

Real Experts, Real Answers, Real Value

THE IN-MOLD MESSENGER

CHARTER MEMBERS

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

UV INKS REQUIRE SPECIAL CARE IN IML/IMD

UV cured inks and coating have become an important part of the production of in-mold labels for packaging (IML) and in-mold decoration of durable products (IMD).

UV cured inks provide superior properties on in-mold labels including:

- High gloss
- Abrasion resistance
- Chemical resistance
- Resistance to injection “washout”
- Good bonding to back-fill resin for insert molding
- High durability for outdoor exposure
- Low or no VOCs
- Rapid cure

Despite the attractive performance properties of UV inks for IML/IMD, they are more challenging to use in a number of ways.

1. **Curl:** In order to feed smoothly from label magazines, in-mold labels must be as flat as possible. Any curl introduced by the converting process can be a serious problem at the molding machine. UV inks and coatings have been known to create curled labels as they cure.

2. **Under cure:** Under-cured UV inks and coatings can cause label blocking and off-setting of ink to the inside of the mold. When this happens, the still tacky ink can cause the label to hang up in the mold shutting down the molding machine. Another artifact of inadequate cure is poor slip which affects label feeding from magazines.
3. **Over cure:** Over-cured UV inks and coatings can be brittle, causing hair-line cracks along bend radii and corners. Water-based overprints are often applied over UV inks to avoid this problem as well as to avoid curl.
4. **Heat Management:** UV lamps generate significant heat, especially on narrow web presses. IML substrates are thin, unsupported polyolefin films which are quite extensible under tension and heat. Stretching of the web can seriously degrade print-to-print and print-to-cut registration.
5. **Odor:** UV inks often have residual odors which are particularly objectionable on labels for food packaging applications.

Despite these mostly controllable issues, UV inks and coatings are becoming increasingly popular for printing in-mold labels and decorating durable molded products.

Inside This Issue:

- UV Inks and IML/IMD
- 2015 Symposium/ Exhibit Hall
- Call for Papers
- Awards Competition
- Promote your Business
- ABC's of IML: A Basic Course
- NPE 2015
- Calendar
- PackExpo Las Vegas
- President's Message

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.

One complete solution from one single source -
100% made in Switzerland



- 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.

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THE 2015 IMDA SYMPOSIUM & EXHIBIT HALL COMING OCTOBER 28 - 29, 2015

Doubletree Chicago North Shore Hotel & Conference Center. Skokie, IL USA

This year we are presenting invited papers and a fascinating workshop program

IMDA SMACK-DOWN: *Point/Counterpoint workshops:*

How do you decide which of the many available processes will help you deliver the IML/IMD product your customer demands? The 2015 IMDA Symposium will help you sort out the many choices available.

The Symposium features these fascinating workshops:

The Cutting Edge:

Roll Fed Technology vs Cut & Stack Automation

Real Chemistry:

UV Web Offset vs UV Sheet Offset

David & Goliath:

Digital Printed IML/IMD vs Conventional IML/IMD

That's a Wrap:

Insert IMD vs Foil IMD

Despite the rather adversarial sounding titles, these workshops are collegial discussions among industry professionals who are experts in their respective fields, illustrating alternate ways of creating products and solving problems. The workshops are concurrent open ended sessions allowing for ease of discussion. Learn from the experts. Hear what they have to say and feel free and comfortable to ask your questions.

The 2015 IMDA Symposium is a non-commercial, educational event that includes workshops, invited papers, an exhibit hall, the 2015 IMDA Awards ceremony and many networking opportunities with your industry colleagues. Click [here](#) for more details about the 2015 IMDA Symposium.

Host an exhibit table where you can greet attendees and promote your IML/IMD business.

Availability is limited, tables are assigned on a first come, first serve basis so act now!

CALL FOR PAPERS

IMDA focuses on advancing the In-mold Labeling and In-mold Decorating industry through education. We are now looking for speakers to submit their technical, non-commercial, educational paper for our next Symposium. If you have an interesting, informative IML/IMD related topic you want to share at the IMDA 2015 Symposium complete the form by clicking on this [link](#). Save the document and send it to info@imdassociation.com by June 1, 2015.

Your company's participation will be promoted in multiple ways including the Symposium brochure, the IMDA website, press releases, IMDA newsletter and during the Symposium.

All summaries received will be reviewed by our Education committee for content and non-commercial character. Proposals accepted will be notified promptly.

9th ANNUAL IMDA AWARDS COMPETITION

The 2015 IMDA Awards Competition opens to entries on May 1, 2015. New categories introduced last year include thermoformed IML packaging, thermoformed durable products and prototypes. The competition is open to all companies involved in any form of in-mold labeled packaging and in-mold decorated durable products. Winners of the 2015 IMDA Awards Competition will be honored at the 2015 IMDA Symposium and their winning entries displayed at many industry events, including the PMMI Showcase of Packaging Innovations at Pack Expo Las Vegas 2015. The deadline for submitting entries is June 30, 2015. For more information and entry forms, click [here](#).



Winners 2014 IMDA Awards Competition

ABC's of IML®: A Basic Course

The In-Mold Decorating Association presented the *ABC's of IML®: A Basic Course*, Tuesday, May 5, 2015, at the DoubleTree Chicago North Shore Hotel & Conference Center, Skokie, IL. Companies across the IML/IMD supply chain have been sending their new and veteran employees to the ABC's of IML to learn basic in-mold labeling and decorating technology for more than 25 years. The seminar is updated annually to reflect the latest trends in IML and IMD.

The In-Mold Decorating Association offers a special registration discount for IMDA corporate members. This year's course was well attended by more than 18 participants. .

NPE 2015

The IMDA booth at NPE 2015 was a very busy place! The triannual NPE plastics show held March 23-27, 2015, at the Orange County Convention Center in Orlando, FL, was exceptionally well attended and offered something for every interest in the plastics world. On display at the IMDA booth were the winners of the 2014 IMDA Awards Competition as well as many other examples of in-mold labeled packaging and in-mold decorated durable products. By the end of the show we had hosted more than 150 visitors at our IMDA booth. At times they spilled out into the aisle as our IMDA member experts addressed visitors' questions and comments. We look forward to greeting you at NPE 2018, May 7-11, 2018, in Orlando, FL.

MARK YOUR CALENDAR...

Upcoming IML/IMD-related events:

May, 2015

- **IMDA - ABC's of IML®: A Basic Course**, May 5, 2015, Skokie IL, www.imdassociation.com
- **Thin Wall Packaging 2015**, May 6-7, 2015, Chicago, IL, www.amiplastics

June, 2015

- **Molding 2015**, June 16-18, 2015, Chicago, IL, www.molding2015

August, 2015

- **Thermoforming USA**, August 31 – September 3, 2015, Atlanta, GA, www.thermoforming_USA

September, 2015

- **Pack Expo Las Vegas**, September 28-30, 2015, Las Vegas, NV, www.packexpolasvegas
- **Label Expo Europe**, September 29—October 2, 2015, Belgium www.labelexpo-europe.com/

October, 2015

- **Fakuma**, October 13-17, 2015, Germany, www.fakuma.com
- **2015 IMDA Symposium**, October 27-29, 2015, Skokie, IL, www.imdassociation.com



PROMOTE YOUR IML/IMD BUSINESS

Put Your Logo and Message Here

This *In-Mold Messenger* newsletter reaches over 1600 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 for ad rates and to place your advertisement.

Pack Expo Las Vegas 2015 — Meet The Experts

Visit IMDA at Pack Expo, Las Vegas 2015, September 28 - 30, 2015, Las Vegas Convention Center, Las Vegas, NV. USA. Bring your IML/IMD problems and concerns to discuss with IMDA experts who will be available at our booth throughout the show. On display will be winners of the 2015 IMDA Awards competition as well as many other interesting in-mold labeled packages and in-mold decorated durable products for you to examine.

PRESIDENT'S MESSAGE

No Place for Roosters

This years NPE was another affirmation that in-mold labeling is alive and well in North America. Dozens of booths were demonstrating in-mold decoration or technologies relating to IML. At the IMDA booth we also saw a tremendous amount of traffic and received 150 inquiries regarding the association and our members.

While I was in the booth I was approached by a veteran of the IMD industry who asked me why he should join the IMDA - I began by telling him the value comes from what you are willing to put into our group. Our organization thrives on the exchange of ideas and innovations that help our industry grow.

But before I could finish, this particular gentlemen, scoffed at my suggestion that he would share some of his knowledge with the IMDA. He felt that his knowledge was so complete that he could not possibly learn anything from our organization and "what value would he get from teaching others - do we pay people to present?!" Before I could even begin to respond, another individual stepped up who has a similar history with the materials side of IMD and he began to "crow" about his own accomplishments that seemed to suggest he had single handedly invented IMD.

Of course, I was taken aback as I watched these two individuals continue to "crow" about their experiences and expertise that they had developed over the past 20 years. To hear them tell it, we should post a plaque on the wall to celebrate their inventiveness and pioneering efforts. As I slowly removed myself from their self-aggrandizement of bygone years, I happened to notice what was going on in the IMDA booth behind them.

IMDA members were shaking the hands of attendees and dialoguing with them about the value of in-mold and how it can be employed. Cards were being exchanged and relationships started. The knowledge of IML was being spread and consequently our industry and our markets expanded.

While I have no doubt that the two individuals I encountered have valuable experiences in in-mold decorating, I want to personally thank all of the IMDA experts who volunteered to stand in our booth and share their knowledge of in-mold decoration. I also want to encourage anyone who has an interest in IML/IMD to join our organization to help us share ideas and knowledge to help grow the applications for IML and IMD. However, if you cannot find value in our mission, then I guess the IMDA is *no place for roosters*.

Bob Travis
IMDA President

NEW MEMBERS

IMDA welcomes these new corporate members:

Standard Register, www.standardregister.com

Plas-Pak Industries, www.plaspakinc.com

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*