



THE IN-MOLD MESSENGER

August, 2008

2008 IMDA Awards Competition Nears Completion

CHARTER MEMBERS

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

The 2008 IMDA Awards Competition is in its final stages. The Awards will be presented to the winning companies at IMLCON08 North America, October 22-24, 2008, in Tempe, AZ, USA. The winning entries will be featured in the October, 2008 issue of *Package Design Magazine* and will be displayed in the Showcase of Packaging Innovations™ at Pack Expo International 2008 in Chicago, November 9-13, 2008.

Our panel of judges has their work cut out for them reviewing the 46 entries from 20 companies that were received for this year's competition 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)

Judges for the 2008 IMDA Awards Competition are:

- Clare Goldsberry, Senior Editor, *Modern Plastics Magazine* and *Injection Molding Magazine*.
- Ron Romanik, Editor-in-Chief, *Package Design Magazine*.
- Pete Dinger, Senior Director Technology, Plastics Division, American Chemistry Council

As they consider each entry, the judges are guided by seven criteria:

- Overall impact of the finished package or part
- IML/IMD "fitness for purpose" for this application
- Innovation
- Technical difficulty
- Label print quality/technical achievement
- Label design
- Package or part design

We look forward to presentation of the Awards and publishing them in the next issue of *The In-Mold Messenger*.

Inside This Issue:

- 2008 Awards
- Case Studies
- IMLCON08 North America
- IMLCON08 Europe
- New Members
- President's Message
- Calendar

Case Studies New Website Feature

IMDA recently added the first of many planned case studies to its website. The new edition is a case study of VIP Packaging's Yoplait yogurt container for National Foods (Australia). This unique package won the "Best of Show" award in the 2007 IMDA Awards Competition.

VIP's new, one kg. injection molded PP container is a complete re-design of Yoplait's existing thermoformed HIPS tub and incorporates many consumer-friendly features, including photo-quality in-mold labeling, unique on-pack tamper evidence and custom designed grip and pouring features. This case study is a fascinating account of the package re-design and the benefits of changing to an in-mold labeled container.

Visitors to the IMDA website can read the VIP Packaging and future case study summaries at <http://www.imdassociation.com/inmoldda/case+study+summaries/default.asp>. IMDA members can access and download complete case studies on the Members Only side of the IMDA website.



New VIP Container

IMDA Sponsors IMLCON08 North America

AWA Conferences & Events presents the 2008 International In-Mold Labeling Conference, IMLCON08 North America, at the Marriott Buttes Resort in Tempe, AZ, USA, October 22-24, 2008.

IMDA is once again proud to be a sponsor of IMLCON08 North America as well as a featured participant. For the 2008 Conference program, IMDA members offer the following presentations:

- “Increasing Profitability with IML”, *Wolfgang Czizegg, Managing Director, Waldorf Technik GmbH*
- “Plastic Part Design for IML”, *Jordan Robertson, General Sales Manager, StackTeck Systems, Inc.*
- “In-Mold Decorating – the Lean Approach to Plastic Decorating”, *Bob Travis, General Manager, Vibrant Graphics*

Two concurrent sessions on Thursday morning offer delegates a choice between in-mold labeling (IML) topics for packaging and in-mold decorating (IMD) topics for durable products.

The IMDA workshops first offered at IMLCON07 were so popular that several were standing room only. For IMLCON08 North America the IMDA-sponsored workshop sessions are:

- “Getting Started with IML/IMD”, *led by Larry Buck, IGH Solutions.*
- “Trouble Shooting IML Applications”, *led by Bob Travis, Vibrant Graphics*
- “Lightweight Thinwall Packaging”, *led by Michael Sansoucy, Netstal Machinery*

Each workshop is offered in four concurrent, 45-minute sessions so that every delegate can attend all three workshops.

A highlight of IMLCON08 North America is the presentation of the Second Annual IMDA Awards at the Conference dinner.

The IMDA Annual Breakfast meeting will be Wednesday morning, October 22, 2008, at 8:30am, immediately preceding the opening of the Conference. All conference delegates are cordially invited to attend.

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



2007 Conference Dinner

IMLCON08 Europe Very Successful



Delegates at IMLCON08 Europe
Group Narrow Web

AWA Conferences' presentation of IMLCON08 Europe, June 5-6, 2008, in Amsterdam, The Netherlands, was highly successful in many important ways. Eighty delegates heard 12 presentations that focused on IML and IMD technology and markets in Europe. Among the most popular were

- “Success Oriented Strategies for IML – How to Increase Profitability with IML”, by IMDA member Wolfgang Czizegg, Waldorf Technik GmbH
- “Inks & Varnishes for In-Mold Labels”, by Niklas Olsson, Flint
- “Challenges of RFID and IML Applications”, by Mikko Nikkanen, UPM Raflatac
- “IML/IMD Market Overview”, by Dr. William Llewellyn, AWA Alexander Watson Associates

Preceding the Conference was a special presentation of The ABCs of IML Workshop, led by Ron Schultz of RBS Technologies, Inc. The very strong interest in IML and IMD was evident by the 39 delegates who attended the workshop.

Complete conference proceedings are available from AWA Conferences at www.awa-bv.com

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New IMDA Members

IMDA is pleased to welcome these new corporate members:

- CPS Resources, Inc.
- Marbach Moulds & Automation GmbH
- Spies Kunststoffe GmbH
- Sun Chemical
- Xten Industries, Inc.

IMDA now has 36 Corporate Members including its 13 Charter Members.

PRESIDENT'S MESSAGE —

“Going for Gold”

In an attempt to spend a little time with my family, I am multitasking as I write this article. I am typing away on my laptop, while the TV blares and my family cheers the athletes of the Beijing Olympics. It is amazing how these games and the stories of these athletes draw us together and motivate us to be better.

In a small way that is the hope of the second annual IMDA Awards. The awards are the culmination of the hard work of designers, product managers, engineers, scientists and technicians who have focused on creating an industry leading solution for their particular product or package. Like the Olympics, not everyone can win the gold, but everyone who competes can be proud of the fact that they have attained a level of world class performance that most will never attempt.

This year we have another outstanding field of entries for the Awards. Forty-six entries, seven categories, seven winners and two “honorable mentions” made for a great competition. I want to thank the judges, organizers and everyone who participated in our 2008 awards competition. I believe they have given us an event that should capture the imagination of everyone in our industry.

So I hope you will take some time to study the winners and the other entries to our awards competition. In fact, you should come and see the winners receive their awards at our IMDA Awards ceremony in October. It may not be the Olympics, but it just may inspire you to “go for the gold” in our next competition. Who knows, you could be the next Michael Phelps of in-mold decoration...

- Bob Travis, *President, IMDA*

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Mark Your Calendar...

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

September, 2008

- **Labelexpo Americas 2008**, September 9-11, 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
- **Fakuma 2008**, October 14-18, 2008, Friedrichshafen, Germany, www.fakuma-messe.de/en/fakuma

November, 2008

- **Pack Expo 2008**, November 9-13, 2008, Chicago, IL, USA, www.packexpo.com
- **In-Mould Decorating 2009**, November 17-18, 2008, Neuss, Germany, www.prw.com/events

June, 2009

- **NPE 2009**, June 22-26, 2009, Chicago, IL, USA, www.npe.org

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 D
 v a l u e c h a i n*