



THE IN-MOLD MESSENGER

April, 2008

CHARTER MEMBERS

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

IMDA Launches 2008 Awards Competition

The In-Mold Decorating Association proudly announces its Second Annual Awards Competition. The 2008 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 in the following categories:

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

Entries must be received by May 30, 2008.

Award winners will be recognized at IMLCON08 North America, October 22-24, 2008, in Tempe, AZ, USA. The Award winners will be announced in the October, 2008 issue of *Package Design Magazine*.



2007 IMDA Awards Winners

Complete entry details, rules and entry form are available at <http://www.imdassociation.com/resources/2008awardsform.pdf> or by contacting:

Ron Schultz, Executive Director
In-Mold Decorating Association
8912 E. Pinnacle Peak Road, #609
Scottsdale, AZ 85255 USA
Tel: +1-480-473-0301
FAX: +1-480-473-0456
E-mail: ron.schultz@imdassociation.com

2008 International In-Mold Labeling Conferences

For 2008, AWA Conferences & Events has scheduled two International In-Mold Labeling Conferences.

IMLCON08 Europe will be held in Amsterdam, The Netherlands, June 5 & 6, 2008. IMLCON08 North America, October 22-24, 2008, will be in Tempe, AZ, USA.

IMDA continues its association with AWA Conferences as a proud sponsor of both events and a featured participant in the Arizona conference, offering four presentations and three interactive workshop sessions. The 2008 IMDA Awards will also be presented at IMLCON08 North America.

Complete conference information and on-line registration is available at <http://www.awa-bv.com/?c=event>.



Attentive delegates at IMLCON07

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New Features on the IMDA Website



The IMDA website continues to grow as new pages and enhancements are added to serve members and non-member visitors to the site at www.imdassociation.com. Pages on the public access side of the IMDA website include:

- Antitrust Policies and Procedures
- Board of Directors
- IMDA Committees
- Calendar of Events
- In-Mold FAQs
- Glossary of Terms (listing only)
- Getting Started Guide (summary)
- Case Studies (summaries only)
- Membership Benefits
- Member Listing
- Press Releases
- In-Mold Links
- “In-Mold Messenger” Newsletter
- 2007 IMDA Awards Winners
- 2008 IMDA Awards Competition

Among the additional benefits available to IMDA members on the Members Only side of the website are:

- Committee News
- Resources
- Glossary of Terms (with definitions)
- Trouble Shooting Guide
- IMDA Technical Guidelines (*see next article*)
- Case Studies
- “Getting Started” Guide for Molders and End Users (complete)
- Jobs Listings
- IMDA Logos

Additional features are under development and will be uploaded as they are completed.

Technical Guidelines

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. As they work together with end users/brand owners on an IML or IMD project, each company often has its own method or procedure for testing an important IML or IMD property. More often than not, these diverse internal test methods are incompatible with those of their project partners, even though they are testing the same property.

The IMDA Technical Guidelines are procedures or methods for testing the properties of in-mold labels or in-mold labeled products that were developed by a group of industry experts specifically to address the needs of cooperating companies along the IML/IMD value chain. For those situations where the project partners cannot agree on which of their internal test methods to use, the IMDA Technical Guidelines offer an alternative procedure with common nomenclature and units of measurement that can be used by all of them. The Guidelines are not product specifications. Those are set by the end user customer.

The IMDA Technical Standards Committee is updating the Technical Guidelines and uploading them to the IMDA website as they are completed. Here is a list of the Guidelines currently available to IMDA members:

- Adhesive Uniformity
- Applied Adhesive Coating Weight
- Bottle Weight
- Coefficient of Friction of In-Mold Labels
- Label Activation Temperature Range
- Label Blocking
- Print-to-Die-Cut Registration
- Print-to-Print Registration

The committee expects to have the remaining updated Guidelines available at www.imdassociation.com in the near future.

New IMDA Members

IMDA is pleased to welcome these new corporate members:

- CPX, Inc.
- Hammer Packaging
- Unifoil Corporation
- WS Packaging Group, Inc.

IMDA now has 30 Corporate Members including its 13 Charter Members.

PRESIDENT'S MESSAGE —

“It’s Not a Good Time – It’s Never Been Better”

I guess it is a matter of perspective. Over the past couple of months I have been working with an injection molder that was evaluating a program for in-mold decoration. This company had painstakingly evaluated the entire process and the capital investment associated with IML. We used discounted cash flow models and simple pay back analysis to demonstrate the value of the investment in automation versus alternative methods in decorating. We also applied the concepts of Lean Manufacturing and identified the process efficiencies and elimination of waste that IML will achieve. Yet despite the hard evidence for investing in IML, I was told by the molder that given a slowing economy this “*is not a good time*” to make an investment.

While I can understand that the specter of a slowing economy can dampen the enthusiasm to invest in new technology and add capabilities, I believe today’s business conditions have created compelling reasons for companies to invest, here is why.

Slowing economy, increased competition. As the economy slows companies compete for a shrinking pie. Molders that were never considered competition start to explore opportunities in your marketplace. More competition increases price pressure and squeezes margins. But if as a molder you can shift the rules of competition, you can reduce the number of companies competing for your business.

In-mold decoration is still an emerging technology and the number of molders that are using IML as a competitive advantage is still relatively small. If you can shift your customers to IML, your potential threats are reduced from hundreds of companies to the best few.

Lower interest rates. Interest rates for capital investment are approaching 10 year lows. If you are investing in the future of your company, the cost of that investment may never be cheaper.

R&D Tax Credits. While I do not claim to be an authority in tax incentives, I believe this is an area that can be explored as you develop IML capabilities. There are multiple local, state and federal tax incentives for the investment in research and product development.

Investment Tax Credits for 2008. This year, Congress as a part of its stimulus package, is giving small business incentive to invest in capital equipment with the 50% Bonus Depreciation in the year new equipment is put into service. The package will also allow businesses to fully expense \$250,000 in tangible property in the year it was purchased up to an overall investment limit of \$800,000.

So while the first reaction to IML investment in today’s economy may be “*it’s not a good time*”, a second look may tell you “*it’s never been better.*”

- Bob Travis, *President, IMDA*

Mark Your Calendar...

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

April, 2008

- **Interpack 2008**, April 24-30, 2008, Dusseldorf, Germany, www.interpack.com

May, 2008

- **Drupa**, May 29-June 11, 2008, Dusseldorf, Germany, www.drupa.de

June, 2008

- **IMLCON08 Europe**, June 5-6, 2008, Amsterdam, Netherlands, www.awa-bv.com

September, 2008

- **Labelexpo Americas 2008**, September 8-11, 2008, Chicago, IL, USA, www.labelexpo-americas.com
- **RFID World**, September 8-10, 2008, Las Vegas, NV, USA, www.rfid-world.com

October, 2008

- **IMLCON08 North America**, October 22-24, 2008, Tempe, AZ, USA, www.awa-bv.com

November, 2008

- **Pack Expo 2008**, November 9-13, 2008, Chicago, IL, USA, www.packexpo.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.

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



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 v a l u e c h a i n*