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Ben Miyares' Packaging Management Update® Monday, June 19, 2006

A weekly summary of packaging business & technology developments



FDA takes steps to prevent counterfeit drugs

US Food and Drug Administration, Washington, DC, continues to push pharmaceutical industry to adopt radio frequency identification (RFID) tags to safeguard its supply chain, discourage diversion, counterfeiting.

Latest action stops short of mandate, comes in form of endorsement of recommendations in report from agency's Counterfeit Drug Task Force. "We must remain vigilant in our efforts to ensure our nation's drug supply is protected against an increasingly sophisticated criminal element engaging in a dangerous type of commerce," says Dr. Andrew C. von Eschenbach, FDA's acting commissioner.

With adoption of Counterfeit Task Force recommendations, deferred pedigree requirements of Prescription Drug Marketing Act of 1987 take effect 1 December 2006, requiring distributors to maintain chain of custody records of drug movements through supply chain.

FDA plans to issue guidance document by yearend to clarify how it intends to prioritize pedigree-related enforcement actions during 2007. Additional recommendations in Counterfeit Drug Task Force Report - 2006 Update include: FDA should quickly complete RFID Impact Study exploring effect on drugs/biologics, publicly share results. When implementing mass serialization, i.e., assigning unique serial number to each drug package to aid track/trace efforts, unique identifier should either encrypt product's National Drug Code (NDC) or link to database containing NDC info to protect patient privacy. Furthermore, all entities in supply chain need access to pedigree info back to point of origin.

Follow-up Link: www.fda.gov/oc/initiatives/counterfeit/report6_06.html. [Top of Page](#)

ABRE honors shapely 5-liter blue PET water bottle



(click to enlarge)

One contender for WorldStar President's Award [PMU, 12 June 2006], 5-litre round polyethylene terephthalate (PET) bottle for Ouro Fino water from Empresa de Aguas Ouro Fino, Brazil, wins Packaging & Design Award, for ABRE (Brazilian Packaging Association), Sao Paulo, Brazil. Lightweight, shapely design aids pouring without spillage, eases handling for seniors, children. Blue color creates restful, attractive appeal for mealtimes. [Top of Page](#)

PMMI calls for Packaging Hall of Fame nominations

Packaging Machinery Manufacturers Institute (PMMI), Arlington, VA, seeks nominations for Packaging Hall of Fame, Class of 2006.

Qualified nominees should be career packaging professionals, living or deceased, who have personally advanced science, technology, practice of packaging; expanded knowledge/ understanding of packaging; served as remarkable volunteer leader in packaging community. Nominations should describe in 500 words or less, how candidate qualifies, citing specific contributions such as patents earned, efforts related to packaging education/research, roles in professional organizations, plus include recent photograph (preferably color). Submit nominations by email by end of business on Friday, 14 August 2006 to Ben Miyares, vp of industry relations (bmiyares@pmmi.org). Packaging Hall of Fame Commission selects year's inductees from nominations received. Inductees join line that stretches back to 1972; receive recognition at awards reception at Hyatt Regency McCormick Place on Tuesday, 31 October 2006 during PACK EXPO International 2006, 29 October-2 November at McCormick Place, Chicago, IL.

Follow-up: Ben Miyares, bmiyares@pmmi.org; Link: www.pmmi.org. [Top of Page](#)

Cha Dao Tea launches premium product in powerful bottle



(click to enlarge)

Founder Ghim-Sim Chua of Cha Dao Tea, Seattle, WA, combines new premium, preservative-free, natural tea line with special PowerFlex polyethylene terephthalate (PET) bottle from Amcor PET Packaging, Ann Arbor, MI.

"From the outset, I liked the look of the PowerFlex bottle," says Chua. "Other bottles that we looked at had panels or ribs, which didn't present a 'clean' look to consumers. This new technology from Amcor looked and felt good, plus could handle the hot-fill temperatures we required." Stock 16.9-ounce, long-neck with 38-millimetre finish allows company to launch quickly without

additional tooling costs; leaves door open for adding customized features such as embossed logos or patterns. Patented, panel-less PowerFlex design takes 185 Fahrenheit hot-fill, features vacuum absorbing base, dissipates vacuum with diaphragm that draws upward as liquid in capped bottle cools, eliminates need for sidewall panels. Twist-off PET closure from Alcoa Closure Systems International (CSI), Chicago, IL, plus pastel labels from Northwest Label, Seattle, WA, complete package. Wilhelm Foods, Newberg, OR, performs contract packaging duties. Four varieties include Oolong, Sencha, Chrysanthemum, Jasmine Green Tea with Lemon currently available in northwest US with wider distribution expected by year-end. Tea sells in refrigerated section of grocery stores, scores second place in 2006 Iced Tea Shake-Off, at World Tea Expo in April 2006 in Las Vegas, NV.

Follow-up: At Amcor PET Packaging, Ruth Ann Church, +1 734-302-2272, ruth.church@amcorpet.com; Link: www.amcor.com; at Alcoa CSI, Marketing Department +1 773-380-7717; Link: www.alcoa.com/csi; at Northwest Label, Adam Carpenter, +1 206-282-5568, sales@nwlabel.com; Link: www.northwestlabel.com; at Wilhelm Foods, Margaret Cox Wallace, director of Sales and Marketing, +1 503-538-2929, info@wilhelmfoods.com; Link: www.wilhelmfoods.com. [Top of Page](#)

Bottle barrier treatment triples output rates

Actis 48 machine from Sidel Group, Le Havre, France, division of Tetra Laval, Switzerland, meets liquid food market's demand for high speed, applies barrier coating to polyethylene terephthalate (PET) bottles up to 600 milliliters in size at rate of up to 40,000/hour.

New machine with 48 stations completes Actis machine range, deposits thin 0.06- or 0.15-micrometre layer of hydrogen rich amorphous carbon to bottle interior. Improved barrier to oxygen, carbon dioxide transmission extends shelf life of sensitive drinks including beer, juice, tea, allows containers to be lightweighted by up to 18%. Rotary machine relies on Actis vacuum system, plasma technology, process time, positive transfer, plus improved ergonomics, functionality. Loading bottles by base reduces cycle time. Robot helps automate some maintenance functions. Bottle shape changeover takes one technician 60 minutes, height changeover requires half that time. Sidel plans to deliver first Actis 48 machine before end of 2Q06 to German brewery.

Follow-up: Bertrand Guillet, +33 2-32-85-82-49, bertrand.guillet@sidel.com; Link: www.sidel.com. [Top of Page](#)

Dole launches Fresh Makes salad kits in polystyrene tubs



(click to enlarge)

Fresh Makes Veggie Pasta Salad Kits from Dole Fresh Vegetables, Inc., Salinas, CA, hold all ingredients needed to prepare salad in clear polystyrene (PS) tub with shrink-banded clear PS lid.

Inside, individual pouches hold ready-to-cook/mix pasta, veggies, dressing, condiments. Fresh Makes Cheddar Bacon Ranch Veggie Pasta Salad Kit, for example, totals 8.1 ounces, contains pouches of dry pasta shells; broccoli florets, carrots, celery; shredded cheddar cheese; 4.5 fluid ounces of proprietary bacon ranch dressing. Film labels on tub bottom, lid proclaim ingredients, branding, recipe ideas, "best if used by" imprint. [Top of Page](#)

Wellman starts up PET line at Pearl River

Wellman, Inc., Shrewsbury, NJ, starts up 300-million-pound/year polyethylene terephthalate (PET) resin line at its Pearl River facility in Hancock County, MS.

"The new line at Pearl River will expand production of Wellman's high quality PermaClear PET [packaging] resin," reports Michael Dewsbury, Wellman's vp, US PET Resins. Expansion increases Pearl River capacity to approximately 860 million pounds/year, boosts Wellman's total US PET resin capacity to approximately 1.6 billion pounds, making it largest US producer of PET resin. Company's worldwide capacity includes additional 120 million pounds from its Emmen facility in The Netherlands. [Top of Page](#)

Packaging Dynamics merges with Thilmany

With affirmative vote of shareholders in hand, Packaging Dynamics Corp., Chicago, IL, completes merger with Thilmany, LLC, which is owned by Kohlberg & Co., Mt. Kisco, NY/Palo Alto, CA.

Under terms of merger, Packaging Dynamics shareholders receive \$14 in cash for each outstanding share of common stock. Merged company operates as Packaging Dynamics Corp., combines Packaging Dynamics' expertise in laminating, converting paper, film, foil for flexible packaging with Thilmany's capabilities in pressure-sensitive, industrial packaging papers, medical, consumer product, industrial applications. Thilmany also brings manufacturing operations in manufacturing operations in Kaukauna, De Pere, WI.

Follow-up: Link: www.pkdy.com/. [Top of Page](#)

New gum comes in elliptical, recyclable container



(click to enlarge)

Wrigley Co., Chicago, IL, introduces gum, candy items in time for summer selling season including Eclipse Big-E-Pak that contains 60 bad-breath-killing gum pellets.

Cup-holder-friendly, recyclable, three-piece plastic package measures 2.5 inches in diameter by 3.5 inches tall, flips open to dispense pellets, holds equivalent of five blister packs. Tamper-evident shrink sleeve holds twist-off, flip-top cap in place. Foil/paper inner seal imparts additional protection for Spearmint, Winterfrost flavors. "Our new product lineup continues the company's rich tradition of bringing our consumers and customers attractive products and unique packaging that offer a variety of benefits and become part of their everyday lives," says Martin Schlatter, vp/chief marketing officer at Wrigley. [Top of Page](#)

TricorBraun wins award for patented deicer package design

Revamp of industrial size container for deicing liquid by TricorBraun, St. Louis, MO, earns Silver Award from National Association of Container Distributors, Naperville, IL, for patented design for polypropylene container's closure, handle.

Although liquid deicer manufacturer that wanted to broaden customer base from airports to homeowners discontinues contract-packaged product, award honors container's ability to ensure deicer works properly by dispensing it in correct amounts to icy driveways, sidewalks, ensuring maximum coverage. Flower petal slant of holes in high-density polyethylene cap distribute bottle's contents in shower pattern rather than straight down, distributes liquid outward. Large handle located midway on 128-ounce container's spine, rather than near top, helps user balance jug as product pours, center of gravity shifts.

Follow-up: Suzanne Fenton, CPP, director of marketing, +1 314-659-3633, sfenton@tricorbraun.com; Link: www.tricorbraun.com. Top of Page

Revised graphic flags product's whole grain content

Whole Grains Council (WHC), Boston, MA, embarks on Phase II of Whole Grain Stamp program to give consumers more information.

"Each Stamp now declares the whole grain content of the food inside the package, such as '27g [grams] or more per serving,'" explains Jeff Dahlberg, chairman of WHC. To remind consumers how this amount contributes to daily needs for whole grain, text directly below Stamp says, "Eat 48g or More of Whole Grains Daily." This information replaces former wording, "Good Source" or "Excellent Source" of whole grains, that debuted in January 2005. Qualification standards remain unchanged. Qualifying products contain at least 8g of whole grain. Whole Grain Council members submit registration form, product's Nutrition Facts label for review before receiving certification. Stamps on products with at least 16g of whole grain may add "100%" if all grain in product is whole grain. Phase-in of new graphics begins this month. More than 650 products from 61 companies currently carry original version of Stamp. "The Stamp makes it easy for harried shoppers to find healthy whole grains – and the new Phase II design makes product comparisons even easier," says K. Dun Gifford, president of non-profit food issues think tank, Oldways Preservation Trust, Boston, MA, WHC's parent organization. "We are excited be heading into Phase II," adds Cynthia Harriman, director of Food and Nutrition Strategies for WHC/Oldways. "Consumers are starting to look for the Stamp."

Follow-up: Cynthia Harriman, +1 617-896-4820, cynthia@oldwayspt.org; Link: www.wholegrainscouncil.org. Top of Page

Aerosol product competition seeks entries

European Aerosol Federation (FEA), London, UK, inaugurates International Aerosol Awards competition hosted by British Aerosol Manufacturers Association, London, UK, to celebrate genius, creativity, technical excellence of aerosol industry, sets entry deadline of 31 May 2007.

Eligible entries include products launched on between May 2005-May 2007 with winners honored on 19 September 2007 during Aerosols 2007, FEA International Congress and Exhibition, in Manchester, UK. Award categories include Innovation in Aerosol Packaging Design, Most Innovative Aerosol Product, Environmental Achievement & Sustainability, Most Creative Aerosol Marketing Strategy. International awards "will allow the best in the aerosol world to be recognized by their peers and the industry," says King Kool, FEA chairman.

Follow-up: *Caroline Fuller*, carolinefuller@bama.co.uk; **Link:** www.aerosols2007.co.uk.

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ASTM forms subcommittee for university liaison

ASTM International, West Conshohocken, PA, Committee D10 on Packaging seeks members for new subcommittee D10.97 on university programs in packaging.

S. Paul Singh, professor, School of Packaging at Michigan State University, East Lansing, who chairs D10's Division I, explains subcommittee's purpose: "We want to allow university programs that teach and research in packaging to be strongly involved in the development of new test methods, and we want to allow student chapters to be created at member institutes to foster use of ASTM standards and processes early in their careers."

Follow-up: *Thomas O'Toole*, +1 610-832-9739, totoole@astm.org; **Link:** <http://www.astm.org>.

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Upstream: Food Packaging Law...Flexpack Summit India...

Keller and Heckman LLP (www.khlaw.com), Washington, DC, presents seventh annual **Food Packaging Law Seminar**, 11-12 October 2006 at Jurys Washington Hotel, Washington, DC...

Tarsus Group plc, London, UK, organizes **Flexpack Summit India 2007**, in October 2007 in New Delhi, India... [Top of Page](#)

-- *Ben Miyares*, editor/publisher
-- *Hallie Forcinio*, managing editor
-- *Pat Magee*, contributing editor

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Editorial offices: 31408 Narrangansett Lane, Bay Village, Ohio (USA) 44140-1068; Tel: +1 440-892-0998; Fax: +1 440-892-0208; Email: bmiyares@packmgmt.com. All rights reserved. *No part of this publication may be redistributed or reproduced in any form without the written authorization of the publisher.*

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