA Conferences, [www.awa-bv.com](http://www.awa-bv.com).

IMDA continues its association with AWA Conferences and RBS Technologies, Inc. as it plans its participation in IMLCON07, October 10 – 12, 2007, in Scottsdale, AZ, USA. For the 2007 conference, IMDA will develop three interactive workshops, several session presentations and the presentation of its first IMDA awards. The IMDA annual meeting will also be held concurrent with IMLCON07.



**Attentive delegates at IMLCON06**

## What is In-Mold Decorating and Labeling?

In-mold decoration (IMD) enhances the appearance and performance of plastic consumer and industrial products world wide. In-mold decoration is a process for labeling or decorating a molded plastic object while the object is being formed in the mold.

In the in-mold labeling (IML) process, a label or appliqué is placed in the open mold and held in the desired position by vacuum ports, electrostatic attraction or other appropriate means. The mold closes and molten plastic resin is extruded or injected into the mold where it conforms to the shape of the object as it cools. The hot plastic envelops the label, making it an integral part of the molded object.

The difference between glue applied labels and in-mold labels is that a glue applied

label is stuck "on" the surface of the plastic object; the in-mold label is imbedded "in" the wall of the object.

IML usually refers to blow molded, injection molded or thermoformed packaging. The term IMD usually refers to decoration of higher value durable plastic products such as children's toys, sporting goods, automobile dash board bezels, cell phone face plates, etc. The list is almost endless.

In-mold decorated durable goods can be injection molded, blow molded, thermoformed or rotationally molded and may have a service life measured in years, often under harsh performance or environmental conditions.

For more information about either IML or IMD, contact IMDA at [ron.schultz@imdassociation.com](mailto:ron.schultz@imdassociation.com).

*"In-mold decoration is a process for labeling or decorating a molded plastic object while the object is being formed in the mold."*



*In-mold labeling enhances the beauty of premium packaging.*



*In-mold decoration remains bright and clear throughout the long life of a durable product.*

## Mark Your Calendar...

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

### February, 2007

- **In-Mould Decorating 2007**, February 6-7, 2007, Dusseldorf, Germany, +44-20 7470 6537 [www.imdconference.com](http://www.imdconference.com)
- **Molding 2007**, February 19-21, 2007, Austin, TX, USA, (734) 737-0507 [www.executive-conference.com](http://www.executive-conference.com)

### March, 2007

- **ABC's of IML: A Basic Course**, March 22, 2007, Skokie, IL, USA (480) 473-0301 [www.rbstechnologies.com](http://www.rbstechnologies.com)

**PRESIDENT’S MESSAGE – “Share the Story”**

On behalf of the IMDA board of directors, I am pleased to introduce to you the inaugural issue of the *In-Mold Messenger*. Within this newsletter we hope to capture the latest news and information regarding the IMDA and in-mold decorating marketplace. Similar to our association, the success of this newsletter depends on the participation of our membership and their willingness to “share the stories” about in-mold decoration.

Sharing the “in-mold story” is the underling principal of the IMDA. Our founding members recognized that as much as each of us want to benefit from the value created by in-mold decoration, our potential to realize that benefit depends on a global acceptance of in-mold decoration as a viable process by molders and end users. No single printer, molder, automation or equipment manufacturer can create enough interest to grow the in-mold decorating market place as a whole. But together we can all raise the level interest and with that rising tide all boats rise.

So thanks for reading and please think about how your contributions to this newsletter and our association can help us to “share the story.” With your help we will all be riding the wave of innovation that in-mold decorating represents.

— Bob Travis, *President, IMDA*

*“...the success of this newsletter depends on the participation of our membership and their willingness to “share the stories” about in-mold decoration”*

**IN-MOLD DECORATING ASSOCIATION**

Ron Schultz, Executive Director  
 In-Mold Decorating Association  
 8912 E. Pinnacle Peak Rd., #609  
 Scottsdale, AZ 85255 USA  
 Phone: +1 (480) 473-0301  
 Fax: +1 (480) 473-0456  
 Email: ron.schultz@imdassociation.com  
 www.imdassociation.com

*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*