

KRAFT:
Company 'upcycles'
trash into products. 42

TRACK & TRACE:
Dutch pharma packager
moves to head of pack. 36

PACK EXPO:
Sustainability highlights
industry's big show. 72

Reed Business
Information.

September 2008

PACKAGING DIGEST

www.packagingdigest.com

Customer connection

Savvy marketers ignite
sales with packaging 26

Robots are sweet solution 56

Bottling up convenience 58

Fresh start for salads 66

NON-TOXIC & CLEAN
planet friendly glass cleaner
BEST IN GLASS
nettoyant éco-non-toxique pour vitres

mint | menthe
method

design trends



Black PET liqueur bottle says sleek for Ryan's cream

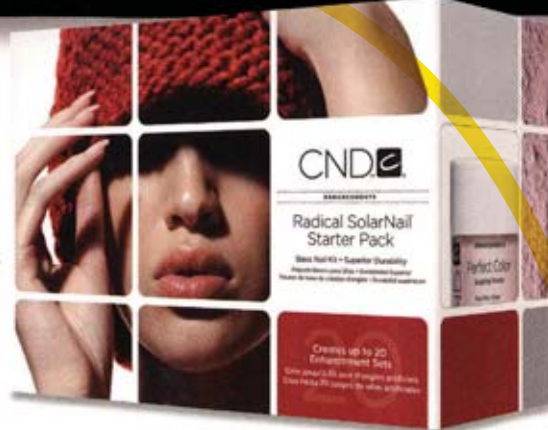
White Rock Distilleries, Lewiston, ME, has commercialized what it says is the first 1.75-mL, opaque black PET liquor bottle for its popular Ryan's Cream Liqueur, a 34-proof combination of fresh cream, rich chocolate, natural vanilla and imported Irish whiskey.

Produced by **Amcor PET Packaging** (www.amcor.com), the new bottle joins 750-mL and 1-L bottle sizes in opaque black PET that were launched in 2007.

Converted from light brown, stock glass bottles, the black PET versions were a bit of a challenge to create. Explains Jonathan Jarman, project engineer at Amcor, "the primary reason is that the dark, opaque color absorbs heat differently than anything else we produce."

The cream liqueur was visible through the sidewall of the previous PET 1.75-L bottle. "That's when we decided to invest in custom molds that would come as close as possible to extending the look of our glass to PET," explains Marguerite Provandie, associate marketing director at White Rock. Provandie adds that the "brow" over the top of the bottle label also was tricky to duplicate in PET from the glass version's

length and indentation. Amcor handled processing challenges by developing some proprietary heating techniques and also worked with colorant supplier, **Colormatrix** (www.colormatrix.com). Amcor's Nicholasville, KY, facility produces the bottle, which is filled at White Rock's Lewiston, ME plant. Topping the bottle is a tamper-evident, 33-mm PP closure, also in black, from **Berry Plastics** (www.berryplastics.com). The sleek, new 1.75-mL bottle retails nationally for a suggested price of \$19.99.



Courting beauty on a budget

Creative Nail Designs' revised Enhancements Kits

use a streamlined, sophisticated design to convey a premium image in more sustainable and affordable packaging. Previously, CND relied on the use of plastic in its packaging to emphasize the premium nature of its Enhancement Kits.

The new look, the result of a collaboration between CND and **MiresBall** (www.miresball.com), employs existing CND imagery to help preserve the co.'s 28 years of brand equity. To ease customers' transitions from the previous packaging to the new system, the boxes feature color coding that aligns with each product's original packaging color: purple for Moxie Liquid, red for Radical SolarNail; Liquid; and blue for Retention+ Liquid.

To help identify the products as premium, the new packaging uses a grid motif that is a recurring element in the corporate visual identity and underscores the systematic nature of CND's enhancement products. "The new design presents the packages' beauty and product shots in a visually compelling way, and it creates visual pop when the boxes are grouped together," says John Ball, partner and creative director at MiresBall. "Because of the sophistication of the new design, the packaging is cheaper to manufacture yet achieves a more premium look and feel."

See us at Pack Expo - Booth S-6218

MAXIMATIC® VALVES & FRLS



Maximum Value.

Huge Inventory
Small, Compact Sizes
Competitive Pricing



Maximum Performance.

Flow Ranges to 150 psig
Sizes up to 1" NPT, #10-32



Request a
FREE
Catalog
Today!



Clippard Instrument Lab., Inc.
7390 Colerain Avenue • Cincinnati, OH 45239

877.245.6247

www.clippard.com/maximatic-pd

Learn what 100s of engineers have already discovered:

www.mdriveplus.com

Make your best move.

Over 156,000 integrated motion solutions with the leading technology of MDrivePlus™



All-in-One:

- > Brushless Motor
- > Driver
- > Controller
- > Encoder
- > Power Supply with AC versions

Compact.
Powerful.
Affordable.

NEMA sizes 14, 17, 23, 34 & 42 built-to-order at affordable prices.

Need it fast?
QuickTurn shipments in 1 week.

www.imshome.com
Phone: (860) 295-6102



Pictured: MDrive23Plus driver, controller & motor with internal encoder, IP65 rating, electronic gearing, CANopen communications, up to 8 I/O lines, operating temp range from -40° to +85°C

IMS™ INTELLIGENT MOTION SYSTEMS, INC.

by Schneider Electric

See us at PACK EXPO Booth #E-6316