



Monday morning 5 June 2000:

**A weekly summary of packaging business & technology developments
From the Packaging Machinery Manufacturers Institute and packexpo.com**

Juice bottle features electronically designed bell

Apple & Eve, Roslyn, NY – striving to give its juices/juice blends more distinction on store shelves – will debut a 64-ounce PET bottle with a deeply sculpted bell



that reveals the Apple & Eve logo – an apple with a bite taken out of it on a basket of fruit. The hot-filled, body grip style bottle (*photo*), developed and produced by Graham Packaging Co., LP, York, PA, uses a proprietary electronic design process that translates two-dimensional artwork into three-dimensional relief design. “The logo and the fruit basket are rendered in a very intricate way, to an extent that hasn’t been done before in the industry,” says John Denner, director of PET Packaging Development for Graham. The “e-design” process creates a 2D “contour map” of raised and lowered areas of relief, and projects it onto a 3D bottle contour. This digital information is then used to create the blow molds for the bottles. “This is the first time this

E-design process sculpts bell. kind of process has been used for plastic container design,” says Denner. “It would be difficult or impossible to do this any other way, unless you were to sculpt the bottle by hand in clay or plaster and then reverse engineer it with a digital laser scan. Our process is much more efficient and cost-effective.”

“Apple & Eve is a superior line of juices that is now being set apart even more because we’re going from a generic bottle to a branded bottle,” says Apple & Eve founder and CEO, Gordon Crane. The fruit basket and logo on the bell of the bottle are unique, yet we can run the bottle on all of our production lines.” Apple & Eve’s new bottle goes into production later this month and will debut in East Coast stores. ***Follow-up: John Buttermore, vp, Market Development +1-717-849-1801; Fax:+1- 717-854-4269; email: john_buttermore@thegc.com.***

Alcoa promotes Bergeron, Leahey

Alcoa, Inc., Pittsburgh, PA, names George E. Bergeron, president/ceo of Reynolds Metals Co., Richmond, VA, following Alcoa’s acquisition of Reynolds earlier this month. William E. Leahey, former executive vp/cfo of Reynolds, becomes Alcoa vp, group president responsible for Reynolds packaging/consumer business. Bergeron was most recently president, Reynolds Integration. Before that he was vp, Allied Products at Alcoa.

Ciba buys oxygen scavenger business

Ciba Specialty Chemicals, Tarrytown, NY, buys Amosorb 2000 inorganic oxygen absorber for polyolefin packaging from BP Amoco Chemicals, Naperville, IL, plans to market it worldwide under Ciba Shelfplus name. BP Amoco retains Amosorb 3000 for polyester packaging applications. "...Amosorb 3000 remains a critical part of BP Amoco Chemicals' strategy of developing technologies that enable polyester packaging to capture new applications traditionally served by glass and aluminum cans," says Kent Alexander, manager of Market Development Packaging at BP Amoco. ***Follow-up: At Ciba, Patricia Patrick, +1 800-431-1900, ext. 4348.***

Ball trims beverage, food can ops to improve efficiencies

In move to improve operating efficiencies, Ball Corp., Broomfield, CO, will close its Salisbury, NC beverage can production plant later this year. Company "plans to take out additional beverage and food can production lines at some international locations over the next year, including a beverage can line in China." Ball also is writing off its 10% interest in Russian beverage can joint venture "because prospects for a near-term return on Ball's modest investment in Russia is unlikely."

Alcan, Algroup set merger terms without Pechiney

With Pechiney out of their marriage picture, management of Alcan Aluminium Ltd., Montreal, Canada; Algroup, Zurich, Switzerland, agree to revised \$4.4 billion merger terms. Algroup shareholders will meet next month to consider deal. ***Pechiney, meanwhile, is thought to be considering a counter bid for Algroup.*** Alcan/Algroup had pro forma aluminum, packaging revenues last year of US\$12.4 billion.

Partners plan development of 'smart' labels

Zebra Technologies Corp., Vernon Hills, IL, plans to develop printer/encoders compatible with radio frequency identification (RFID) labels, readers, antennae in partnership with Gemplus, S.A., La Ciotat, France. "We believe that RFID will be a strong complement to barcoding in future item tracking applications," explains Clive Hohberger, vp, Technology Development at Zebra. Equipment would encode data onto small flexible RFID transponder incorporated in labelstock, as well as print traditional bar codes. Resulting labels would be scannable by optical, RFID means. ***Follow-up: Monique Schowalter, Zebra director of marketing communications, +1 847-793-2617; Fax: +1 847-821-2544; email: mshowalter@zebra.com; Link: www.zebracorporation.com.***

Germany achieves higher recycling levels

Germany's Green Dot program, Duales System Deutschland AG (DSD), Cologne, collects 5.7 million tons of used sales packaging in 1999, about 100,000 tons more than in 1998. Recycled quantities exceed higher Packaging Ordinance targets effective as of 1 January 1999: glass, 75%; paper/paperboard, 70%; plastics, aluminum, composites, 60%. Tinplate recycling requirement, which had remained unchanged at 70%, also was exceeded. Volumes recycled include 2.71 million tons of glass, 1.48 million tons of paper/paperboard, 610 thousand tons of plastics, 322 thousand tons of tinplate, 37 thousand tons of aluminum, 391 thousand tons of composites.

DSD sets 100% recovery goal

DSD announces 100% recycling/recovery goal for sales packaging materials collected under Green Dot program, liberalizes acceptable range of processes to include feedstock recycling, energy recovery, as well as mechanical recycling, broadens number of organizations eligible to bid on waste collection/recycling contracts.

Feedstock recycling outperforms incineration

Study by Öko-Institut, Darmstadt, Germany, Deutsche Projekt Union, Essen, Germany, shows feedstock recycling of plastic packaging reduces carbon dioxide emissions, saves one-third more energy compared to incineration in average waste incineration plants. Even better cost-benefit ratio depends on continued improvement of sorting technology.

Superior Dairy rolls out 3-liter jug

After successful market test, Superior Dairy Inc., Canton, OH, rolls out 3-litre, high-density polyethylene jug from Plastipak Packaging Inc., Plymouth, MI. Large handle, offset spout of pigmented container makes it easier for children, seniors to handle, provides shelf differentiation, while narrower footprint fits better on refrigerator shelves than traditional gallon jugs. Gallon, 3-litre retail for comparable price per ounce.

Applicator dispenses adhesive in pattern

Three buttons on Tempus Pattern Control System from Nordson Corp., Duluth, GA, allow operator to program, set-up adhesive applicator for case erecting, case sealing, traymaking, pallet stabilization. Controller can store four application patterns in memory, accommodates multi-gun configurations. **Follow-up: Salieta Stone, lead coordinator, +1 770-497-3184; Fax: +1 770-497-3733; Link: www.nordson.com/packaging.**

EAS label protects books

UltraMax Book Label from Sensormatic Electronics Corp., Boca Raton, FL, protects books from shoplifters. Low-tack adhesive prevents label from falling out as book is examined, yet is easily removed without damaging pages, cover or jacket. **Follow-up: Olin Giles, director, SensorID business unit, +1 561-989-7361; Link: www.sensormatic.com.**

Group lowers U.S. Can recapitalization offer

Shareholders of **U.S. Can Corp.** (NYSE: USC), Oak Brook, IL, will receive \$20/share, not \$21 originally proposed in company's debt recapitalization. Group led by U.S. Can Chairman/CEO Paul Jones/Berkshire Partners, Boston, MA, attributes lower offer to adverse developments in US high yield debt market, weaker than expected results for rigid packaging industry, including U.S. Can.

Faulty sprayer prompts recall

Monsanto Co., St. Louis, MO; Scotts Co., Marysville, OH, recall 1.8 million products in Pull 'N Spray containers because dispensing pumps may leak or pop out exposing user to potentially irritating levels of herbicide or insecticide. Recall affects Monsanto's Roundup Ready-to-Use Weed and Grass Killer, Scott's Ortho Ready-to-Use Home Defense Indoor and Outdoor Insect Killer in 1.33-gallon plastic containers with T handle pump, application wand. According to Environmental Protection Agency, Washington, DC, containers will be modified, relabeled before returning to retail shelves.

Land O'Lakes launches single-serving milk

Cup-holder friendly, high-density polyethylene bottle from Consolidated Container, Dallas, TX, holds 12 ounces of ultra-pasteurized regular-, chocolate-, strawberry-flavored whole, 2 percent or fat-free Grip'N Go milk from Land O'Lakes, Minneapolis, MN. Specially designed lip guard at neck helps prevent spills. Single-serving package, which retails for \$0.99, features closure from Phoenix Closures, Naperville, IL, tabbed foil inner seal from H.S. Crocker, Huntley, IL, 2-mil polyvinyl chloride full body shrink label from Seal-It Inc., Farmingdale, NY, rotogravure-printed in 10 colors with flying cow logo. **Follow-up: At Consolidated, John Roesch, vp sales/marketing, +1 214-303-1825; Fax: +1 214-303-1829; at Phoenix, Jeff Ullrich, vp, sales, +1 630-420-4750; Fax: +1 630-420-4774; Link: www.fdp.com/phoenix; at H.S. Crocker, Ron Giordano, chairman/ceo, +1 847-669-3600; Fax: +1 847-669-1170; Link: www.hscrocker.com; at Seal-It, Barbara Drillings, marketing manager, +1 516-935-3965; Fax: +1 516-935-3967; Link: www.sealitinc.com.**

Short runs: Pechiney/Aptar... Graham... Kraft...

European Commission clears joint venture between Techpack unit of **Pechiney SA**, Paris, France; Valois SA, unit of **AptarGroup Inc.**, Crystal Lake, IL, to produce packages for viscous products such as creams, lotions... **Graham Packaging Co., LP**, York, PA, plans to open custom blowmolding facility in Montgomery, Alabama, to serve customers in Southeastern US... **Kraft Foods** voluntarily recalls one day's production of six Breakstone's, Light n' Lively cottage cheese products because they have "the potential to be contaminated with Escherichia coli O157:H7"... **Weirton Steel Corp.**, Weirton, WV, plans to buy up to 12% of its outstanding common shares to stem flagging stock prices... **Linpac Materials Handling**, Georgetown, KY, opens reusable pallet-size container manufacturing plant in Bardstown, KY... **Pactiv Corp.**, Lake Forest, IL, expands range of film/foam laminations for protective packaging... **Elopak**, Stabekk, Norway, opens sales/marketing office in Beijing, China... **Owens-Illinois Inc.** (O-I), Toledo, OH, contracts with BOC Gases unit of BOC Group, Murray Hill, NJ, to provide oxygen, advanced combustion technology, including modular, on-site, noncryogenic, vacuum swing adsorption oxygen generators for its glass container manufacturing operations... **Smurfit-Stone Container Corp.**, Chicago, IL, completes acquisition of St. Laurent Paperboard Inc., Montreal, Quebec... **U.S. Plastic Lumber Corp.**, Boca Raton, FL, receives patent for extruded wood polymer composite, method of manufacture using recycled plastic packaging...

Changeover: Campbell Soup... Graphic Packaging...

In management shakeup, **Campbell Soup Co.**, Camden, NJ, names Marty Thrasher president, Campbell North America, adding Canada, Mexico to his US soup, sauce line responsibilities. Andrew Hughson, moves from president, Asia-Pacific region to president, US Soup and Sauces. Replacing Hughson as president, Asia-Pacific region is John Doumani. Jeremy Fingerman advances to vp, US soup unit... **Graphic Packaging International Corp.**, Golden, CO, names Jeffrey H. Coors chairman, succeeding William K. Coors, who is retiring... Packaging consultant Louis A. Rupp, director, packaging, Warehousing & Material Handling, **Fru-Con Engineering, Inc.**, Ballwin, MO, retired on May 31... **George Gordon Associates, Inc. (GGA)**, Merrimack, NH, names Paul Fox sales manager for Layer Pac™ line of equipment; promotes Michael J. Coughlin from field service technician to sales manager for pouch dispensing equipment...

Upstream: IoPP... Scanpack

Validation, Package Equipment and Performance Committees of Institute of Packaging Professionals (IoPP), Herndon, VA, sponsor **Conference on Clinical Trials Packaging**, September 14-15 in Baltimore...IoPP also schedules seminar series in Oak Brook, IL, **Fundamentals of Transport Packaging**, September 18; **Fundamentals of Packaging Technology Session 1**, September 18-20; **How to Analyze Packaging Line Performance**, September 18-20; **Fundamentals of Packaging Machinery and Line Design**, September 18-19...Swedish Exhibition & Congress Centre, Göteborg, Sweden, welcomes **Scanpack 2000** exhibitors, visitors October 10-13...

-- **Ben Miyares, editor/publisher**
-- **Hallie Forcinio, contributing editor**

Follow-up: Find it at www.packexpo.com, the Global Packaging Resource.

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