

# TLMI

## HOT OFF THE PRESS



June 2009

THE LATEST NEWS FROM MEMBERS OF THE TAG AND LABEL MANUFACTURERS INSTITUTE, INC.

June 2009

### Handling release waste at Sara Lee

Welcome to Hot Off the Press for June 009

TLMI knows how important it is for our members to receive news that's current and as up-to-date as possible. In an effort to further support our membership, and in addition to the bi-monthly *Illuminator*, TLMI also publishes *Hot Off the Press* - a publication that delivers the latest news to our converter and supplier members.

Please remember to make sure you send us your own company's press releases and news to [editor@tlmi.com](mailto:editor@tlmi.com).

The information published in these pages is based upon statements provided by featured companies. Publication here does not constitute endorsement or recommendation by TLMI.

Sincerely,  
Frank Sablone  
President, TLMI

Global brand owner Sara Lee has generated savings of up to 50 percent on the cost of disposing of its release liner waste following a tie-up with Channeled Resources in the UK.

With the growing importance of environmental issues, the failure of the pressure-sensitive industry to come up with viable solutions for profitably disposing of release liner waste is one of the biggest threats it faces.

It seems that no-one is prepared to take responsibility. Converters, understandably, do not want to take liner waste back, brand owners are happy (at the moment) to see it buried in the ground and it has not entered the consciousness of the global retailers despite their increasingly aggressive stance on 'green' matters.

So it is a real pleasure to come across one brand owner prepared to push release liner waste to the top of its agenda. The plant, based in Slough, Berkshire is a Sara Lee center of excellence for household products, and fills all Radox bath products destined for Europe. The motivation was provided by one remarkable woman – environmental co-ordinator Krisztina Bordacs.

A recognized expert in waste water issues, Bordacs was originally brought into Sara Lee to tackle 'foam icebergs' floating off down the river Thames. Once that problem was solved, her attention was drawn to the biggest single source of waste leaving the factory – release liner.

Sara Lee applies front and back labels to 10 million shampoo bottles a week, with some 7-8,000 labels on each 250m roll. After label dispensing, that glassine liner roll will weigh 7-8 kg.

In the UK, release liner waste is now classified as *packaging* waste rather than industrial process waste, as it still is in the rest of Europe. This puts companies like Sara Lee under an obligation to pay to have



it taken away by a registered disposal company. And disposal costs are rising, with landfill charges increasing by 30-40 percent over the last two years.

Krisztina Bordacs was approached by Calvin Frost, CEO at Channeled Resources – long a champion of liner recycling – with a proposal to pick up Sara Lee’s glassine liner waste, take it away on a regular basis and recycle it. ‘Cal told me that everything which goes out of this factory should be making money.’

Working with Channeled Resources UK manager Tony Loia, Bordacs picked one shampoo filling line to pilot the project and arranged for Channeled Resources to make its first pick-up of material in February last year.

‘My biggest challenge was convincing our line operators that waste liner was an issue,’ says Bordacs. ‘I told Calvin this and he read me the riot act, and three weeks later we did the first pick-up. We were not well organized, but we did it, and the operators learned it did not require much more than they were already doing. There was no cost setting the system up – just time and the hassle factor. But the employees eventually saw that this was crucial to their continued job security.’

Bordacs says it took 3-4 months to get a roll collection and boxing system going. ‘Between December and March 2008 when we had the second pickup, we had sorted out most of the kinks, and we have now moved to 11-13 pickups a year.’

The cores are taken from the applicators and put into boxes in two tightly packed layers. ‘We started by packing in 230 kg and we are now achieving 460 kg per container. We have increased our overall packing efficiency from 35 percent to 80 percent in the last year.’

Bordacs took advantage of this success to reorganize the labeling lines to give the operators more storage space. ‘I could do this because everybody here knows that it was successful. The pilot line crews were recognized and it did not take much to understand that this makes financial sense.’

The results were nothing short of spectacular for such a minimal outlay. ‘In our first reporting year for Wastepack (a group which helps businesses comply with their statutory waste obligations), we must have saved Sara Lee 50 percent on its waste disposal costs. We have proven you can have both a better environmental and commercial footprint.’

The boxes of liner waste are collected by Channeled Resources and transported by road to Merseyside, in the north west of England. The liner waste is then shipped to India, where it is sold to paper mills for recycling into lowgrade paper products like industrial towels and packaging materials.

Channeled Resources’ Tony Loia recognizes that sending these materials to India is not the best solution. ‘In India, paper prices have collapsed and suddenly we’re losing money. But we can’t pull out. If we stop recycling, we will not start again. I have tried to sell this liner waste in the UK, but nobody wants to use it. But if you can use it in paper mills in India, why not here?’

For Sara Lee, the lessons of the Channeled Resources project are clear. In the group’s first environmental report, its Slough factory will be held up as an example of best practice for the company’s global operations.



### IIMAK introduces ultra thin film

IIMAK, a leading manufacturer of printing consumables, has introduced TF160 direct thermal film. The ultra thin polypropylene construction offers excellent moisture resistance and higher durability tear resistance. TF160 can be converted into direct thermal labels for shelf labeling, general home and office labeling, wristbands, and frozen food/meat packing.

At 1.8 mil, TF160 is the thinnest white direct thermal film currently available. Its lightweight design provides additional material on each roll so end users can print longer before changing the media. Higher yields mean less downtime and higher productivity, especially important in mobile and desktop printing applications.

The TF160 is available to converters in both pressure sensitive and non pressure sensitive master rolls. [www.iimak.com](http://www.iimak.com)

### New online presence for Pitman

Pitman, a leading supplier to the graphic communications and wide/grand format graphics printing industries, has unveiled it's new engaging and innovative website [www.pitman.com](http://www.pitman.com).

"Due to the growth in on-line business, Pitman's goal was to develop a new site that gives customers the ability to easily order on line 24 / 7," said Peter Moore, President, Pitman Company. "We knew it was essential to show real time inventory as well as offer in-depth information about the products, product applications, industry news, and events."

The new website is an important step in the continued path to provide outstanding customer service and value. In Phase I of the implementation, using Infor Technologies eStorefront application and EasyAsk search engine, the site offers expanded content and a very powerful search engine, minimizing the customer's time and maximizing productivity. It allows customers to streamline purchasing with the use of multiple "Favorites" lists, the ability to review and copy previous orders, an easy to use "order pad" and real-time access to purchase history. Other features include highlights of new products by application, order tracking, invoice history and the ability to save orders for processing at a later date.

Joe Milici, Vice President Information Technology Pitman Co., explains: "Phase II will further enhance the site with features such as, on-line tutorials and product demonstrations, Material Data Safety Sheets, ICC Profiles, equipment specification sheets and ability to pay invoices online."

By providing a rich online experience, it will be easier to find the information needed, place orders, track orders and review invoices 24 hours a day, seven days a week. Pitman's customers can also draw upon the support of our e-commerce specialists who are fully trained to answer questions. From the Sales and Customer Service Support Teams, to our Professional Service Specialists, Pitman staff members are fully up-to-date on the latest supplies and equipment.

[www.pitman.com](http://www.pitman.com)

### Kodak researcher wins award

The prestigious Cactus Award for best interactive paper at the 2008 Color Imaging Conference (CIC16) hosted by the IS&T (the Society for Imaging Science and Technology) was awarded

to Dr. Christopher J. Edge, Corporate Research Fellow, Eastman Kodak Company. Edge's presentation is available in video format on the Kodak website.

In his session, "Report on the Optimization of Human Observer Functions and CIELAB," Edge presented significant work he has been doing on optimizing existing color matching functions, optimizing

parameters used in equations for CIELAB, and improving methods of chromatic adaptation. The benefits of these improvements include deltaE values that truly predict the magnitude of color differences, preserving the appearance of blues when printing saturated RGB images and preserving the appearance of color photos when printing on extremely off-white paper.

"The interactive nature of these sessions makes them incredibly valuable for attendees and presenters alike," noted Edge. "There is no substitute for peer feedback and discussion, and it's gratifying to know that attendees found my presentation so worthwhile. The work that we are doing in the area of color perception will benefit many KODAK Products in the areas of color management and color specification."

While the CIC Interactive Session was scheduled for two hours, interest in Edge's work kept him engaged in a lively and meaningful discussion with other attendees well past that time. During the Interactive Session, attendees vote for the best interactive paper of the conference. The presentation of the Cactus Award, therefore, is an indication by his peers in the scientific community of the importance and validity of his work.

[www.kodak.com](http://www.kodak.com)

### **New Sales Director at Skanem, UK**

Steve Sinclair has been appointed as the new Sales Director for Skanem UK. He joins Skanem after eight years at Adare, where as Sales and Marketing Director he was responsible for a team that delivered substantial growth during a period of dramatic change within the business.

Managing Director for Skanem UK, Steve Dunne, says: 'It gives me great pleasure to announce the appointment of Steve Sinclair as the new Sales Director for Skanem UK. Bringing a wealth of Sales experience and a driving ambition to succeed, Steve will be responsible for developing a UK sales team that after consolidating the existing sales position, will deliver profitable Sales growth to ensure that Skanem UK maintains its position as a major UK player.'

[www.skanem.com](http://www.skanem.com)



*Steve Sinclair and Steve Smith*

### **New labor contract for OMNOVA**

Union have ratified a new contract with the Company. The contract covers approximately 56 bargaining unit members and extends for three years through May 31, 2012. OMNOVA employs about 106 total employees at the Mogadore plant.

"We commend the union for their desire to continue to work together to make critical improvements that will enhance the plant's long-term competitive position under what remain very challenging economic conditions," said Kevin McMullen, OMNOVA Solutions' Chairman and Chief Executive Officer. "This contract continues to provide an excellent wage and benefit package for our hourly employees while enabling positive changes to increase the flexibility of the workforce in order to drive further improvements in productivity, quality and customer satisfaction."

[www.omnova.com](http://www.omnova.com)

## WS Packaging Group receives 'Business Friend of the Environment' Award

WS Packaging Group, Inc. has won the "Business Friend of the Environment Award" for environmental innovation by the Wisconsin Environmental Working Group®, an affiliate of Wisconsin Manufacturers and Conference.

WS Packaging won the award for environmental innovation in part for its efforts at its Algoma, Wis., facility to keep about 115 tons of waste material per month from the local landfill. The company has partnered with a state firm that turns the waste material into industrial pellets that can be mixed with coal and bio-fuels to heat buildings and generate electricity.

"A main goal of our company-wide sustainability program is to provide products that are environmentally sound throughout their lifecycles," said Terry Moede, environmental director, WS Packaging. "We're also committed to becoming a better steward in protecting our environment, which involves conserving energy and natural resources. Taking the waste from one process and turning it into a resource for another is an operational goal we're achieving every day."

Since being implemented in mid-October 2008, WS Packaging has kept more than 800 tons of waste from the local landfill.

"Waste conversion programs require additional operational and transportation costs," Moede said. "But WS Packaging is committed to implementing long-term solutions that balance its environmental goals with its economic health."

WS Packaging has a Corporate Sustainability Committee to further commit each of its 17 facilities to good environmental stewardship. The Algoma facility has served as a blueprint to be followed by each WS Packaging facility across the United States.

[www.wspackaging.com](http://www.wspackaging.com)

## Avery Dennison introduces digital print-ready snack web product

The Fasson Roll North America division of Avery Dennison Corporation has launched the first of four new Fasson® Rapid-Roll® digital print-ready snack web products to their FlexPak™ offering. Narrow web converters seeking packaging ideas that combine better product taste and safety, longer product shelf life, along with step-saving packaging convenience and portability, now have more resources from one source when making decisions.

Named Metallized Snack Web DTC, this glossy, sliver-faced product is digital print ready and FDA compliant for direct food contact. Ideal for single-serve cookies, crackers, chips and other snack products requiring a gas flush and easy open seal to prevent spillage. This Fasson Rapid-Roll FlexPak offering is stocked and available in small minimum order quantities. For roll or sheet samples, contact Fasson customer support at 1-800-944-8511 or visit [www.na.fasson.com](http://www.na.fasson.com) for more information.



## MACtac® supplies pressure-sensitive adhesive label materials for Wedding Rings stamp

With wedding season in full swing, pre-marital planning and preparation are the primary tasks to make sure everything is perfect for the special day—from booking the ceremony, reception and honeymoon to selecting color schemes, caterers and floral arrangements.

Designed to carry the wedding theme into wedding correspondences such as invitations and RSVP cards, the United States Postal Service (USPS) recently introduced the Wedding Rings 44-cent first class stamp. MACtac® supplied the pressure-sensitive adhesive label materials for the 300 million stamps printed.

Also available through USPS, the Wedding Rings stamp has a partner two-ounce, 61-cent Wedding Cake first class stamp, which is intended for heavier invitations.



“Although wedding planning is often associated with stress and months of preparation, the anticipated result is a beautiful day and cherished memories that mark the beginning of a new and happy life,” said Allison Hazel, marketing manager, MACtac Printing Products. “Supplying the labelstock for the Wedding Rings stamp allows MACtac to provide a beautiful contribution to the special day of thousands of couples, hopefully easing one aspect of the planning process.”

The Wedding Rings stamp features a photograph of two seemingly intertwined golden wedding bands displayed on a white pillow with a white, silk ribbon strung through them in unity. The photograph was taken by Renee Comet of Washington, D.C.

The Wedding Rings stamp is currently available online at [www.usps.com/shop](http://www.usps.com/shop), by phone at 800.STAMP.24 and at local post offices.

MACtac has been a qualified supplier for USPS stamps for more than five years, providing materials for a number of pressure-sensitive stamps, including “Star Wars,” “Forever,” “Flags of Our Nation” and “Olympic Games.” For more information about MACtac Roll Label, please call 800.255.9733 or visit [www.MACtac.com/RollLabel](http://www.MACtac.com/RollLabel).

In addition and based on customer demand for more specialty facestock options and improved adhesive performance for toner and ink jet in the digital arena, MACtac® Printing Products has expanded its MACcopy® and MACjet® laser and ink jet printing product lines with a variety of new facestock options that feature adhesives that adhere well while running cleanly through a variety of printers.

MACtac's long-standing product lines, MACcopy products for laser printing and MACjet products for ink jet printing, feature one of the industry's broadest ranges of facestock options, including new gold laser, silver laser, high-gloss laser, matte clear laser, white PET laser and high-gloss ink jet.

“Pairing our new facestock options with our patented non-ooze adhesives and layflat liners allows us to offer our customers a complete solution that is guaranteed to address the needs of their growing markets,” said Allison Hazel, marketing manager, MACtac Printing Products. “Through extensive screening and testing, we work to ensure that our products will run smoothly and perform exceptionally each and every time no matter the end application.”

[www.MACtac.com](http://www.MACtac.com)



## Stork Prints presents its renewed screen integration program

Rotary screen printing expert Stork Prints, headquartered in the Netherlands and with its US office in Charlotte, NC, presents its renewed rotary screen integration program along with its new SPG Prints to the US market. José Maldonado, Commercial Manager, says: "the new logo is very much part of our new visual identity. However, our company name will remain Stork Prints, as our clients and relations have known us for many years".



Stork Prints is the global leader in rotary screen printing technology. Rotary screen printing lends itself to the reproduction of numerous high-value features, because it lays down thick ink coatings, up to 300 micron, at high speed, in a single pass. As a result, it provides a flexible, economic alternative to for instance, embossing or hot foil.

Stork Prints favours the many high-value applications of rotary screen. These include coarse, textured varnishes, Braille, thermo-chromic inks that change colour at different temperatures, conductive inks for RFID antennae, electro-luminescent lighting, solar panels, and security inks for anti-counterfeit purposes.

For many American flexo printers, adding rotary screen capability to the existing press can greatly broaden the creative repertoire and make it possible to compete in premium label markets.

### **RSI modules**

In today's market heavy investments in complete rotary screen printing lines are not necessary anymore. For those price-savvy manufacturers Stork Prints offers rotary screen integration (RSI®) units. The company's acclaimed RSI® module offers smooth, stable, high-speed printing and is easily fitted onto an existing press. Furthermore, Stork Prints reduces the investment requirement for narrow-web printers with its dedicated RSI Compact modules, which feature limited sizes between 12" and 18". Stork Prints has a partnership with over 30 of the world's leading press manufacturers to ensure smooth adoption of rotary screen capabilities on a new or existing press. The installed base of 2000 Stork Prints RSI units worldwide shows the grown interest for rotary screen printing technology by various manufacturers and printing firms.

### **Screens and sleeves**

Furthermore, Stork Prints' electroformed nickel rotary screens set the industry performance standard, with their proven durability, strength, on-press stability and reproduction quality.

Specifically developed for the RSI® units Stork Prints offers RotaMesh®: the top-quality screen that is a non-woven, electroformed mesh made out of 100% nickel. The unique hexagonal structure (honeycomb structure) leads to extreme sharp printing quality and ensures maximum stability and consistency. The RSI-compatible RotaMesh® screens offer reduced consumable costs, and can be re-imaged several times.

Especially for non-Stork systems Stork Prints offers the RotaPlate® screen with excellent handling properties, reusability and significantly higher mesh-counts than woven mesh alternatives.

But Stork Prints also answers to any needs - like short runs and quick change-over times - flexo printers might have with its extensive program of narrow web sleeves. Stork Prints' subsidiary AKL Flexo Technik's innovations in flexo sleeve technology enable customers to achieve higher quality results, and higher productivity through faster production speeds and reduced downtime. The Warburg (Germany)-based company has recently introduced its program of tough, hard-coated mounting sleeves for narrow- and wide-web applications. Ideal for the latest generation flexo-printing systems, the sleeves offer highly stable slippage-free printing, and assured total indicator readings (TIR) of within 15 µm, even under extreme humidity and heat.

[www.storkprints.com](http://www.storkprints.com)

## Toray Plastics introduces LumLife™ Metallized Polyester Film innovation for Metallic Balloons

Toray Plastics (America), Inc., has announced the introduction of a new thin, extremely durable metallized polyester film for metallic balloon applications. New patent-pending LumLife™ film, made with Toray's advanced metallization treatment technology, enables balloon converters and end users to create brilliant, printable, metallized polyester balloons that do not stress crack and maintain seal integrity during the manufacturing process. Metallic balloons made with LumLife film also offer extended float life owing to the film's superior barrier capabilities and reduced density. Long-term testing demonstrates that a helium-filled LumLife balloon manufactured with the Anagram (www.anagramballoon.com), process and self-sealing valve stays aloft three to five times longer than conventional nylon balloons.

"LumLife film is a winner," says Christopher Roy, director of sales and marketing, Torayfan Division. "Balloon converters, end users, retailers, consumers, and the environment all benefit from this unique technology development." Roy notes that LumLife film was originally developed for the packaging industry, but that its barrier and metal adhesion features, as well as its B-side functionality for converting, enabled crossover into the metallic balloon market. For the packaging industry, the same metallized PET can be used for confectionary, coffee, condiment, and medical applications.

One side of LumLife film is treated for advanced metal adhesion. The other side of the film is engineered by means of a unique chemical process that provides excellent bonding during the extrusion lamination process. Combined, those attributes prevent stretch cracking when the balloons are converted, so the finished balloon has an attractive, smooth, secure seal.

When inflated and closed with a sophisticated valve like Anagram's, LumLife balloons retain their loft three to five times longer than conventional products, which makes them more desirable to balloon distributors and retail sellers, and consumers who enjoy them as gifts.

The longer retention of helium reduces the number of balloon refills, and, thus, the costs of labor and materials. The retention of helium also means that less of that natural resource is used. Complementing that benefit to the environment is the fact that LumLife is extremely thin, therefore, less waste ends up in landfills.

LumLife film is manufactured at Toray's Rhode Island based operation, so total quality control is assured. It offers excellent thermal stability and superior mechanical properties, including high strength and dimensional stability.

[www.torayfilms.com](http://www.torayfilms.com)



## New Alliance Brings Web-Based Solutions to the Digital Label and Packaging Market

A new alliance between Kodak and Xeikon enables label printers to extend their web-based businesses with branded online ordering of tags, labels, and other print products. It also simplifies and streamlines production, from order origination on the web, via KODAK Web to Print Solutions, to final output on the XEIKON 3300 Digital Color Label Press. The agreement is effective in the United States and Canada.

“The adoption of digital printing within the packaging market is growing, and Kodak is excited to work with Xeikon to bring web-to-print solutions to the tag and label market. Kodak’s e-commerce solutions—as well as our web-based tools for content creation, collaboration and approval—connect seamlessly into the production workflow and through to the digital label press,” said Steve Miller, Product Manager, Packaging Workflow, Kodak. “Integrating Kodak’s web-based systems with the XEIKON Press will give label printers the ability to provide new services to existing customers while also attracting new business opportunities.”

Through the agreement, Kodak and Xeikon, a division of Punch Graphix—known in the industry for pioneering the first digital color presses—bring complete web-to-print solutions to the packaging and label market by offering KODAK Web to Print Solutions and the KODAK INSITE Prepress Portal Product family as part of a complementary solution to the XEIKON 3300 narrow-format digital label press.

“We’re always looking for ways to maximize both value and efficiency for our customer base and this latest agreement with Kodak aligns perfectly with this mission,” said Michael V. Ring, Vice President of Sales & Chief Marketing Officer of Xeikon’s North American operations. “Working with Kodak will allow us to offer our customers complete solutions for their packaging and label needs and, in turn, increase their own value within their respective markets.”

KODAK Web to Print Solutions enhance and expand on traditional web-to-print offerings, allowing print service providers to more efficiently implement a web-to-print program with superior levels of workflow integration. The KODAK INSITE Storefront System offers everything label printers need to support online ordering, including a brandable, easy-to-implement, customer-friendly web storefront for secure online ordering and reordering of print products. The storefront functions can be completely integrated into the prepress workflow to create an automated production process from order to output in digital, offset or flexo printing environments.

Streamlined production also is aided by the KODAK Smart Review System, which can be used with a variety of graphic arts file formats and brings together a powerful set of professional proofing and collaboration tools, including an easy-to-use navigation window, densitometer and measurement tools; on-the-fly panning and zooming; image rotation; and approval. The advanced spot color capabilities of the Smart Review System, enabled through KODAK MATCHPRINT Virtual Technology, help ensure superior color accuracy throughout all aspects of the digital label production process, making it easier for images to be proofed and displayed with accurate color on qualified monitors.

The XEIKON 3300 Press delivers seamless high-quality label printing, offering true 1,200 dpi at four bits per spot. With a top speed of 63 feet per minute and a monthly duty cycle of 2.3 million feet, the XEIKON 3300 is an extremely fast digital color label press, particularly suited for short to medium print runs and just-in-time jobs. The fifth color station of the XEIKON 3300 Press can be used for spot colors, as well as “one-hit” opaque white and special security toner. Operating on the XEIKON Form Adapted (FA) toner technology, the XEIKON 3300 combines the benefits of chemically produced toner with the performance of traditionally produced toner. In addition, the FA toner is FDA-approved for use in certain food contact applications.

KODAK Products are backed by KODAK Service and Support. KODAK Service and Support is made up of more than 3,000 professionals reaching more than 120 countries. It is a leading multi-vendor integrated services provider, delivering consulting, installation, maintenance and support services for the commercial printing, graphic communications, document imaging and data storage industries. KODAK Service and Support professionals are uniquely qualified to provide services that control costs, maximize productivity, and minimize business risk.  
[www.kodak.com](http://www.kodak.com)