



# THE IN-MOLD MESSENGER

August, 2009

## IMDA Members Exhibit at NPE 2009

### CHARTER MEMBERS

- Arjobex America
- CBW Automation
- Distinctive Plastics
- General Press Corp
- Global Packaging
- IGH Solutions
- Netstal Machinery
- Nypro Inc.
- StackTeck
- Transilwrap
- Treofan America
- Vibrant Graphics

The In-Mold Decorating Association was well represented at NPE 2009, June 22-26, 2009, at McCormick Place, Chicago, IL, USA. The eight IMDA member companies exhibiting at this huge plastics show were:

- CBW Automation
- CSP Resources
- Central Decal
- Ermo North America
- General Press
- Inland Label
- StackTeck
- Industramark, a Standard Register Company

Although attendance was down somewhat from levels at the last NPE, our members reported good traffic at their booths with high interest in IML and IMD.


For the next several issues of *The In-Mold Messenger*, we will feature some of the interesting products and services of exhibiting IMDA member companies. Featured in this issue are CBW Automation, General Press and Industramark.

Sometimes referred to as a “cut-in-place” (CIP) device, CBW’s in-line, rotary die-cut label dispensing unit is elegant in its simplicity. A web of printed in-mold labels is fed through a rotary die cutting unit onto a vacuum conveyor belt. The die cut labels are then picked out of the matrix and placed on the stack mold’s inserter mandrels where they are charged before being placed into the mold. Rotary die cutting of individual labels assures the tight registration required for injection IML (IML-I). Labels in roll form do not need the anti-stats required for handling of loose, pre-die cut labels. This allows the labels to take more of the charge and hold their position better in the mold. Labels in rolls can also be as thin as 45 microns and are said to cost 30% less than pre-cut labels.

For additional information contact

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### CBW Automation

The crowd of people at the CBW Automation booth at NPE 2009  seemed never ending.

Many of them stood there for a long time, fascinated by CBW’s new TML-305RD IML Robot System.

*Continued on page 2*

### Inside This Issue:

- NPE 2009
- New Members
- Calendar
- 2009 Awards
- IMLCON09/IMDCON09
- Vice President’s Message
- New on Website

## New IMDA Members

**IMDA is pleased to welcome these new corporate members:**

# WELCOME

- Unifoil, [www.unifoil.com](http://www.unifoil.com)
- Yupo Corporation, [www.yupo.com](http://www.yupo.com)

IMDA currently has 33 corporate members, 7 individual members, 2 student members and one academic faculty member.

Visit the “Member Listing” page on the IMDA website for a complete list of our members

## IMDA Members Exhibit at NPE 2009 *(continued from page 1)*

### General Press

Participating as an exhibitor at NPE 2009 proved to be a positive and rewarding event for General Press Corp. of Natrona Heights, PA. 2009 marked the third consecutive NPE that General Press has participated in, and the second time partnering with mold, machine and robotics manufacturers to produce a molded part on the show floor. Top Grade Molds, IMDECOL and Toshiba joined forces on a system to produce a highly clarified thin walled IML tub and lid in the South Hall of McCormick Place. General Press, a charter member of IMDA, designed, printed and die cut the labels to complete the IML demonstration.

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### Industramark

Industramark™, a Standard Register business unit, was a first-time exhibitor at NPE 2009. The Industramark booth featured our in-mold labeling and decorating solutions and their various applications for durable goods, as well as the unique capabilities of our patented Grafilm® technology. We also made a strong statement on the eco-friendliness of our IML and IMD solutions, accentuating that with eco-friendly giveaways and green messaging throughout. The response we received by NPE attendees was excellent, resulting in hundreds of leads and several strong product-line expansion opportunities. Our overall presence at NPE 2009 enabled Industramark to communicate our brand and business initiatives effectively to an audience that wanted to hear from us.

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## Mark Your Calendar...

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

### September, 2009

- **Labelexpo Europe**, Sep 23-26, 2009, Brussels, Belgium [www.labelexpo-europe.com](http://www.labelexpo-europe.com)

### October, 2009

- **PMMI Pack Expo Las Vegas**, October 5-7, 2009, Convention Ctr., Las Vegas, NV [www.packexpo.com](http://www.packexpo.com)
- **IMLCON09 & IMDCON09 North America**, October 28-30, 2009, Tempe, AZ [www.awabv.com](http://www.awabv.com)
- **WorldWide Food Expo**, October 28-31, 2009, Chicago [www.worldwidefood.com](http://www.worldwidefood.com)

### December, 2009

- **Labelexpo Asia 2009**, December 8-9, 2009, Shanghai New Exhibition Ctr., Shanghai, China [www.labelexpo-asia.com](http://www.labelexpo-asia.com)



## 2009 IMDA Awards Competition

The IMDA Awards judging panel had quite a task deciding which of the 47 entries from 17 companies would win the 2009 IMDA Awards. Their job was made a little easier because the entries were pre-sorted into these 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)

Our judges were asked to choose the Best from each category and, if warranted, an Honorable Mention.

We were privileged to once again have this experienced trio of judges:

- Clare Goldsberry, Senior Editor, *Modern Plastics World Wide*
- Yolanda Simonsis, Associate Publisher/Editor, *Paper, Film & Foil CONVERTER*

- Peter Dinger, Senior Director Technology, Plastics Division, American Chemistry Council

The 2009 IMDA Awards will be announced and presented at IMLCON09/IMDCON09 in Tempe, AZ, during the Awards ceremony on October 28, 2009. The winners will also be displayed in the PMMI *Showcase of Packaging Innovations™* as well as at the IMDA booth at Pack Expo Las Vegas 2009, October 5-7, 2009. *Package Design Magazine* will feature the winners in its October, 2009 issue.

The 2009 IMDA Awards winners will be featured in the next issue of the *In-Mold Messenger*.



**2008 IMDA Awards Winners**

***“The 2009  
IMDA Awards  
will be  
announced  
and presented  
at IMLCON09/  
IMDCON09 ...”***

## Getting Ready for IMLCON09 and IMDCON09

IMDA is once again a proud sponsor of IMLCON09 and IMDCON09. Produced and presented by AWA Conferences and Events, the 2009 International In-Mold Labeling and Decorating Conference will be held October 28-30, 2009 at the Marriott Buttes Resort, Tempe, AZ, USA.

The 2009 Conference program will include dedicated IML and IMD tracks, an FMCG/Brand Owners Forum, an OEM/Durable Goods Manufacturers Forum and a tabletop exhibit hall. IMDA members will offer nine IML and IMD presentations during the Conference. Presentation of the Third Annual IMDA Awards will highlight the conference dinner on Wednesday evening. The Conference concludes with a golf outing on Friday morning.

Prior to the opening of IMLCON09 and IMDCON09, the IMDA will hold its annual membership meeting on Wednesday morning, October 28, 2009 at 8:30 am. 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&t=brochure&id=65>

***“IMDA  
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offer nine  
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during the  
Conference”***

## VICE-PRESIDENT'S MESSAGE – “Cause for Optimism?”

Information on a global basis is available to anyone who carries a cell phone with access to the Internet. That probably includes most of us who are involved with IMDA. On a daily basis, we see that the FDIC has banks on a short leash. Reports on the economy are mixed. Some say we have turned the corner and others describe the economy as a "head fake". Regardless of which side of the argument you support, it is hardly a business climate that gives us cause for lots of short term optimism.

Attendance at the recently held NPE 2009 in Chicago was down by an estimated 30% compared to the previous show. Not a good sign for businesses that require fresh capital. Since January of 2008, 2 million jobs have been lost. Financial experts are predicting that only 2/3 of them will return and not until 2013.

On a more optimistic note, the plastics industry is being pegged as one of the stalwarts of our economy that will lead us in the recovery. Product development and new uses of plastic were on display at NPE 2009. A key element in all of this will be the use of automation in our industry. Companies like P&G do plant audits and a key part of what they are seeking in their supply base is highly automated plants.

Earlier this week, I was visiting a molder who ordered 32 injection molding machines at NPE. The cost of the investment was justified by the reduction in cycle times along with energy savings and improved product handling with innovative automation.

There continues to be innovation in the IML world. This includes new and less costly materials, better and more innovative automation along with more creative uses of the IML/IMD process. Some of these creative solutions will be on display at IMLCON09/IMDCON09 being held this October in Phoenix. We are fortunate to be part of an industry which continues to evolve. Your participation in IMLCON09/IMDCON09 will assure you that you are up to date on the newest and freshest ideas.

-Joe Hirtzer, *Vice-President, IMDA*

## New on the IMDA Website

IMDA has added case studies by Polisport and Distinctive Plastics to join the VIP Packaging case study. These three case studies are available in their entirety on the Members Only side of the IMDA website or in summary form for visitors to the public side of the website.

A case study development template is now available for download by those interested in writing a case study for the IMDA website.

### 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.*



*Serving the IML  
and IMD value  
chain*