

TLMI

HOT OFF THE PRESS



75 years of dedication to the industry

November 2008

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

TLMI

Welcome to Hot Off the Press for November

TLMI knows how important it is that our members 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 will be publishing *Hot Off the Press* - a new publication that will deliver 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.

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

A Q & A with TLMI Label Awards Chairman Steve Lee

How long have you been involved with the TLMI Label Awards Competition?

I have been the Chairman for 13 years.

How does one become a judge, and what is the criteria to become one?

Our Judges have been permanent since I became the Chairman. We have lost a couple for various reasons, but we have always felt it better to have consistency in that position. The level of experience our Judges have is formidable. All are industry veterans. If someone wants to be a Judge, they should get their name on the list. We cannot guarantee anything, but if a position opens, that list is part of our consideration for replacing someone.

How have the submitted labels changed over the years, can you talk about significant industry trends that you've seen over the years through the labels submitted?

Obviously, the quality of printed entries has improved over the last decade. Improved decorating techniques and digital printing are two that come to mind. Innovative labels/packages that catch the consumers eye are growing and we expect to see more of that given the economic environment today.

How long has digital printing been a category, and by how much are entries in the category increasing annually? A lot? Not much?

We used to call it Plateless Printing until 2006 when we changed the category to Digital Printing and added four specific product descriptions. It has gone from 3-4 entries to about 30 this year.

In your opinion, which are the most challenging categories?

We see new things in almost all of the categories concerning innovative ways to do a tried and true process. The converters challenge themselves every day. If you want to grow today you better be prepared to change and be creative and aggressive. I know many label converters of all sizes who are growing because they have expanded their horizons beyond Pressure Sensitive label production.

If you had a crystal ball, what do you think the labels will look like in another 5 years? (How will they look different) 10 years?

Hmm. I see continued innovation as the key to labelling packages whether it is pressure sensitive labels on a release liner or attached and applied by other methods. Digital technology will continue to grow as will our industries movement into other markets.

Is there any one label that was particularly memorable for you as a judge?

No. There have been so many that I personally have been impressed with that I could not pick one. When we pick Best of Show from all of the First Place winners, it takes forever to get it down to one that the Judges feel is the Best.

Are there any marked differences between the North American labels and those submitted from international companies in terms of technique, print processes, etc.?

Not that we have seen. I would like to comment about a topic I am asked about every year. The Judges do not know who the Converters are when we judge the entries. It is anonymous and the Staff at TLMI does a fabulous job of keeping it that way. I would also like to thank my Judges for coming to the Competition spending their precious time volunteering to be a judge.

Judges for 2008:

Steve Lee, Chair
RotoMetrics

Mike Buystedt
Flint Group Narrow Web

John Coleman
Nilpeter USA

J. Page Crouch
Educator

Patrick Hague
Water Ink Technologies, Inc.

Ray Mackura
Avery Dennison, Fasson Roll N.A.

Peter Mulheran
Sani-Blast LLC

Robert Smithson
Trinity Graphic USA, Inc.

Paul Teachout
Harper Corporation of America

Terry Trexler
Gallus Inc.

Roy Webb
Mark Andy, Inc.



Advanced film technology at Pack Expo

Pack Expo International 2008 attendees who were seeking advanced film technology learned about innovative, value-added polypropylene and polyester advancements that offer improved barrier performance and support sustainability initiatives from Toray Plastics (America), Inc., North America's only manufacturer of precision-performance polypropylene and polyester films, offered end users and converters knowledge about sophisticated lightweight high-barrier monoweb and lamination structures, including ones that combine OPP and PET and are foil- and PVdC-free. In addition to gaining barrier performance benefits, end users can achieve source reduction, reduced packaging waste, lower transportation and raw material costs, and the elimination of converting steps and materials. Of special note were Toray's Torayfan® PWX5 ultra-high-barrier metallized OPP film, LumiLid® PET lidding films, and new LumLife™ MK61 thin, high-barrier metallized PET film.



“Lighter OPP and PET films and foil- and PVdC-free films that offer improved barrier performance are powerful new choices for end users,” said Christopher Roy, Director of Sales and Marketing, Torayfan Division. “Consumer-product-goods manufacturers can achieve excellent barrier protection and have a tremendous impact on their sustainability initiatives with technologically advanced films from Toray.”

Featured among the polypropylene films was Torayfan PWX5 ultra-high-barrier metallized film. Torayfan PWX5 offers oxygen-barrier performance that is eight to ten times more effective than the barrier capability of previous generations of high-barrier metallized films, and has superior moisture barrier as well. End users gain improved shelf life, which allows manufacturers to spread out manufacturing cycles over a longer period of time, thus eliminating the need for additional, expensive production capacity. The extending of shelf life also permits source reduction and has the inherent advantage of lowering transportation costs and raw-material costs.

On the polyester-film side, Toray highlighted environment-friendly, FDA-compliant heat-sealable dual-ovenable transparent LumiLid lidding films for frozen and refrigerated foods applications. They seal cleanly and securely even on pleated corners, to APET, APET-coated board, CPET, PP, HDPE, and HIPS, offer an easy peel, and resist shredding. Manufactured using Toray's proprietary extrusion coating technology, which does not require organic solvents, LumiLid films can be made with barrier properties that meet the needs of specific applications.

Also on display was new LumLife MK61, a thin, high-barrier metallized polyester film manufactured with a proprietary metal adhesion process, offering excellent metal bonding in wet and caustic packaging applications. LumLife MK61 film's improved bonding delivers a significant advantage over other films which lose their metallization in challenging packaging environments. Additionally, as a thin, lightweight, foil-free film, MK61 offers end users substantial source reduction benefits, including reduced waste and shipping costs and savings on structure materials and manufacturing. LumLife MK61 is now the preferred choice of consumer-product-goods manufacturers who want a reliable foil-free lamination that maintains high oxygen and moisture barrier and supports sustainability initiatives.

www.torayfilms.com



Compact barcode printer introduced

SATO has announced the introduction of its new, compact D500 Series high-volume desktop barcode printers.

Ideal for use in logistics, manufacturing, distribution, pharmaceutical and healthcare, retail, transportation, apparel, automotive, and military/DoD, the D500 Series direct thermal, desktop printers are a perfect fit for a variety of applications such as pharmacy labeling, wristband printing, asset labeling, retail marking, shipping/receiving, compliance labeling, product ID labeling, and much more.



"Our customers need and want the latest in technology solutions to stay competitive, but in tough economic times, price and performance are of equal importance," said Gary Krause, director of marketing at SATO America. "At a starting price point of \$695.00, the D500 Series of printers are easily configurable and application flexible, clearly meeting our customers' requirements."

The D500 Series features a high print speed of up to 6 inches per second, SATO and PCL5e Subset printer command languages, high lift print head, clamshell design with Easy View Media Window, compact footprint (7.8" W x 9.1" D x 6.6" H) and weight (5.5 lbs.), 4.1" W x 15.7" L maximum print area, and standard USB interface (with IEEE1284 parallel, RS232C serial, enhanced Ethernet, and wireless 802.11b/g interfaces available).

SATO, with its customer-centric approach to product development, designed the SATO D500 Series to deliver the same reliability, durability, and value that's built into every SATO printer.

www.satoamerica.com

Pemara purchases automatic butt splicer

Pemara Labels of Melbourne, Australia recently purchased equipment from Martin Automatic. As with most printers, they are constantly being pressured to reduce prices, while maintaining or improving their quality, and they found one key to their improvement with an MBSF automatic butt splicer and an LRD automatic rewind from Martin Automatic.

The challenge for Pemara was that they have a very diversified operation and their customers require a variety of printing methods including screen, off-set and digital. They needed versatile equipment that could be a work horse and found their answer in the Martin equipment. The splicer/rewinder combination will be placed on a Gallus press.

"Given Australia is a long way from America, we needed to make sure we have equipment that we can rely on. There are only a few suppliers that manufacture products that suit our presses and Martin Automatic is a recognized and reputable supplier," reports Andrew McNamara of Pemara Labels.

www.martinautomatic.com



Marketing VP for Avery Dennison Europe

Avery Dennison Roll Materials Europe has appointed Henrik Kajuter Vice President, Marketing, based in Leiden, The Netherlands. He replaces Joao Adao, who has taken up the post of General Manager, Materials, Argentina and Chile, for Avery Dennison.

In his new role, Henrik Kajuter will direct the division's marketing strategies and lead all marketing activities for Fasson branded roll labelstocks and associated service programmes in Europe.

Angelo Depietri, Vice President and General Manager, Avery Dennison Roll Materials Europe, says: 'Henrik

brings a wealth of experience to our company. He will play an instrumental role in developing the division's marketing strategies and overseeing all of its marketing activities in Europe."



Prior to joining Avery Dennison, Henrik Kajueter held senior marketing positions at DHL and GE Equipment Services. He started his professional career as a management consultant with McKinsey and Company. Henrik Kajueter is a German national and holds a PhD in physics from Rutgers University, New Jersey, USA. www.europe.fasson.com

nation with the release of the new Holiday Nutcrackers commemorative 42-cent, first-class stamps issued by the United States Postal Service (USPS). MACtac® supplied the pressure-sensitive adhesive label materials for the nearly 1.5 billion stamps printed.



The Holiday Nutcracker stamps feature four nutcracker designs, including a Santa with a lantern and staff, a king with a jewel-topped crown, a military captain in uniform and a drummer complete with a red drum and mallets. Custom-designed for USPS, the four nutcrackers were created by Glenn A. Crider, T.R.C. Designs Inc., of Mechanicsville, Va., who based the designs off of notes and drawings by Sally Andersen-Bruce of New Milford, Conn.



"Nutcrackers have served the functional purpose of splitting nutshells since the third and fourth century B.C., and it wasn't until the 1400's that their original design of bronze and iron adapted into the hand-carved and elaborately painted wooden figures primarily used for decoration today," said Allison

Hazel, marketing manager, MACtac Printing Products. "Supplying the labelstock for the Holiday Nutcracker stamps allows MACtac to not only contribute to another aspect of the nutcrackers' role during the holidays but assist in the busiest card-sending time of the year."

MACtac and The Nutcracker



From the Russian ballet to German wood carvings to Western holiday decorations, nutcrackers have made their way around the world serving both functional and ornamental roles throughout the year. During this holiday season, nutcrackers will return to households across the

The Holiday Nutcracker stamp is one of five holiday stamps issued by the United States Post Office this year. The Holiday Nutcracker commemorative stamps are currently available online at www.usps.com/shop, by phone at 800-STAMP-24 and at local post offices. www.MACtac.com



Hayzlett BtoB Magazine's Marketer of the Year

Jeffrey W. Hayzlett, Chief Business Development Officer and Vice President, Eastman Kodak Company, has been selected by BtoB Magazine as the Marketer of the Year for 2008. Hayzlett received the award at a ceremony earlier today in New York City. BtoB's "Best 2008" issue is available online at www.btobonline.com.

"Kodak has transformed itself in the past few years and substantially grown its b-to-b business," said BtoB Editor Ellis Booker. "Jeff Hayzlett has spearheaded much of this change, pushing the envelope by launching a slew of sponsorship, event and online marketing initiatives."

In January, Hayzlett oversaw Kodak's participation on NBC's "The Celebrity Apprentice." A team of celebrity contestants developed a Kodak mobile printing station to drive brand messaging and awareness for the value proposition of KODAK All-in-One (AiO) Printers: save up to 50% on everything you print compared to similar consumer inkjet printers. Kodak's integrated campaign, which included television advertising and online activities, helped increase sales of its AiO printers.

Hayzlett was previously the Chief Marketing Officer of Kodak's Graphic Communications Group where he directed several innovative marketing programs to promote and generate demand for print, helping drive business results for customers. Earlier this year, BtoB recognized Kodak's "Print Is..." campaign in a special report on successful integrated marketing. The campaign includes print ads, collateral materials, online components and special events to promote print's unique ability to reach people in a personal, meaningful way.

Hayzlett was among the top marketers recognized by BtoB in their "Best 2007" issue. He serves as Chairman of the Business Marketing Association and is on the advisory board of the CMO Council. He is chairman of the Sales and Marketing Executives International (SMEI) Foundation for Marketing Education, a permanent trustee to the SMEI Academy of Achievement Sales and Marketing Hall of Fame, and is a two-term past chairman of SMEI. He is also a trustee of Pi Sigma Epsilon National Education Foundation, a sales and marketing fraternity. www.kodak.com



New VP of Sales & Marketing for acpo Ltd.

Self-wound pressure sensitive roll label films manufacturer, acpo Ltd., has announced the newest member of their team, Kevin C. Foos as Vice President of Sales and Marketing. Kevin joins acpo Ltd. in the newly created executive position after twelve years working in the pressure sensitive industry with Avery Dennison.

As Vice President of Sales and Marketing at acpo Ltd., Kevin will be responsible for developing and implementing global sales strategies to increase market share of existing products, develop new products based on customer demand and establish new sales channels which support the acpo Ltd. vision of growth and expansion.

Prior to joining acpo Ltd., Kevin held numerous managerial positions at Avery Dennison in Mentor Ohio, the most recent as Director, Films Product Management and Business Manager, Beer and Beverage Strategies at Fasson Roll North America. www.acpo.com