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## COOL UNDER PRESSURE

High-pressure processing and high-end labeling hit the packaging sweet spot for cold-press juice brand

*Story on page 23*



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PACKAGING IN 2025**

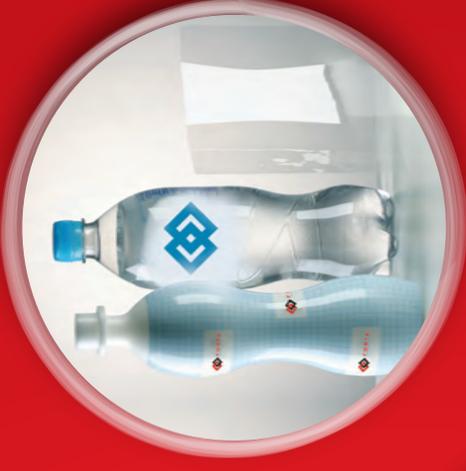
Conference preview starts on page 34



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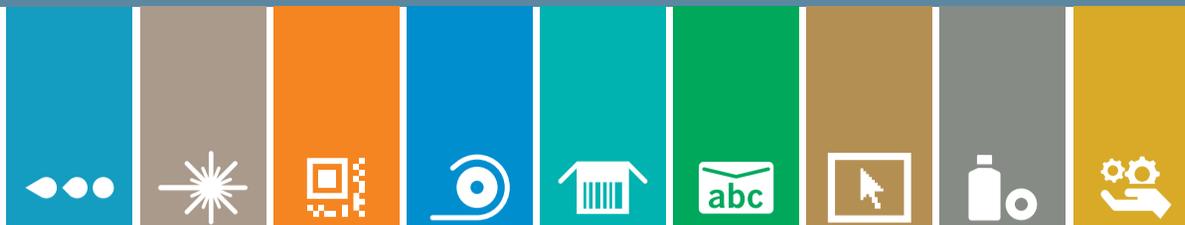
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**WATCH YOUR HEAD: THE DRONES ARE HERE**

The U.S. state of Nevada has long been famed for the uncanny frequency of UFO sightings throughout its vast expanse—the secretive Area 51 zone being the stuff of legendary conspiracy theories—but seeing odd-shaped things buzzing around in the endless desert's mid-air may soon be as commonplace as seeing a courier van making a routine delivery from one online retailer or another.

Drone technology has gotten a lot of bad press in this early part of the 21st Century, primarily for its destructive military and spying capabilities, but wouldn't the world be a better place if you could have your lunch or dinner literally flown in right to your work desk or dinner table?

Maybe; maybe not. The point is that the technology to do just that already exists thanks to the likes of the Nevada-based **Flirtey**—a leading independent drone delivery service that recently conducted successful drone deliveries of fast-food and beverages from a Reno, Nev.-based **7-Eleven** convenience store to some local residents.

Granted, this may not be the generation-defining "Where were you when ..." moment of western civilization's greatest trials, but the relative ease with which it was all executed says a lot about the vast possibilities in reinventing the delivery process for humanitarian aid, e-commerce retailers and food delivery industries.

Done as a promo to mark the 89th anniversary of the 7-Eleven chain of convenience stores—an epic feat all on its own—Flirtey's maiden voyage to deliver a few packs of **Slurpee** drinks, a chicken sandwich, donuts, hot coffee and **7-Select** candies to a family backyard is being hailed as "a historic milestone in both U.S. and global commerce," no less.

"We're absolutely thrilled to have 7-Eleven, the



largest convenience chain in the world, embracing new technologies and working with us at Flirtey to make drone delivery a reality for customers all over the world," says Flirtey's chief executive officer Matt Sweeny.

"Flirtey's historic drone deliveries to date have been stepping stones to store-to-home drone delivery, and this is a giant leap towards a not-too-distant future where we are delivering you convenience on-demand," says Sweeny, pointing to "everyday essentials" such as batteries, sunscreen and other staples as logical candidates for future drone drop-offs.

"My wife and I both work and have three small children, so the convenience of having access to instant, 24/7 drone delivery is priceless," adds Reno resident Michael, the first-time Flirtey delivery recipient and an instant 7-Eleven customer of the year.

"In the future, we plan to make the entire assortment in our stores available for delivery to customers in minutes," says the chain's chief merchandising officer Jesus Delgado-Jenkins. "We look forward to working with Flirtey to deliver to our customers exactly what they need, wherever and whenever they need it."

As commendable as it all sounds, the amount of prep work that went into making the initial delivery tick so smoothly may seem disproportionate to the payoff.

According to Chris Walach, director of operations for **NIAS (Nevada Institute for Autonomous Systems)**, "This delivery required special flight planning, risk analysis, and detailed flight procedures ensuring residential safety and privacy were equally integrated."

But with some 10,800-plus 7-Eleven stores across North America having an eye on flying their own Flirtey some time soon, the future suddenly just got a whole lot more interesting.

**George Guidoni**

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*Cover photography by Pierre Longtin*



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## VERITIV BUILDS FOR THE FUTURE BY BREAKING GROUND ON THE COMPANY'S NEW CANADIAN HQ AND WAREHOUSE

Canada's leading facility, printing and packaging supplies distributor **Veritiv** has formally announced the pending move of the company's Canadian headquarters to a brand new 450,000-square-foot (DC) distribution center currently under construction in Mississauga, Ont.

Scheduled to commence operations by the summer of 2017, the state-of-the-art facility will eventually employ about 350 people at the 125 Madill Boulevard site after Veritiv completes the consolidation of three existing warehouse locations it currently operates in the Toronto area.

Operating as a business of the Atlanta, Ga.-headquartered **Veritiv Corporation**, the company's Canadian operations had revenues of approximately \$806.6 million in 2015—serving more than 7,000 business customers from 16 strategically-located DCs across Canada.

"This new facility will enable Veritiv to expand our service capabilities for Canadian customers and increase the company's operational efficiencies by consolidating our three existing facilities in the greater Toronto area," Jason Alderman, Veritiv's regional vice-president for Canada, stated at the official groundbreaking ceremony also attended by Veritiv's chairman and chief executive officer Mary

Laschinger and Mississauga mayor Bonnie Crombie.

According to Veritiv, the new Canadian headquarters will be one of the largest of 180 or so locations that Veritiv currently operates across North America, including Mexico.

"The City of Mississauga also offers many strategic advantages to our operations, our customers and our employees," Alderman noted, citing its proximity to all the major highways running through the GTA (Greater Toronto Area) region.

"Bringing together Veritiv's Toronto-area team in this new, state-of-the-art facility in Mississauga is an important strategic investment for our company, and it aligns with one of our business goals to integrate our operations and strengthen collaboration throughout our organization," added Laschinger.

"Canada is an important market for Veritiv," she stressed, "and we are delighted to renew our commitment to this city and accelerate our growth across the country."

According to Laschinger, Canada currently accounts for about seven per cent of the company's total annual sales of US\$8.7 billion, as well as 10 per cent of its worldwide workforce of nearly 8,800 people.



Mississauga mayor Bonnie Crombie (second from left) and Veritiv Corporation's chief executive officer Mary Laschinger (third from left) lead the groundbreaking ceremony for the company's future new Canadian headquarters.

While facility supplies currently account for about 40 percent of Veritiv's Canadian sales, Alderman says the company also intends to focus on the packaging market in coming years, as it offers the most promising growth opportunities.

"We have formed important partnerships with some of the leading packaging equipment and materials suppliers in the world to strengthen our packaging offering," Alderman told *Canadian Packaging*, noting that packaging supplies and services now account for approximately 25 percent of the company's sales in Canada.

"With current market trends being what they are," he said, "our business strategy is keenly focused on the high-growth segments like packaging."

## ICONIC SOUP BRAND GOES BACK TO THE KITCHEN BASICS TO SERVE UP A TIMELY AND TASTEFUL PACKAGING UPDATE WITH MORE PRODUCT VARIETY AND RECIPE OPTIONS



A hearty bowl of soup is never really out of place any time of year, and Canada's market leader **Campbell Company of Canada** has spend a good part of the summer making sure things stay that way with some exciting new flavors and a tasteful packaging redesign for one of its most beloved brands.

A pantry staple at kitchens across Canada for over 85 years, the **Campbell's** soup brand has dramatically reenergized its **Condensed Soup** portfolio in recent weeks with the launch of three new bold condensed soup varieties that can also be used as a cooking sauce to prepare a broad range of tasty meals and side-dishes.

Sporting sleek contemporary wraparound labels designed by renowned Toronto branding services agency **Shikatani Lacroix Inc.**, the new soup varieties, packaged in 284-gram aluminum cans, include:

- A savory and sweet **Roasted Red Pepper & Tomato Great For Cooking Condensed Soup**, made "exclusively with fresh tomatoes harvested only at their peak for maximum flavor";
- The rich and smoky **Cream of Bacon Great For Cooking Condensed Soup** infused with real bacon;
- No Salt-Added **Cream of Mushroom** and **Cream of Chicken Condensed Soups** in low-sodium formulations.

According to Shikatani Lacroix, developing a new contemporary label to replace the iconic red-and-white



graphics dating back several decades was instrumental to achieve Campbell's objective of growing household penetration by targeting millennial families, while retaining its loyal customer base.

To achieve this, the graphic designers "made sure to maintain the brand equity affiliated with Campbell's iconic red-and-white logo, while adding a black or white color block to distinguish between product types," according to Shikatani Lacroix.

"To increase appetite appeal and to further Campbell's mandate for transparency of its real ingredients, the new, original photography was enlarged to showcase the soup ingredients deliciously displayed in a bowl with a spoon, or the meals you can make with each cooking soup," according to Shikatani Lacroix.

"The label also contains a rectangular color block that is either white, for eating soups, or black, for cooking soups.

"The rectangular color blocks hold the Campbell's logo and the condensed soup flavor," the company adds, "while further color differentiation distinguishes the sub-identifiers, such as low-sodium or low-fat, on a horizontal blue or green ribbon that runs across the label.

"The result is a vibrant and contemporary package

design that fully supports the brand's promise of 'Real Food that Matters for Life's Moments.'"

In addition, Campbell Canada has also introduced two new products to its growing line of broths, which are packaged in 900-ml aseptic paperboard cartons manufactured by **SIG Combibloc** for extended shelf-life. Made with all-natural flavors and formulated to provide a perfect base for at-home chefs to create a flavorful meal, the new broths include:

- **Campbell's Mushroom Broth**, described as "a hearty broth infused with mushrooms and hints of cabernet sauvignon, permeated with the classic flavor of thyme and rosemary";
- **Campbell's Pho Broth**, described as "a traditional Vietnamese broth simmered to perfection with the savory flavors of ingredients like ginger and star anise."

According to Campbell Canada, all of the products made at the company's landmark facility in east-end Toronto are prepared with real fresh ingredients, containing more than 70 per cent vegetables sourced from local Ontario farmers.

As of the end of last month, none of the products made at the Toronto factory use any artificial flavors or colors, and the company says it is also well on track to remove the controversial **BPA (bisphenol A)** lining compound from its entire packaging portfolio by mid-2017.



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## CANDY MANUFACTURER GETS REAL WITH A SWEET SUMMER PRODUCT LAUNCH

Available in an ever-growing array of styles, shapes, formats and recipes, candies remain one of the Canadian consumers' favorite 'go to' treats for the pure simple indulgence and sweet sense of reward they bring to our collective taste buds.

According to a recent national survey commissioned by **Dare Candy Co.**—a division of Kitchener, Ont.-based baked goods manufacturer **Dare Foods Limited**—62 per cent of Canadians admitted to having a sweet tooth, along with strong affection for packaged candy.

Although hardly a shocking surprise, the family-owned candy producer is doing its best to share the good news with Canadian consumers with the launch of its **REAL** range of 'better-for-you' candies made with natural ingredients, including real fruit.

Packaged in vivid decorative flexible packaging designed by Toronto-based **Marovino Visual Branding**—including peg-top and stand-up pouches and laydown pillow-bags—the gelatin-



peanut-free **REAL** candies are made without any artificial preservatives or colorings, according to Dare Candy.

"Candy has been an important part of Dare's journey to find better ingredients, better innovation and making better-tasting goodies," says Dare Foods director of marketing Deborah Attwood, citing the varied brand offering that includes:

- Gluten-free and fat-free **REALJubes Red, REALJubes Black** and **REALJubes Sour;**
- **REALSOURS Strips & Sticks;**
- **REALFRUIT Superfruits, REALFRUIT Medley** and **REALFRUIT Tropical.**

Says Attwood: "Looking for candy

that's made with real fruit? Gelatin-free? What about candy to satisfy your pomegranate craving, or love for all black jubes?"

"Dare Candy Co. has thought of it all," Attwood states.

To support the **REAL** product launch, Dare Candy deployed a fleet of mobile treats trucks hitting Toronto, Calgary and Vancouver throughout the summer, using **Facebook** and **Twitter** social channels to alert consumers about scheduled stops, location updates and special guest appearances.

"We're proud to be Canadian, and have always committed to delivering food that meets the changing needs of Canadian candy-lovers," says Attwood.

"Dare Candy is a family business whose passion is, and has always been, to make candy better."

Some of the results of the Dare Candy survey—conducted by **Angus Reid Forum** in major urban centers in late spring—reveal interesting subtle differences in the way Canadians in different parts of the country like to enjoy their candy:

- In Toronto, friends (47 per cent) and love interests (41 per cent) top the list of who we're most likely to share a sweet with, but only nine per cent planned to share it with a parent.
- Fifty-four per cent of Calgary residents prefer to eat candy one flavor at a time.
- Seventy-one per cent of Vancouver residents like to bring candy along for the ride as part of their summer road-trip experience.
- Millennials are seven times more likely to prefer red to black jubes (61 per cent vs eight per cent), whereas Baby Boomers are split right down the middle.

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## THE INDUSTRY'S BIG MEAT-AND-GREET A PERFECT NETWORKING OPPORTUNITY



For serious stakeholders in Ontario's vitally important meat and poultry processing business, there may be no better networking opportunity left this year than the biennial conference of the **Ontario Independent Meat Processors (OIMP)** association next month.

Running October 21-23, 2016, at the renowned Deerhurst Resort retreat center in Huntsville, Ont., *The Meating Place 2016* conference has been meticulously structured to allow attendees ample opportunity to strengthen important connections with peers and key decision-makers in a multibillion-dollar industry facing a broad range of competitive and regulatory challenges.

Founded in 1980 in Guelph, Ont., OIMP is a well-respected and authori-

tative voice representing the province's leading independent meat and poultry processing companies, with its 330-plus membership comprising a diverse group of processors, retailers, wholesalers and industry suppliers.

With its "associate" member companies including elite packaging equipment suppliers such as **Multivac, VC999, Reiser, Harpak Ulma, Unipac** and **Bizerba**, among others, OIMP has built close ties to Ontario's packaging community in recent years by offering unique new business opportunities in a burgeoning marketplace for locally-sourced protein products.

As part of that special relationship, *The Meating Place 2016* will provide these companies with an opportunity to showcase their capabilities during the **TableTALK 2016** tabletop exhibit, running from 12:30 pm to 5:00 pm on Saturday, October 22, 2016.

According to OIMP, "Our third ever tabletop trade show promises to be the biggest and best yet—a great time to meet suppliers and other industry stakeholders in a relaxed and

enjoyable atmosphere."

Before the afternoon arrives, however, delegates will have an opportunity to hear from a formidable line-up of guest speakers addressing various industry hot-button issues and talking points, including:



• **Food Authenticity and the Bottom Line**, presented by Dr. Sylvain Charlebois, professor at the Faculties of Management and Agriculture at the **Dalhousie University**.

An award-winning researcher and teacher, Charlebois has authored more than 500 peer-reviewed and professional publications in his career.

Currently specializing in the broad area of food distribution, security and safety, Charlebois Sylvain will address the issue of food authenticity and its economic impact on both processors and livestock producers, with special emphasis on the trend to promoting local meat products.



• **Connecting with Today's Consumers**. Sandra Jones, client services officer with **Foodland Ontario**, will share

some of her agency's recent market research to explain what motivates the province's consumers to 'buy local.'



• **Save Handshakes for Friends**. Mike McMorris, general manager for livestock tracking systems specialists **BIO**, will address

the need for full food traceability from farm to fork, with focus on the most essential information along the value chain.

• **Seizing Opportunities in Today's Retail Landscape**.

As former president and chief executive officer of one of Canada's largest retail grocery associations, Scott draws on 22 years of experience in the food distribution and retail sector to offer a unique analytical insight on both the macro trends and the micro market influences that affect how and where the modern consumers shop, what they buy, and why.



To register for *The Meating Place 2016*, contact **OIMP** at (519) 763-4558; or go to: [www.oimp.ca](http://www.oimp.ca)

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## PUTTING EVERYTHING ON THE TABLE

Consisting of an accumulation table and a conveyor, the new **Tablet Entrapment Free (TEF)** equipment series from **NJM Packaging**, a division of **Pro Mach, Inc.**, is designed to enable pharmaceutical and nutraceutical manufacturers—as well as contract packagers handling tablets, softgels and capsules—to ease inspection for trapped product, to help eliminate foreign product cross-contamination, and to reduce the risk of product recalls and litigation. Handling a broad range of round, square and rectangular bottles made of plastic or glass at throughput speeds of up to 30 meters (100 feet) per minute, the **TEF Conveyor** can be used to transport bottles through unscramblers, desiccant inserters, roll-up counters, cottoners, induction sealers, cappers, retorquers and other machines to increase productivity and help maintain final product quality. Unlike raised bed conveyors outfitted with shelves that can trap product and are difficult to clear, the stainless-steel **TEF** equipment features a tabletop chain that can be lifted from the top without releasing tension on the belt to inspect inside the conveyor body. With no internal shelf, the **TEF Conveyor** and **TEF Accumulation Table** enable viewing from the top to the bottom chain with no hidden areas, while the internal structure includes only sloped and rounded surfaces—no flat bars—so that any rogue tablets falling onto the bottom chain are easily found during line clearance.

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## MOVING THE RIGHT WEIGH FORWARD

Distributed by **Heat and Control**, **Ishida's** new **CCW-RV** multihead weigh scales can be used to pack all dry pasta varieties regardless of their size, shape or the level of pasta fragility—from curly vermicelli to penne quills and farfalle bows—whereby the weigher's vibratory system adjusts itself automatically to match the

flow characteristics of the pasta being handled. To keep breakage of delicate varieties to a minimum, the system's hoppers feature a special lining to ensure gentler product transfer, enhanced with discharge chutes fixed at a shallow angle, which also helps to reduce factory noise levels. The system's sloped, self-draining main body and radial feeder cover help maintain optimal sanitary conditions and reduce the cleaning time down to 30 minutes per weigher, while its Auto Setup functionality helps to simplify product changeover and reduce operator error by automatically proposing the optimal operator settings based on five key parameters related to product characteristics and desired performance.

**Heat and Control**

**402**



## JUST IN CASE!

The new **RSDcase** packaging from **Blueprint Automation** is a shelf-ready display designed to erect, case-pack and close like a standard RSC (regular slotted carton) case that easily opens up from the back to provide retailers with a clean, finished, machine-cut display without the unwanted torn front panels. Especially well-suited for stand-up pouches and bags of food products such as cheese, snacks and baked goods, the **RSDcase** can be easily packed horizontally via the company's Delta top-load case-packing system, utilizing a highly flexible robot to manipulate single or groups of product to achieve desired pack pattern and maximize case volume.

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## START MAKING SENSE

The new **DK50-UV** luminescence sensors from **Pepperl+Fuchs** are designed to provide an easy, reliable way to complete tasks such as error checking, sorting, measuring and positioning of materials that blend into a background or are invisible. Boasting a sensing range of 600-mm, the **DK50-UV** luminescence sensors can detect fluorescent chalk marks, clear glue, tamper-proof seals and other marks that regular contrast sensors cannot, by producing a light spot with a small focal point to detect small parts such as O-rings, pinpoint leaks, and invisible markings down to 2.2-mm-diameter targets. Featuring a graphical, user-friendly eight-segment LED panel to display to luminescent signal strength, the sensor uses an output mode toggle for quick adjustments—as well as an integral timer that allows for slower controllers to react to sensor output. The **DK50-UV** sensors are well-suited for many packaging quality control tasks such as verifying the presence of tamperproof seals; aligning bottle sleeves to labels; sensing the presence labels on cartons; measuring the amount of glue on a carton flap; and confirming the presence of a packing slip in a carton.



Pepperl+Fuchs

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## JOINT EFFORTS



Jointly developed by **Yaskawa Motoman**, **R/X Automation Solutions** and **Universal Robotics**, the new **RX Unit Pick Workcell** is a fully-automated robotic pharmacy order fulfillment system capable of handling thousands of different kinds of pre-packaged medicine, with 100-percent verification for mail order delivery direct to customers or to central fill locations. Boasting a compact design to enable easy integration into existing order fulfillment processes—as well as for use as a stand-alone solution—the system utilizes a high-speed **Motoman MH12** robot and Universal's **Neocortex** artificial intelligence with 3D vision capabilities to provide a highly flexible, fully-automated drug-handling solution to recognize and identify thousands of different kinds of medicine packaged in bottles, ointment tubes, small cartons or odd-shaped plastic containers.

Yaskawa Motoman

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## SAFE AND SOUND

Designed specifically for food and beverage production, the self-lubricating **iglide A181** bearings from **igus** are designed to provide superior wear and corrosion resistance along with maintenance-free, clean operation, according to the company, with the use of tribologically-optimized, food-grade plastic blends to create optimal performance



in both rotary and pivoting movements in bottling, packaging, and processing applications. Formulated to meet all the pertinent **FDA** and **EU** requirements for food-contact safety, the **iglide A181** bearings are available with or without flanges in nearly 200 metric and imperial dimensions, with diameters ranging up to 50-mm (two inches).

igus Inc.

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# ASIA'S PAPER TIGER EARNING ITS GREEN CREED

BY JAAN KOEL

For **Asia Pulp & Paper (APP)**, one of the world's largest pulp and paper producers with international headquarters in Jakarta and Shanghai, getting its house in order on the environmental front was never going to be fast, easy or cheap. But in all fairness, it's one really darn big house.

Started in 1972, the company runs multiple manufacturing and forestry operations across Indonesia and China, with an annual combined pulp, paper, paperboard and tissue packaging production and converting capacity of over 19 million tonnes per year.

With annual revenues consistently exceeding US\$12 billion in recent years, APP markets its products in more than 120 countries, including Canada, while employing approximately 100,000 people worldwide.

A long-time corporate nemesis for global environmental groups and activists for its highly controversial logging and clearcutting practices in Indonesia, the company has vastly improved its environmental profile in the last three years through rigorous implementation of its lauded **Forest Conservation Policy** initiative.

"Our Forest Conservation Policy includes a zero-deforestation commitment, peat protection, and prior and informed consent for shared land use among other stakeholders, such as community groups, farmers, and others," explains Ian Lifschitz, the company's North American sustainability director based at its **APP Canada Ltd.** office in Brampton, Ont.

While the company's forestry practices may have been a little long in coming, many of its pulp and paper manufacturing operations have actually been running a remarkably clean act since the early 1990s by using a proprietary multilayer papermaking processes that consumes less raw wood fibers than the traditional single-layer technology used in many other parts of the world, according to APP.

"The multilayer technique of papermaking is what has helped us get where we are today," says APP Industrial Board's international trade department director Nunggal Raharjo, who works at the company's papermaking plant in Ningbo, a large industrial city located about a three-hour drive south of Shanghai.

As Raharjo explains, the multilayer board is manufactured much like a layer cake—starting out with the strength properties of chemical pulp and adding in the best properties of other fiber layers, most notably hardwoods made from bleached mechanical pulp with significantly less dense fibers.

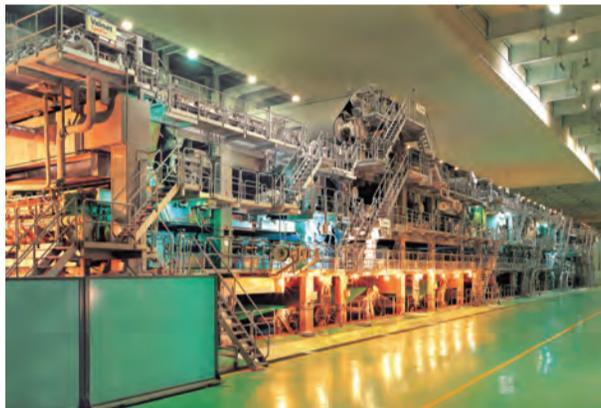
The multilayer construction's lower *GSM* (*grams per square meter*) value—compared to the single-layer SBS (solid bleached sulfate) produced from bleached chemical pulp—ultimately translates into less weight, less costs, and less need for trees, according to Raharjo, with the yield advantage varying from eight to 15 per cent, depending on basis weight.

"The different layers—which can include chemical pulp, mechanical pulp, recycled fiber, softwood, hardwood and other furnishes—result in huge savings over the course of a year, both economically and environmentally," says Raharjo, estimating the yield advantage at eight to 15 per cent, depending on basis weight.

The high-volume APP Ningbo mill houses what



An entrance to APP's paper packaging products manufacturing plant in Ningbo, China, which houses the largest paperboard machine of its kind in the world.



The Metsa-built papermaking machine in Ningbo features five screens for adding up to five different types of fiber layers and two coating heads for adding different finishing surface layers, for enhanced printing performance.

is claimed to be the largest paperboard machine in the world to use the multilayer method to make a comprehensive range of paper and board grades.

Started up with great fanfare in 2004 and significantly upgraded in 2015, the massive machine measures nearly a full kilometer in length, with the mill's workers using bicycles to get from one area of the machine to another throughout the day.

Manufactured and installed by the leading Finnish papermaking equipment manufacturer **Metso**, the towering machine with an 8.1-meter reel trim consistently runs at speeds of around 900 meters per minute to produce an annual total of one million tonnes of ivory 25-grade art board, playing-card board, boxboard and many other paperboard products.

According to APP, which runs the machine on a 24/7 schedule throughout the year, a typical mother roll coming off the Ningbo unit weighs about 100 tonnes and takes a mere 45 minutes to produce.

"The machine has consistency control features, automation systems, sophisticated real-time scanners and other equipment that set it apart from pretty much any other unit available today," says APP Regional international sales director Pankaj Kumar Singh.

"Suffice it to say that this machine is to paper manufacturing what the Airbus 380 is to aviation.

"When we produce paper packaging products, such as stock for folding cartons, the product has to be identical in all parts of the world in which it is sold," Singh points out.

"We constantly work with our clients to ensure that our box of perfume, for instance, looks exactly the same in Montreal as it does in Moscow or elsewhere,



A sampling of the varied range of APP paper products and packaging made with the multilayer papermaking process for customers worldwide.



Combining different types of pulp in a multilayer configuration gives paper manufacturers the ability to meet the strength and smoothness requirements while reducing fiber inputs and costs.

so the color has to be spot-on in all locations."

In order to achieve this kind of consistency in look and feel, the company tests samples from every roll that comes off the Metso machine on a special printing press set up to print red and blue—the two primary colors that are the most difficult to print consistently.

"If the samples don't pass, adjustments are made and the entire mother roll is sent back to the repulper," explains Singh, adding that the company has invested hundreds of millions of dollars since 1994 to improve the environmental performance of its pulp and paper and paper packaging operations.

During that time, the Ningbo plant has earned a multitude of important globally-recognized certifications, including the *ISO 14001* environmental management system; *ISO 9001* quality management system; *OHSAS 18001* occupational health and safety management system; *PEFC Forest Regulation Chain Management System*; and *ISO 14064 Greenhouse Gas Emissions Regulatory System* verification declaration.

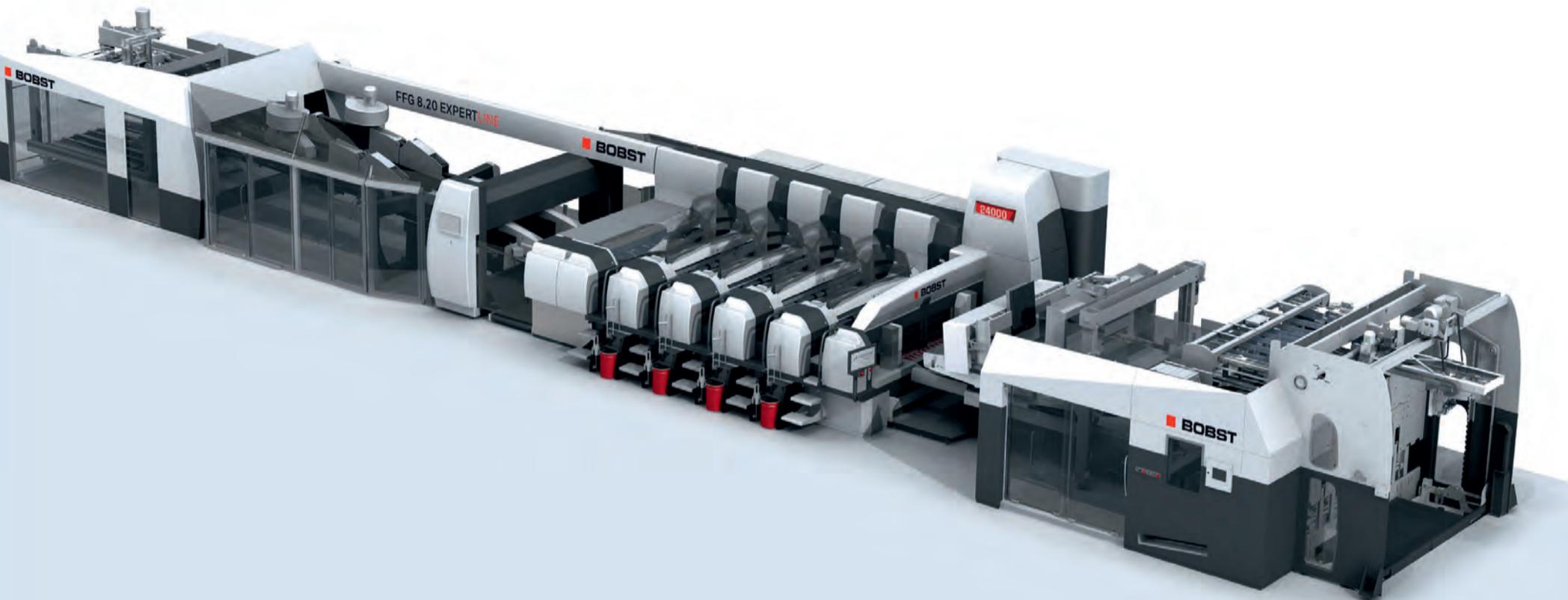
Having invested close to US\$1 billion in new equipment since 1992, none of the company's operating equipment in use today is more than 12 years old.

"That's why we believe Asia represents the future of paper manufacturing," says Raharjo, noting that APP sources much of its hardwood fiber from its own company-owned, fast-growing eucalyptus and acacia plantations in Indonesia and China, with the rest imported from overseas on open markets. 🍁

*Jaan Koel is a Toronto-based freelance writer who recently took part in an APP-sponsored tour of the company's operations in China.*

Photos courtesy of APP

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*Montreal: Packaging Optimization: A Strategic Lever*, breakfast seminar by PAC, Packaging Consortium. At Sheraton Montreal Airport Hotel. Contact May Ann Gryn at (514) 990-0134; or via email [quebec@pac.ca](mailto:quebec@pac.ca)

**Sept. 21-23**

*Monaco: Luxe Pack Monaco*, luxury goods packaging exhibition and conference by Idice. At Grimaldi Forum. To register, go to: [www.luxepack.com](http://www.luxepack.com)

**Sept. 27-29**

*Clearwater Beach, Fla.: 2016 SFI Annual Conference*, by Sustainable Forestry Initiative Inc. (SFI). At Hilton Clearwater Beach. Contact Amy Doty at (202) 596-3458.

**Sept. 28-29**

*Niagara Falls, Ont.: PAC to the Future: Packaging in 2025*, conference by PAC, Packaging Consortium. At Hilton Niagara Falls. To register, contact Lisa Abraham via email [labraham@pac.ca](mailto:labraham@pac.ca); or go to: [www.pac.ca](http://www.pac.ca)

**Oct. 4-7**

*Tokyo: Tokyo Pack 2016*, packaging technologies exhibition by the Japan Packaging Institute. At the Tokyo Big Sight Exhibition Center. To register, go to: [www.tokyo-pack.jp/en](http://www.tokyo-pack.jp/en)

**Oct. 13**

*Toronto: Ontario Craft Brewers Conference & Suppliers Marketplace 2016*, by Ontario Craft Brewers (OCB). At Allstream Centre at the Exhibition Place. Contact Christine Mulkins at (647) 242-3686; or via email [pr@ontariocraftbrewers.com](mailto:pr@ontariocraftbrewers.com)

**Oct. 17-19**

*Tucson, Az.: 2016 MHI Annual Conference*, material handling, logistics and supply chain forum by MHI. At Hilton El Conquistador. To register, go to: [www.mhi.org/conference](http://www.mhi.org/conference)

**Oct. 18-19**

*Malmö, Sweden: Top Packaging Summit*, international conference by Packbridge. At Quality View Hotel in Hyllie. To register, go to: [www.toppackagingsummit.com](http://www.toppackagingsummit.com)

**Oct. 20**

*Chicago: ABCs of IML: A Basic Course*, training seminar on in-mold labeling and in-mold decorating technologies by In-Mold Decorating Association (IMDA). At DoubleTree Hotel & Conference Center Chi-

cago North Shore. To register, go to: [www.imdassociation.com](http://www.imdassociation.com)

**Oct. 21-23**

*Huntsville, Ont.: The Meating Place 2016*, biennial conference of the Ontario Independent Meat Processors (OIMP). At Deerhurst Resort. Contact OIMP at (519) 763-4558.

**Oct. 19-26**

*Düsseldorf, Germany: K 2016*, international trade fair for the global

plastics and rubber industries by Messe Düsseldorf GmbH. At Messe Düsseldorf Fairgrounds. Contact Messe Düsseldorf (Canada) at (416) 598-1524.

**Nov. 1**

*Toronto: How Green is your Customer?*, conference by the Paper & Paperboard Packaging Environmental Council (PPEC). At Islington Golf Club. Contact PPEC at (905) 458-8807; or via email [ppec@ppec-paper.com](mailto:ppec@ppec-paper.com)

**Nov. 6-9**

*Chicago: PACK EXPO International 2016*, international packaging technologies exhibition by PMMI-The Association for Packaging and Processing Technologies. Concurrently with *Pharma EXPO 2016* pharmaceutical and packaging conference and trade show by ISPE (International Society for Pharmaceutical Engineering). Both at McCormick Place. To register, go to: [www.packexpo.com](http://www.packexpo.com)



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# RISE AND SHINE

West Coast family print shop using advanced cold foil-stamping technology to make its mark as a high-end paperboard packaging supplier

BY ANDREW JOSEPH, FEATURES EDITOR  
PHOTOS COURTESY OF GLENMORE  
CUSTOM PRINT + PACKAGING

Starting a business at the advent of a recession is a high-risk proposition, fraught with adversity. But for the Vancouver, B.C.-based **Glenmore Custom Print + Packaging**, learning how to be successful in tough times laid a good foundation for the company's future growth and success some 35 years since, and counting.

Founded in 1981 by Glenn Rowley and his wife, Bonnie, as a two-person crew, having a global economic squeeze thrust upon it in the early 1980s forced the company to rethink its initial business plan early in its lifecycle, with special focus on making it more flexible in its daily business, while still offering customers even more than what was expected.

In 2008, the couple's son, James, joined the 55 employee organization and began learning the ropes.

Today employing around 100 people at a state-of-the-art 40,000-square-foot facility, Glenmore serves a plethora of clients in the bustling metro Vancouver area, as well as customers all across Canada and the Pacific Northwest.

"We're now one of the most prominent printing and packaging companies in western Canada," general manager James Rowley told *Canadian Packaging* during a recent interview.

"My dad started up this business just as the Canadian economy went into a recession, which gave him the experience of how to better handle customers and people," reveals Rowley.

"We have customers who have been with us for decades—forged relationships owing to our ability to innovate—and that evolution is something we aim to continue with for the long-run."

Glenmore's main customers are retail manufacturers, focusing on the boutique and service-oriented side of the business, selling to confectionary, cosmetic, food, nutraceutical, some pharmaceutical, food, and high-end liquor and beverage segments.

But it's not just about building bonds with the company's customers, Rowley points out, there's also the issue of the end product.

"For the companies we sell to, color consistency is the key," Rowley states. "Although they use an expensive add-on, our in-press color bar scanners literally guarantee that the color is accurate from sheet to sheet."

According to Rowley, over time, Glenmore has invested heavily into quality control equipment because of the competitive market it sells into, including scanners and ejection devices helping ensure that



Glenmore Custom Print + Packaging founder Glenn Rowley (*left*) and his son and company general manager James Rowley have established the business as a niche provider of high-quality cold-foil graphics for brand packaging in western Canada.



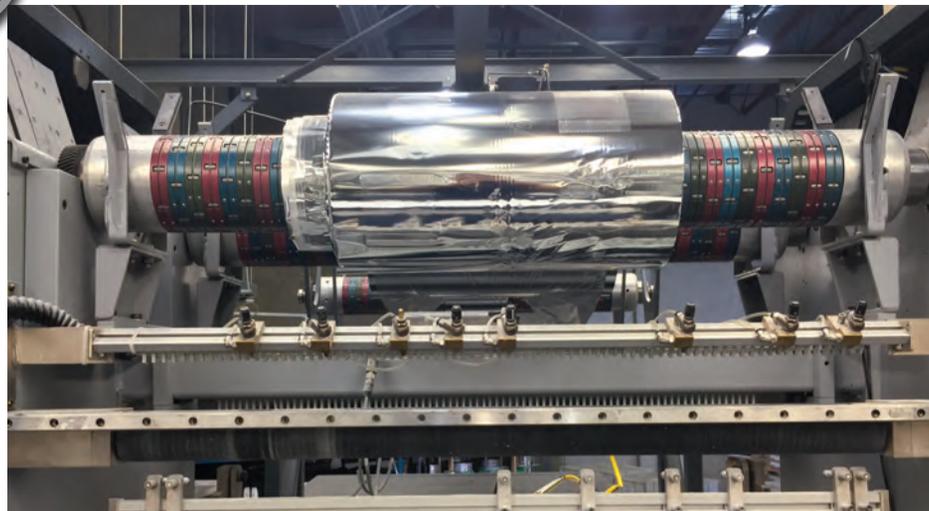
Designed by Toolbox on behalf of Granville Island Brewing's Sum Of The Parts beer for the B.C.-area 6 Pack Art Show, the paperboard beer package's gold foil was applied by the Eagle Systems Eco-Eagle Cold Foil system and Heidelberg's Speedmaster XL106 printing press.



The Murchie's Canadian Breakfast tea box was one of the company's line of high-end tea packaging to be rebranded and transformed this autumn by Glenmore's high-end spot coating four-color process providing packaging to match the customer's quality product.



Placed atop a Heidelberg Speedmaster XL106 press, the Eagle Systems Eco-Eagle Cold Foil CFM102-16K cold foil application technology has enabled Glenmore to create the PrizmaFoil high quality system to add foil of all colors, shapes and sizes to a print run.



A roll of silver foil sits upon the Eagle Systems Eco-Eagle Cold Foil CFM102-16K foil tower at Glenmore's Vancouver headquarters awaiting application to a paperboard substrate to create a high-end visual look for its customers.



The Eagle Systems Eco-Eagle Cold Foil unit, installed in July of 2015, sits atop the front end of the Heidelberg Speedmaster XL106 eight-color plus UV offset press.



With high-end print quality from the Heidelberg Speedmaster XL106 press and Eagle Systems Eco-Eagle Cold Foil, Glenmore has established itself within the high-end print market.

every box that leaves its facility is perfect.

"The markets we tend to gravitate to are those that see value as meaning quality, color consistency and reliability with their folding cartons," he explains.

"We want to ensure our customers get high fill rates on their equipment, and we understand that their process depends on how well we manufacture the boxes for our customers."

Rowley says the Glenmore team is very proud of the high-end work it has recently produced for **Murchie's Tea & Coffee** packaging featuring spot coatings, vibrant colors and fine screens.

As Rowley relates, Glenmore worked closely with Victoria-based **shortcreative** and Murchie's staff to create a unique product that met their creative requirements.

Glenmore provided full-scale prototyping and structural mock-up variations that could facilitate both consumer and foodservice applications of these new tea bag boxes.

"It's the type of printing that many of our competitors shy away from," notes Rowley.

"Murchie's and shortcreative are two great local companies who came to us with their stringent quality demands for their latest quality packaging hitting stores and other outlets this autumn.

"This tea packaging pushed our presses to the limits with very fine graduated screens," Rowley reveals, "as well as specialty coatings to help the box stand out on the shelf."

While traditional offset printing on **Heidelberg** printing presses is a Glenmore specialty, Rowley notes that it also offers digital, wide-format and variable printing on other printing equipment from **HP**,

## Xerox and Kodak.

Glenmore Packaging's business currently consists of:

- 40 per cent commercial print, of which 10- to 15-per cent is high-end custom output;
- 50-per cent packaging, featuring 10- to 15-percent high-end custom work, and;
- 10 per cent for digital and wide-format print projects.

This work mix represents a significant turnaround for a company that only a mere six years ago considered itself to be primarily a commercial printer.

"We see the biggest potential growth for us in packaging," Rowley relates.

"Within the packaging segment, which also includes food-and-beverage and pharmaceuticals, it is safe to say that companies and brand-owners everywhere are looking for anything that will provide their product with that certain 'oomph' that will enable it to stand out at the retail level to help entice the customer at the aisle to make that purchase," Rowley explains.

"Glenmore can help make their products stand out at the retail level, where it matters."

Rowley says that Glenmore offers customers the opportunity to create unique package designs with attractive print enhancements, coatings and even customized die-cuts.

"The quality and customization of our products lends itself well to well-lit retail environments and attracting customers attention," he explains. "Our everyday goal is to have the package we print capture the interest of buyers enough to entice them to pick it up and admire it.

"At that point, we have put a product into a consumer's hands and our mission is accomplished."

Rowley is also quick to point out that Glenmore's

ongoing success is driven by both its sales team and its production capabilities.

"Without a doubt we take a certain amount of pride in taking on challenging products that make other printers cringe—or overestimate," Rowley declares.

"But Glenmore offers products that are so unique in our area, that we are often the only commercial printer that can offer appropriate creative solutions for designers and clients."

For Glenmore, keeping up with the latest technologies is very important, with Rowley noting that the company makes capital equipment upgrades about every three months or so, on average.

"We are always installing new equipment, expanding warehouse space, or coming up with more efficient equipment configurations," Rowley states.

Over the past two years, Glenmore has purchased: an eight-color UV (ultra-violet) printing press, a **Brause** gluer, a cold-foil attachment, a saddle stitcher, a CAD (computer-aided design) table, new bookbinding equipment, and an automatic litho-laminator, while expanding its storage capacity with increased warehouse space and an off-site warehouse.

Since the beginning of the last Great Recession, Rowley estimates the company has purchased 20 new or used pieces of equipment, noting that at one point in 2014, Glenmore had installed more printing units from Heidelberg in Canada than any other printer.

"It's a competitive market, and we like to be at the top of our game," Rowley suggests. "We have the mentality that we want to do everything ourselves in-house.

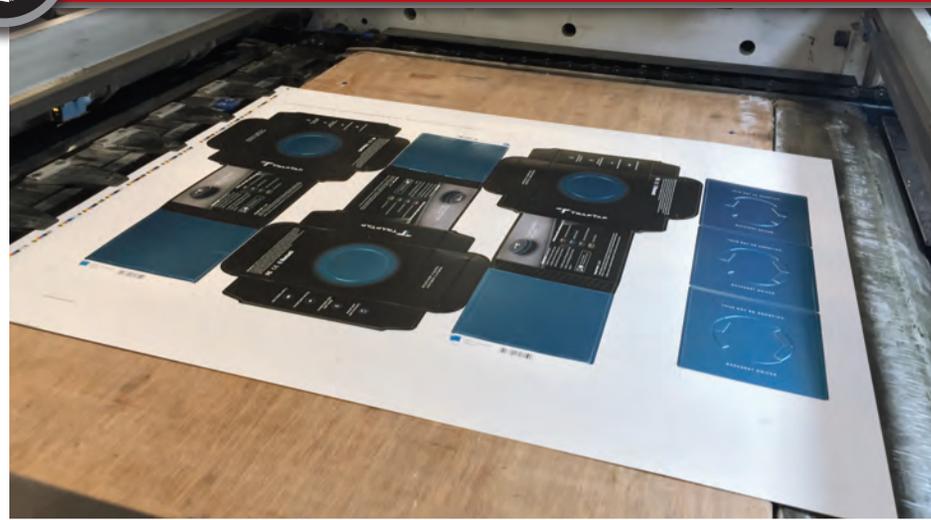
"From structural design to print to finishing, everything is done in-house."



## BOXMAKING



A Heidelberg Varimatrix automatic flatbed die-cutter machine at Glenmore provides the Vancouver packaging converter with precise indentation folds to the substrate.



The Heidelberg Varimatrix die-cutter paused in the middle of the cut of a cold foil applied onto the packaging substrate, with three complete boxes occupying the sheet.

Rowley cites the successful *Art of the 6 Pack Art Show* the company held earlier this year, which showcased West Coast beer packaging designs utilizing a cold press foil system.

Eight breweries, including Vancouver-based creative **Toolbox Designs**, took part and created limited run high-end packaging for the show, for local favorites such as **Hoyne Brewing**, **Granville Island Brewing**, and **Parallel 49 Brewing**.

“As one of the few packaging companies pushing the limits of cold foil on press, we are able to produce stunning foiled pieces,” says Rowley, noting that the beverage boxes have “sharp gold and silver foil produced in-line, which reduces costs and shortens production and delivery timelines.

### COLD COMFORT

The cold foil process is executed by the *Eco-Eagle Cold Foil CFM102-16K* system, manufactured by **Eagle Systems**, that is attached to a Heidelberg *Speedmaster XL106* eight-color plus UV offset press, installed at the Glenmore facility in July of 2015.

The *Speedmaster XL106* is a modular machine capable of running standard or high-level finishing jobs in either small or large print runs, along with high efficiency and maximum productivity, it also provides Glenmore with an ease-of-operation, thanks to its plethora of automation.

“We have always invested in Heidelberg presses because of their reliability and leading-edge quality control technology,” relates Rowley. “Currently, our press scans color bars and makes color adjustments automatically on the press, guaranteeing that carton number one and carton number 100,000 are a color-critical match.

“Coupled with HHS scanning technology on our brand new Brause gluer, Glenmore has state-of-the-art systems to guarantee that the products coming out the end of the gluer are perfect,” he adds.

While having superb printing capabilities via the Heidelberg presses is extremely important, the *Eco-Eagle Cold Foil* stamping system has really helped Glenmore establish itself as a key player in the high-end market.

Positioned atop the *Speedmaster XL106* press, the cold foil system is a totally

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A Sun Chemical-installed GFI Innovation MX12 advanced ink dispensing machine monitor at the Glenmore facility.

automatic and self-contained machine that offers Glenmore customers the opportunity to add ‘jaw-dropping graphics’ to their print project at a fraction of the price of traditional hot stamping.

Hot stamping—also known as the hot foil process—is created offline on a hot stamping machine, while the cold foil process is performed inline, saving the printer plenty of time during production.

The *Eco-Eagle Cold Foil* system applies cold foil to a substrate previously coated with a light adhesive, which allows the foil to adhere to the surface while the foil’s backing is pulled away into the rewinder.

Rowley acknowledges that he first came across the *Eco-Eagle Cold Foil* system a few years previous visiting a trade show in Germany, but his initial impressions were that while the results delivered were unique, it simply just wasn’t something that Rowley felt his customers would buy into.

Still, he took samples of the cold foil stamping back to Richmond and showed them to the company’s sales crew, who were similarly wowed.

With a staff of salespeople sure this high-quality foil system was something they could sell around, and Rowley himself now convinced it could provide Glenmore with a niche production process, Glenmore decided to purchase the *Eco-Eagle Cold Foil*.

Says Rowley: “The purchase of the cold foil system did not impinge on our hot foil stamping, as we didn’t really have a state-of-the-art system in place.”

Rowley says Glenmore utilizes the Eagle Systems cold foil equipment on its *Speedmaster XL106* press to create its own exclusive technology—the *PrizmaFoil* system.

He says that Glenmore worked with several of the major cold foil manufacturers, as well as a chemist, to

help dial in the consumables for the optimum results.

“We have dialed in the system to allow our customers to add foil of all colors, sizes and shapes to a print run,” Rowley says adding that “it’s often produced at a fraction of the cost compared to traditional hot stamping.”

The *PrizmaFoil* technology is easily able to maintain solids, half-tone screens and even extremely fine line weights, allowing consistent production of high-quality foil print on time.

“The customer isn’t just limited to gold, silver or holographics, but now has the option of utilizing all PMS (Pantone Matching System) colors,” relates Rowley. “Plus we create the high-quality product at blinding speed.”

## FIT TO PRINT

The process works with a supplied working file, mounting a printing plate onto the Heidelberg *Speedmaster XL106* press that holds an adhesive that the foil picks up.

When the foil is transferred to the paper substrate, Glenmore uses existing CMYK plates to overprint the foil and to create the different colors of foil.

“And it’s all inline,” Rowley points out.

Along with claims of faster production times over hot foil stamping, Glenmore notes that there are no costly copper or brass dies that need to be created.

“Also, along with true lithographic registration, all colors can be produced in one single pass through the press, and multiple coatings and finishes can also be placed upon the foil,” explains Rowley, noting that Glenmore can easily accommodate both long and short runs for the customer.

“Brands that utilize the print enhancements that Glenmore can produce, are more likely to be noticed on the retail shelf than the non-enhanced product,” says Rowley, implying that people are generally attracted by objects that gleam.

“PrizmaFoil will outshine the hot stamping foil method simply by its ability to provide a diverse color palette that can make products stand out on crowded shelf-space.”

Since one can’t argue with results, Rowley notes that along with a *Canadian Print Award*, Glenmore recently took home four awards from the **Foil +**

## Specialty Effects Association:

- Gold Leaf for *Use of Cold Foil (Sheet or Rotary) on Paperboard Label/Carton* on **Waywards Unruly Vodka** labels;
- Silver Leaf – *Corporate Brochure – Best Use of Foil Embossing* for its work on the **Trinity Western University Richmond** campus **Lookbook**;
- Silver Leaf – *Capabilities Brochure – Best Use of Foil Embossing* on behalf of **Under the Big Top** – a *Prizmafoil* promo, and;
- Silver Leaf – *Best Use of Cold Foil (Sheet or Rotary) on Self/Client Promotion* for **Crimson Ghost** four-pack foiled beer box.

“The local printing industry is extremely competitive, which was why we had to carve out our own niche to compete against some of our bigger competitors,” Rowley explains, “by offering unique products and services and a higher level of quality of end product, as well as focusing on providing customers with a shorter turnaround.”

Along with investing in top-quality personnel, Rowley says the company must continue its capital investment purchases of state-of-the-art equipment, too.

“My philosophy is that you purchase the very best equipment and run it around the clock,” he relates. “That philosophy has served us very well, because our equipment, like our Heidelberg presses and the *Eco-Eagle Cold Foil* system, doesn’t let us down.”

Summing up, Rowley says that Glenmore has a very easy-to-follow philosophy: “The way I like to do business, is that I only produce a box that my customer is happy with. When they’re happy, I’m happy.”

“And these are happy times for Glenmore and our customers.” 🍁

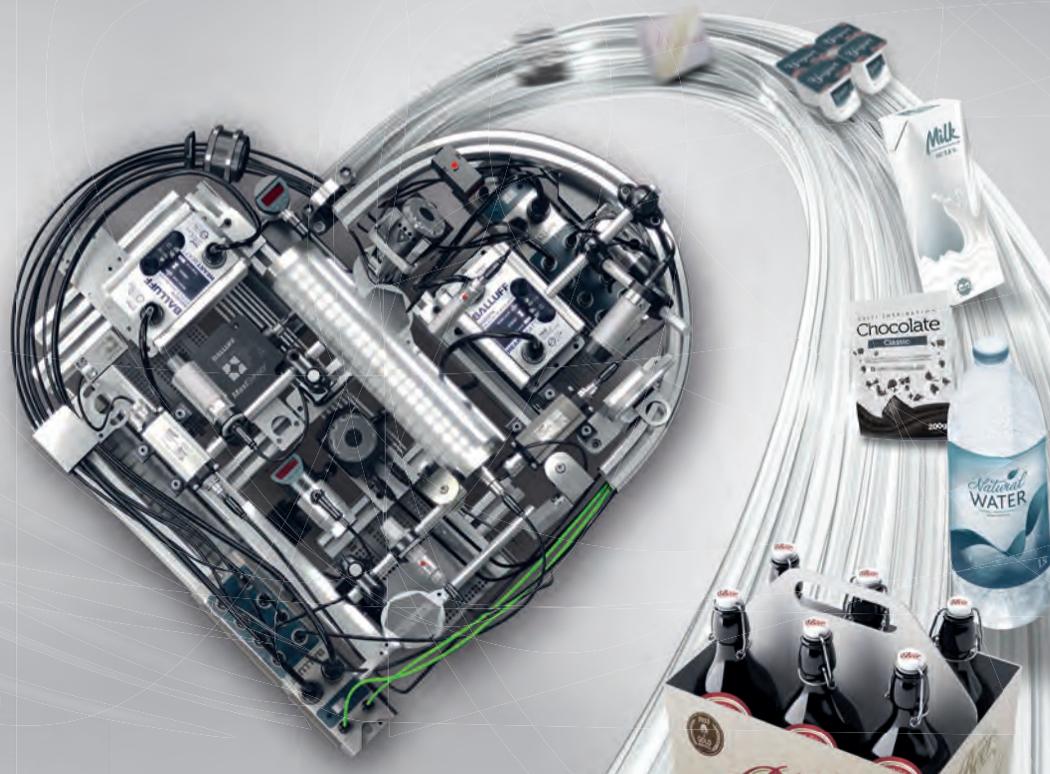
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ASCO's national segment manager for packaging, food and pharmaceuticals John Lamb (left) and APPE (American Packaging & Plant Equipment) director and national sales manager Al Aman worked together to design and manufacture the Vertobagger 2.0 system, said to be the first made-in-Canada continuous-motion ultrasonic VFFS bagging machine.

# WHOLE NEW BAG OF TRICKS

Canadian bagging machinery manufacturer finding its feet in the competitive market through thoughtful design innovation and successful strategic partnerships

BY ANDREW JOSEPH,  
PHOTOS BY NAOMI HILTZ

In this Olympic year, there's a lot of pride in being able to call one's self No. 1, or to be able to represent one's country as the best athlete on the planet—and there's certainly nothing wrong with earning the right to do so through hard work and dedication.

In the Canadian packaging industry, while there is certainly a fair bit of chest-thumping, for the most part companies refrain from ego saturation and simply go about their business creating equipment that they hope will be the next big thing to bring home the gold.

For one such company—Cambridge, Ont.-based **APPE (American Packaging & Plant Equipment)**—it has plumbed exciting new technology, originally designed and manufactured its own brand of equipment to become the first company in Canada to offer a Canadian-built continuous-motion VFFS (vertical form/fill/seal) bagger fitted

with ultrasonics to provide a faster seal than conventional heat seal methods.

The key word is 'continuous'.

Unlike traditional continuous and intermittent baggers, the sealing jaws are always hot and require a lot of energy to perform, the ultrasonic method is a greener solution that does not require heat to seal the film.

Ultrasonic refers to sound vibrating at a frequency far above what a human being can hear—anything over 20,000 Hz (hertz), the sound waves generate heat by energizing the inner molecules of the film's sealing surface under pressure.

Situated in a modern 6,000-square-foot facility in an industrial corner of picturesque Cambridge, APPE employs six people: one sales; three mechanical; one electrical; and one jack of all trades, Al Aman the affable director and national sales manager.

"We're a small company, to be sure," Aman told *Canadian Packaging* magazine during a recent visit to the facility APPE moved into in November

of 2015, "but we are getting busier, a key factor in us moving shop from London west of us to Cambridge last year. Our new facility is strategically located within one-hour drive of London, Hamilton and Toronto."

Even prior to APPE opening its doors in 2007, Aman says he first cut his teeth in the packaging industry as part of a sales team working for a company that manufactured blister packaging in Montreal.

"I learned more than just sales, as I was able to pick the brains of some great Canadian packaging industry experts there, as well as at some other companies in similar fields," notes Aman, "until I finally had the wherewithal to run my own business."

He says that when APPE first entered the industry, it did some small project builds of miscellaneous packaging equipment, but also sold some equipment manufactured overseas, that APPE would tweak to ensure it was approved to Canadian safety standards.

"We would also add in our own software into



Utilizing ultrasonic sound technology, the APPE designed and manufactured Vertobagger 2.0 continuous motion VFFS bagging machine provides cost film and energy savings to customers even while operating at a top speed of 130 bags per minute.

*Top:* A pair of Branson ultrasonic sealing jaws for horizontal seal on the Vertobagger 2.0 from the Cambridge, Ont.-based packaging equipment manufacturer APPE.  
*Bottom:* An example of a bag sealed via ultrasonic sealing on APPE's Vertobagger 2.0 continuous motion vertical form/fill/seal machine.

the machine," relates Aman. "So even though the equipment was originally from an offshore country, we made sure it was engineered here in Canada and made to comply to our country's rigid specs."

While the company's beginnings helped establish it as a turnkey bagging machinery supplier, APPE quickly expanded its offering, continuing to provide an offshore line of equipment that it still modifies and adapts to customer's region; but also its own a premium line of equipment it designed and built itself.

The APPE premium brand includes:

- a continuous motion VFFS (vertical form, fill and seal) **Vertobagger 2.0** bagging system that Aman calls his top-selling machine;
- The **CWS**, 10- and 14-head combination scales;
- **Vertobagger Falcon** and **Tigershark** capable of handling larger and wider bags;
- A block bottom coffee bagging machine;
- An **Impulse** horizontal sealing jaw for polyethylene film sealing;
- A four-corner seal bagging machine with freshness valve applicator;
- A volumetric filler that can fill and mix up to three different products in one bag on a VFFS machine;
- Developed an innovative bagging system for twist-tie bags—the first of its kind, according to Aman;
- Built the first-of-its-kind bucket conveyor designed to pack liquid stick packs in a vertical form/fill/seal bagging machine.

Of course, it is the company's design capabilities to manufacture the first continuous motion vertical bagging machine in Canada, according to APPE, that can perform at high speeds while using various types of biodegradable packaging materi-

als, a difficult proposition to utilize at best owing to the thinness of film that is a staple of the green industry.

Features of the Vertobagger 2.0 include:

- ability to run thinner film structures compared to traditional VFFS machines;
- high-speed bagging with reduction in line losses and reworks;
- energy efficiency providing up to 70 percent reduction in energy costs;
- and up to 11 percent reduction in the amount of film used per package created.

"All of the benefits are environmentally-friendly," notes Aman.

Utilizing the *Vertobagger 2.0* as its base, APPE has built the first of its kind in Canada continuous-motion ultrasonic vertical form/fill/seal machine that can apply vertical and horizontal seals with ultrasonic that works extremely well with the thin biodegradable materials.

"Our *Vertobagger 2.0* vertical form/fill/seal continuous bagger is available in two versions, with and without ultrasonic," mentions Aman.

While the *Vertobagger 2.0* ultrasonic bagger can perform at speeds up 130 bags per minute, the non-ultrasonic version can churn out up to 180 bags per minute.

"The chief advantage of going with the ultrasonic version are the savings," Aman explains, adding that "the packaging integrity is also much better with liquid products, traditionally a challenge for heat seal applications."

Both *Vertobagger 2.0* VFFS bagging machine versions are capable of handling up to a 12-inch wide bag, and each utilize six Omron servo motors digitally-g geared for synchronous motion that provides unique patent-pending tension control of the film to ensure proper tension of film, even with inner packaging materials.

As well, APPE says that the *Vertobagger 2.0* is the only machine in the industry capable of handling high speeds with green aka biodegradable film structures.

The *Vertobagger 2.0* uses the ultrasonic technology to seal the stand-up bags, providing a very thin seal along the top and bottom of the bag.

Savings are realized in material because standard baggers that use heat-seal technology will utilize more film to produce the same seal—it's wider, this more material is required—as that provided by the ultrasonic method.

Energy savings are realized via ultrasonic technology, as standard sealing technology requires 'ovens/heaters' to be utilized to heat up and melt and seal the plastic film together.

"There's also the fact that ultrasonic technology will not accidentally 'cook' or heat the product that was filled in pouch or bag," Aman relates.

"Instead, it vibrates product out of the sealing area ensuring a clean seal all the time. And, the machine requires less maintenance," he adds.

"If you fill green leaf produce in a bag that is heat-sealed, a lettuce leaf could get caught in the sealing area of the bag, which could further cause improper seals and a short shelf-life which could involve chargebacks from retailers to the packers," explains Aman.

"That can not happen via ultrasonics," he says. "In such cases, we can guarantee a better seal integrity and longer shelflife than with standard sealing technology."

Capable of working with bag widths of two- to 12-inches, and lengths of two- to 25-inches, the *Vertobagger 2.0* is very versatile, that Aman calls one of the most simple and most advanced vertical bagging machines in the market.

"We engineered the *Vertobagger 2.0* to be a robust



A tower of Numatics G3 Fieldbus that controls all air cylinders within the Vertobagger 2.0 when the PLC provides a signal to the fieldbus to activate.



An Omron HMI (human-machine interface) on the Vertobagger 2.0 used by the operator to set-up and monitor the packaging run.



## AUTOMATE NOW

continuous motion bagging machine able to perform 24-hours-a-day, seven-days-a-week production,” describes Aman. “It is precisely engineered and manufactured and built with pride in Ontario.

“We maintain tight tolerances in our manufacturing process,” he continues, “utilizing fantastic automation components from both ASCO and Omron.”

One of the key technologies required for the *Vertobagger* to be able to construct pouches and bags with thin films like the biodegradable materials is its ability to transport film from the rollstock to the sealing area with its unique technology, which prevents the film from ripping and tearing anywhere within the process.

“A ripped bag means product loss, and that helps no one,” admits Aman.

For APPE and its equipment builds, it uses the pneumatic fluid power designed and manufactured by **ASCO**, a division of **Emerson**.

ASCO’s pneumatic solutions offer packaging equipment OEM (original equipment manufacturers) and machine owners a reliable, cost-effective design, along with excellent fieldbus and I/O connectivity, and can be used in machinery applications for food and beverage, pharmaceutical, and consumer packaging segments.

Parent company Emerson not only counts ASCO, but also **Numatics**, **SOLA** and **Branson** under its umbrella, and all are suppliers of parts to APPE’s *Vertobagger 2.0* VFFS bagger technology.

The *Vertobagger 2.0* uses a Branson 30kHz ultrasonic rectangular slotted *balun*-style horn that is designed to use multiple converters to provide more power for the sonic welding, meaning the VFFS bagger has some giddy-up in helping it quickly form and seal bags.

Other equipment in the *Vertobagger 2.0* manufactured by ASCO, include:

- **Numatics Series 503** four-way directional pneumatic control valve that provides increased energy efficiency, high-flow, modular design for easy configuration, provides optimal energy consumption via its pressure regulators, optimizes cycle rates via speed controls, offers pressure isolation of individual valves for easy maintenance, and is both G3 and



APPE's Al Aman (left) and ASCO's John Lamb examining the Vertobagger 2.0's Numatics air prep devices air regulators (smaller ones on top), and the larger FRL - filter regulator with air purge that cumulatively cleans and filters impurities from the air entering the machine, as well as removing all air when the Emergency Stop button is pressed.

580 Fieldbus compatible.

- **Numatics G3 Fieldbus** electronics communication node that, via an innovative graphic display, provides visual status and diagnostics. Comes with an auto-recovery mode that helps protect recipe configurations in case of external power failure, while the power connector allows output power to be removed while inputs and communication are left intact;
- **Numatics Series 652** offering modular air preparation and air purity. Key lockable and tamperproof options are available on regulators and filter/regulators;
- **Numatics Series CGT** cylinders and actuators, that provide a compact guide slide where high load and

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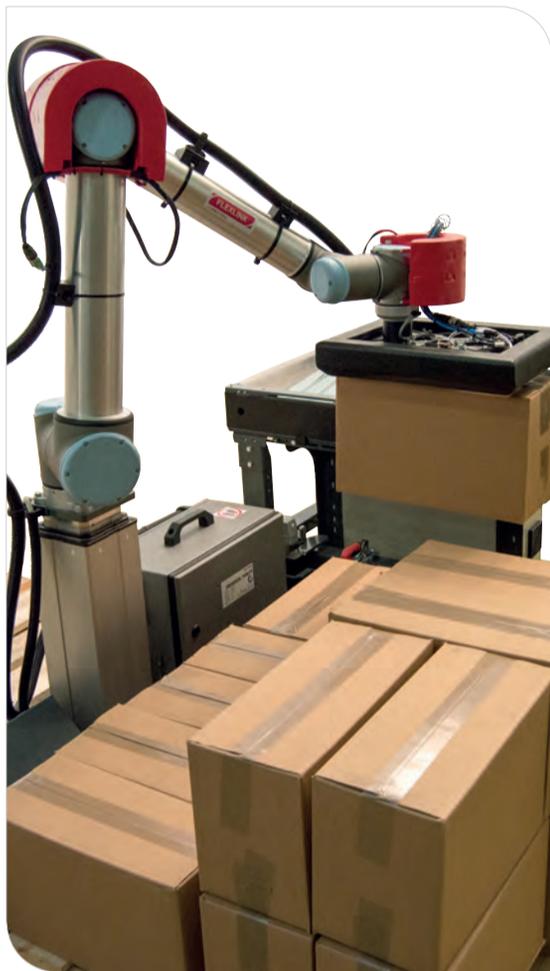
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## AUTOMATE NOW



From Left: APPE team members displaying some of the flexible packaging produced on the Vertobagger 2.0 machine include mechanical engineer Winston Lu, national service manager Bob LeClair, and national sales manager Al Aman.

force are needed;

- **Numatics Series 488** repairable round line that provides interchangeability of repairable cylinders but still offering, according to ASCO, 50 percent higher speeds than similar competitive cylinders with all full flow port thread types. It also achieves a longer life with its 30 percent longer wear band. ASCO offers 17 different mounting styles;
- and compact double-acting **Numatics Series 449** cylinders and actuators that are interchangeable with standard *ISO 21287* cylinders, providing high-performance rod guidance for maximum precision, with 18 different mounting styles available.

“We love working with ASCO,” beams Aman.

According to ASCO national segment manager for packaging, food and pharmaceuticals John Lamb, the Canadian-made OEM of parts only joined forces with APPE in early 2015.

“We manufacture our parts in Brantford, ON,” says Lamb, “but along with selling equipment to APPE, I feel that ASCO really does perform as their partner, too.

“Every project that APPE earns, we have been involved in the brainstorming process injecting our thoughts on how ASCO pneumatics can improve each aspect of their prospective bagging machine,” explains Lamb.

Aman concurs: “The knowledge they bring with their parts, as well as the service—and camaraderie—they bring to the table, is superb.

“Couple that with a wide range of product offerings and a quick delivery for their robust parts, we are very content with our working relationship with ASCO.”

He continues: “What I like about ASCO is the fact that their components are simple, robust and user-friendly, which brings the type of character we want to use in our machine. Their philosophy and our philosophy seem to match well.

“And there’s also an aesthetic appeal to the

ASCO products, as their cylinders are better-looking when compared to similar products in the market.”

Aman notes that because his company is small, he appreciates the way ASCO treats APPE like a big enterprise, but still maintains a favorable price-point on their components.

“While price affects large companies as well as small, compact businesses like APPE do not have a lot of wiggle room when it comes time to not only providing the perfect bagging machine for a customer, but also a fair price,” notes Aman.

“ASCO helps us price out Vertobagger 2.0 very well in this competitive market,” he relates.

For APPE, Aman is very pleased with how the Vertobagger 2.0 is being received in the market.

“We designed the Vertobagger to be a robust, but also to quickly produce consistent quality bag formation,” sums up Aman.

“Along with it being priced fairly-well, we found that customers like the fact that we offer a great Canadian product and follow it up with excellent local support.

“We’re a small company right now, but thanks to the reaction we have received from the industry, we will continue to be successful in the future—and we’ll ensure that happens by continuing to innovate and follow our mantra to ‘Manufacture simple, robust and environmentally-friendly bagging systems.’”

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# COOL UNDER PRESSURE

Canadian cold-pressed beverage producer leverages high-pressure processing to deliver a healthy and nutritious drink alternative to a thirsty marketplace

BY ANDREW JOSEPH  
PHOTOS BY PIERRE LONGTIN

The first thing one needs to know about Toronto-based **CEDAR Juice** and its **CEDAR Juice** brand, is that its healthy, fresh-tasting beverages do not contain cedar in any shape or form.

Launched in July of 2014 by Ashley Cuff and David Ford, they wanted *CEDAR Juice* to provide consumers with unique flavor combinations, irresistible taste, and deliver 'superfood' nutrition.

"It was while living in New York City that I experienced cold-pressed juices for the first time, and we saw a huge opportunity to bring our version of it to Canadians," Cuff told *Canadian Packaging* during a recent interview.

Cuff is responsible for the daily business operations, finance and CEDAR Juice's social media and events, while Ford tackles sales and marketing and recipe creation.

Despite having only 10 employees, CEDAR Juice is the largest cold-pressed, non-GMO (genetically modified organism), high-pressure processed (HPP) juice company in Canada, selling its healthy beverages in Ontario and Quebec, though plans are afoot for expansion across Canada this fall with its retail partners.

"Our head office is located in Toronto," explains Cuff, "but we use a co-packer to produce our juices, and another company to perform the HPP process on the filled bottles."

While Cuff comes from an accounting background in the consumer goods market, Ford's focus in health consulting and gives her a strong passion for health and wellness.

"David and his wife were avid juicers at home, and have excellent knowledge of all the latest superfoods," relates Cuff, noting the term 'superfood' is a marketing catchphrase used to describe all foods with exceptional health benefits.

Cuff continues: "But when we started to design and develop our initial CEDAR Juice recipes, we worked with holistic nutritionists to purposely create juices that are good for you.

"Plus they had to taste great," she asserts. "There's long been a negative stereotype that healthy foods and drinks have to taste terrible, but we ended up creating beverages that defy that concept."

The company currently offers seven SKUs (stock-keeping units) of its cold-pressed juices, each filled with conventional fruits and vegetables.

In fact, the contents of each 355-ml plastic bottle of



CEDAR Juice is produced from up to two-pounds of pressed fruits and vegetables, which the brand-owner insists ensures the imbiber is getting the nutrients one's body wants and needs.

"Although we are still new to this category, and the cold pressed juice segment is also very new to the Canadian consumer," relates Cuff, adding that there does not appear to be a seasonal variation affecting the product's sales.

"Consumers are looking for healthy and convenient options year-round, and our health-conscious consumers have quickly learned that our juice is

Above: CEDAR Juice co-founders and owners Ashley Cuff (standing) and David Ford at their Toronto headquarters say their healthy cold-pressed vegetable and fruit beverages are not only good for the body, but also taste great.

Left: Bottles of the Root of all Good fruit and vegetable drink from CEDAR Juice at a high pressure process facility are placed within a basket before undergoing cold press processing via submersion under water pressure meaning the labels from Forte Labels must be highly water-resistant.

perfect as part of a healthy breakfast, an afternoon pick-me-up, or as a before-or after-workout boost.

"With up to two pounds of fruits and vegetables squeezed into each bottle," Cuff states, "you are flooding your body with nutrients and enzymes that make you feel great, and definitely energized."

The whimsical-named *CEDAR Juice* brands include:

- **The Allotment**, a 40-percent vegetable, 60-percent fruit combination featuring apple, grapefruit, swiss chard, cucumber, celery, parsley and ginger, offering immunity boosting, anti-inflammatory and alkaline-forming properties;



At the HPP facility, the Avure Technologies high pressure processing machines utilize Rockwell Automation Allen-Bradley PanelView Plus 1250 and 1000 control panels to operate the cold-press technology.



An employee at the cold press facility does the necessary paperwork for its HACCP and upcoming SQF Level 2 certification before placing the basket of CEDAR Juice bottles into one its Avure Technologies to apply high pressure processing to the product contents.

- **Zest of the Best**, a two-percent veggie, 98-percent fruit bomb featuring orange, grapefruit, turmeric and ginger offering alkaline forming, immune boosting and skin enhancing;
- **For the Love of Greens**—83-percent vegetable and 17-percent blend of cucumber, celery, spinach, apple, swiss chard, lemon and ginger, offering detoxifying, alkaline forming, and 'gut' healing, *aka* good digestion;
- **Day Glow**, a 78-percent vegetable, 22-percent fruit concoction consisting of carrot, apple, cucumber, ginger, turmeric and lime that the company says is a liver and kidney cleanser, endurance enhancer and a skin beautifier;
- **Pressed Probiotic**, a 56-percent vegetable, 44-percent fruit cocktail made from kale, orange, apple, cucumber, mint tea, swiss chard, ginger and probiotic, a substance that stimulates the growth of microorganism with beneficial properties. Along with stomach healing characteristics and alkaline forming, it is also a skin purifier;
- **Kaleify** offers a 70-percent vegetable, 30-percent fruit mix that offers apple, kale, pineapple, lemon and ginger for immune boosting, anti-inflammatory and alkaline-forming benefits;
- **The Root of all Good**, a 38-percent vegetable and 62-percent fruit drink consisting of carrot, apple, beet, lime, turmeric and banana acting as a liver and kidney cleanser, endurance enhancer and skin beautifier.

The company is seeing great success within the mass retail grocery stores, as well as coffee shops throughout the GTA (Greater Toronto Area) region.

“The natural and organic segment in the grocery

store is the fastest-growing category in mass retailers,” says Cuff. “We are part of this growth, as consumers are shopping more and more within the periphery of the grocery store.”

She also notes that Canadian consumers seem to trust the small local Canadian brands over larger multinational brands, adding that *CEDAR Juice* brands are made using local Canadian suppliers when possible—though finding pineapples grown locally might obviously be a challenge.

“Every beverage we create is made only with fruits and vegetables—and in one juice a probiotic and mint tea—but nothing else is added,” says Cuff. “There’s not a lot of fiber in our juices either, as we press the pulp and remove as much of the fiber as we can.”

“But what separates our juices from what residential juicers can accomplish, is the fact that we utilize a cold-press technique.”

According to Cuff, after grinding or cutting the fruits and veggies into a pulp, they utilize a hydraulic press to extract as much juice as possible before bottling it.

The filled plastic bottles are then sent to a second company to undergo an HPP (high-pressure processing) not a high heat pasteurization treatment—that allows the company to effectively extend the shelf-life of juices.

“Along with the shelf-life boost, this HPP cold press process maintains the nutritional integrity and taste of the juice,” Cuff adds.

The HPP technology is a globally-proven process that is recognized by many organizations such as **Health Canada, USFDA (United States Food**

**& Drug Administration)** and the **USDA (United States Department of Agriculture)**.

There are many reasons to utilize HPP technology, chief among them is a longer shelf-life for the beverages, but also reduced food losses and waste at the plant, within the distribution network and in retail stores.

CEDAR Juice uses the services of a cooperating company within the HPP tolling field that also processes for other customers in the protein, cheese, juice and other market segments.

HPP tolling is an innovative technology involving high pressure processing of foods and beverages—a non-thermal process that produces safer, fresher and even better-tasting products. However, it wasn’t until April 2014, that juices were approved by Health Canada to be further processed by the HPP cold-press technology.

At the HPP Facility, the cold-press technology works like this:

- Receive product in sealed packaging approved beforehand for HPP processing;
- Place the product in a basket that can hold—depending on the size, shape and type of food or beverage product—between 20 to 1,000 units;
- The basket is mechanically moved into the HPP vessel;
- The vessel moves backward and the closures take place and are secured with press plates;
- Water is introduced into the vessel, at first with a low pressure, but as soon as there is some resistance, high-pressure pumps are activated to bring the water up to 87,000-psi (*pounds per square inch*) inside the vessel;
- That high pressure is maintained for a fairly long period—two minutes for juices, three minutes for fresh proteins, and six minutes for cured or dried proteins. Whether there is only one item in the basket or 1,000, the treatment takes the same amount of time;
- Pressure is released, the vessel opened, and the basket is removed;
- Employees remove the product units from the basket and place them onto a conveyor to remove excess water moisture, before passing through air-knife systems;
- Product is individually-coded for tracking purposes, if required, by **Markem-Imaje** coders;
- Product is repacked into cases or bin, and palletized for shipment to market.

There is a sustainability benefit to utilizing the cold-press HPP method, as there is a reduction in energy consumption versus heat processing, less hot water consumption for sanitation, and fewer sanitizer chemicals used.

The HPP facility has two high-pressure processing machines, both manufactured by **Avure Technologies Inc.:** the **AV-10**, and the **AV-30**.

The smaller-footprint **AV-10** provides horizontal in-line product flow, capable of 4.5 million kilograms of product throughput per year. For its part, the robust large diameter **AV-30** HPP food processing machine handles up to 15 million kilograms of product annually.

Cuff says that **Forte Labels** provide the eye-catching labels on the *CEDAR Juice* bottles that also have to resist the water contact from the HPP process.

Located in Concord, Ont., just north of Toronto, Forte considers itself to be one of the most modern and most-up-to-date providers of shrink sleeve and pressure-sensitive label solutions to the Canadian



## FOOD SAFETY

and U.S. markets, providing a dynamic look to customer brands, including Cold Press and its CEDAR Juice line.

Initially, the juice labels were produced digitally, but after Forte approached CEDAR JUICE, they demonstrated that since the company was expanding into a larger retail market that switching to a UV flexographic label on a clear substrate would provide a better quality print on the plastic bottles.

To create the labels for the healthy juice company, Forte Labels utilizes its **FA4\***, a 10-color, 16-inch UV printing press manufactured by the Denmark-headquartered **Nilpeter A/S**, featuring silkscreen capabilities and a unique two-station segment that provides inline cold foil options for its customers.

The **FA4\*** was designed specifically for labels and printed packaging, and with its Nilpeter **PowerLink** control system, it easily handles short-run jobs and small repeat lengths, while also offering optimal performance on large production runs.

The six-color labels printed by Forte utilize a special UV coating that makes the label water-resistant to capably handle the HPP cold press technology.

Notes Forte senior account manager Denis Cancellara: “Our UV white—required for print back-up and text—actually provided the CEDAR Juice labels the necessary ‘punch’ to add visual shelf appeal, helping distinguish themselves from the competition.”

He adds that working alongside CEDAR Juice was a pleasure, commending them on their willingness to work with Forte’s expertise and provision of new ideas.

Forte president and founder Khalid Shah says he has always envisioned a company in Canada that can offer the best the flexographic industry can offer in competent sales support, production staff and equipment.

“Our vision is to allow our customers to capture the maximum print quality that good people and technology have to offer,” says Shah. “And we’re making that happen.”

### TIP OF THE CAP

The plastic bottles and caps are purchased from **Roda Packaging** (aka **Emballages Roda Inc.**), a Laval, Que.-based provider of rigid plastic containers, bottles, caps and closures to North American companies for over 30 years, with additional locations in Toronto and Vancouver.

“Its long and slender 355-ml bottle is very eye-catching,” acknowledges Cuff, noting that its shape is representative of the healthier lifestyle CEDAR Juice beverages promote.

According to Roda president Stéphan Berthiaume, the healthy beverage producer began using its bottles about 12 months ago.

“From what I can recall, CEDAR Juice expressed a desire to eliminate issues related to keeping up with its growth, as well as to improve its bottle portfolio and price positioning,” says Berthiaume.

The **MVP 12oz EnergyShot HPP PET Clear 038 DJB** bottles—**MVP 12oz Energy** for short—are HPP compatible, small-diameter containers with an attractive bullet-shape that Cuff points out fits ergonomically in the consumer’s hand, while offering a large-diameter opening that makes it convenient to drink the contents.

For their part, the **038 DJB Black** caps offer a tamper-band to enhance anti-tampering.

“Its injected profile specially fits the bottle and



Bottles of CEDAR Juice’s cold-pressed fruit-and-vegetable beverages pass along a conveyor system, where multiple Markem-Imaje 9232 inkjet printers apply best-before and lot code data to the side of each Forte Labels-produced product label.



A pair of Markem-Imaje 9232 small-character inkjet printers at the cold press technology center apply lot code and best-before dates to labels produced by Forte Labels after each bottle undergoes the HPP process.



Each bottle of the seven varieties of fresh CEDAR Juice cold-pressed fruit-and-vegetable beverage utilizes the elegant labels produced by Forte Labels, which easily hold up against water contact from the HPP process.



A Markem-Image 2200 Series print-and-apply labeler adds a shipping label to corrugated shipping containers at the contracted HPP facility on behalf of CEDAR Juice.



nullifies the need for an inside liner/seal,” relates Berthiaume, “which also optimizes costs, as well as capping speeds at the filling facility.”

Cuff says that the beverage company has been achieving phenomenal success with its CEDAR Juice healthy drinks chock-full of vegetables and fruits, which has prompted them to launch a second wave of healthy beverage options.

“Starting this October, we will be launching a line-up of cold-pressed smoothies,” notes Cuff.

“This next-generation of CEDAR smoothies products are also made with nothing but fruits, vegetables and plant-based protein and fiber,” she says, noting that Roda Packaging had a hand in designing the new bottle for the smoothie drinks.

“We’ll also continue to utilize the wonderful labels produced by Forte Labels, and the amazing cold press technology from our HPP processor,” sums up Cuff.

“Even though the juice category is a competitive segment with plenty of options,” she concludes, “we have every confidence that our niche-market cold-pressed juices will continue to be a hit with the consumer.” 🍁

### For More Information:

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Photograph by Naomi Hiltz



# LEADING BY EXAMPLE

Quebec boxmaker stays on the industry's cutting edge through continuous process improvement and proactive capital investment in productive technologies

BY DWAYNE SHRADER  
PHOTOS BY PIERRE LONGTIN

There's no business like family business for hands-on learning of the industry in which you make your living.

For **Mitchel-Lincoln Packaging Ltd.** president Jimmy Garfinkle, whose family has owned and operated the St-Laurent, Que.-headquartered company for more than five decades, that learning process never gets boring or stale.

"Since my father, Mitch Garfinkle, started up Mitchel-Lincoln in 1965, he always remained very hands-on and open," says Garfinkle. "Everyone, from customers to the employees and the community, were always comfortable in approaching him with questions or ideas.

"You had a better chance of finding him on the factory floor—talking with customers, operators or the truck drivers—than finding him in the office," says Garfinkle, describing the close-knit nature of the Canadian corrugated packaging business.

"My son Alex Garfinkle, now the third generation of our family, is working on business development with an eye on his, as well as the company's future."

As Garfinkle explains, his father's philosophy of growing and sustaining a successful business by focusing on the importance of continuous improvement—while maximizing process efficiency and productivity—has provided a solid foundation upon which the company, its markets, and its customer base all continue to grow to this day.

"We still maintain my father's traditions and values," he explains, "by always being ready to listen to our customers, employees and the markets to help us plan our next move."

## MOVER & SHAKER

This mindset has enabled Mitchel-Lincoln to come a long way from its modest beginnings in 1965 through a combination of astute business partnerships, acquisitions and volume-driven expansion.

- Today, Mitchel-Lincoln employs over 800 people at five locations, including:
- A state-of-the-art, 280,000-square-foot plant in Drummondville, Que., which houses a 97-inch **BHS** corrugator and numerous high-speed converting machines.
- A Toronto-based **New Forest Paper Mill** recycled containerboard plant—operating as a joint-venture company with **Atlantic Packaging** of Toronto—manufacturing linerboard and medium used in the construction of corrugated boxes.
- A specialty corrugated products plant packaging plant in Vaudreuil, Que.—manufacturer of triple-wall containerboard and a broad range of flute grades for specialized corrugated packaging products—acquired in a 2014 purchase of **Induscorr**.

With its customer base covering a wide range of markets and products—from general food-and-beverage to high-end cosmetics and other fast-moving packaged consumer goods—Mitchel-Lincoln has worked hard to establish itself as one of the leading players in eastern Canada's corrugated market.

"Our market reach is wider than that of many of our competitors," says Garfinkle. "We have a trading radius of about 500 miles.

"In order to compete at this range, we are continually evaluating our equipment and our processes," he notes.



Mitchel-Lincoln Packaging president Jimmy Garfinkle strikes a pose at the feed end of the 8.20 EXPERTLINE flexo folder-gluer installed last year at the company's St-Laurent facility.



Manufactured by Bobst, the recently-installed 8.20 EXPERTLINE flexo folder-gluer has enabled the Mitchel-Lincoln boxmaking facility to achieve record output speeds.



The intuitive operator controls of the 8.20 EXPERTLINE flexo folder-gluer machine enable direct manipulation of the machine's parts using picture-based and numerical scales for optimal user-friendly operation, regardless of the language used.



Strategically positioned right at the center of the action of Mitchel-Lincoln's busy 220,00-square-foot production facility, the 8.20 EXPERTLINE flexo folder-gluer manufactured by Bobst has enabled the plant to achieve dramatic productivity improvements.



Mitchel-Lincoln Packaging vice-president of operations Pierre Aubry (left) and Jimmy Garfinkle stand underneath a large banner from Bobst acknowledging the world-record 162,136 boxes processed on the 8.20 EXPERTLINE over an eight-hour shift.

“We are always looking for ways to improve our efficiency and maximize our productivity,” says Garfinkle, pointing to the company’s recent installation of a new state-of-the-art flexo folder-gluer at the company’s St-Laurent facility.

Brought in near the end of 2015 to replace the plant’s existing 30-year-old **Martin 924** folder-gluer, still capable of producing top quality products but lacking the many new efficiency enhancing technology available on today’s machines, the new **BOBST 8.20 EXPERTLINE** flexo folder-gluer made a profound immediate impact at the 220,000-square-foot boxmaking plant with record-setting production levels.

In March of this year, the plant’s 8.20 team was cited for setting a new **Bobst World Production Record** by folding and gluing a total of 162,136 boxes in an eight-hour shift!

As Garfinkle explains, Mitchel-Lincoln is not a shop that is married to one specific machine manufacturer.

Whenever that company identifies the need to add or replace equipment, it thoroughly surveys the equipment market in search of a solution that both matches its requirements and provides the best value for the plant and its customers.

As such, the supplier evaluation process at Mitchel-Lincoln goes deeper than just comparing the equipment capabilities and features alone.

“Support is very important to us, and so is knowing that the manufacturer that we select has the infrastructure to provide training for our

employees, and quickly resolve any technical or mechanical issues should they arise,” says Garfinkle.

“We have always had a good relationship with Bobst, and the BOBST 8.20 EXPERTLINE provided the capabilities we were looking for, including the quick-changeover and ‘set while run’ capabilities.

“We actually went down to Minnesota and Florida to look at a couple of installations of this machine in the field,” he recalls, “and it was immediately evident, even back then, that the 8.20 machine’s speed and efficiency would meet our needs.”

In the nine months since its installation, Garfinkle says the 8.20 EXPERTLINE flexo folder-gluer (FFG) has not only met the plant’s requirements, but also dramatically exceeded earlier expectations.

## TOTAL SUCCESS

“If I had to pick a phrase to describe this machine,” he extols, “it would be ‘Total Productivity.’”

“Not only did we replace an aging machine with the new capabilities, but we more than doubled our productivity on that line,” Garfinkle relates. “And the efficiency turn has been great.

“We can usually run our larger jobs with just two operators: one on the feed and one at takeaway.”

For shorter runs with more frequent changeovers, Garfinkle says the line will often add a third operator to take advantage of the ‘set while run’ and quick-changeover capabilities of the machine.

# CORRUGATED PACKAGING



“The downtime for changeovers on this machine is typically short to begin with,” he says, “but when we have a third operator plating up, often while the current job is running, it further reduces the downtime between orders and increases the efficiency of the operation.”

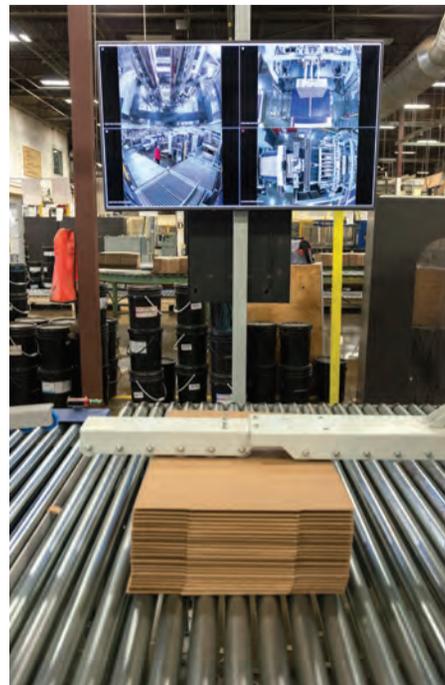
“This helps us control the cost not only of our operation,” he points out, “but for our customers as well.”

“As I said before, when we’re trying to competitively service that 500-

mile trading radius, efficiency is very important.”

According to Garfinkle, the upgraded line has operated consistently with very little maintenance since the 8.20 EXPERTLINE flexo folder-gluer installation.

“Our customers rely on us for timely turnaround and quality that meets or exceeds their specifications,” he points out, “so it is very important to us that we can rely on the machine to meet our requirements and schedule.”



Large video monitors provide end-of-line operators at the Mitchel-Lincoln facility in St-Laurent with unobstructed views of all the process stages taking place in the forming and transferring of large stacks of corrugated boxes towards the plant’s shipping area.

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“Since we are located in Quebec, and the first language of the particular Bobst team working with us is French, communication has been very easy and straightforward—whether for training or technical support.”

According to Garfinkle, a successful installation ultimately depends on the confidence of the people operating it, which is why Mitchel-Lincoln considers it important to obtain a “buy-in” for the crews or potential crew members early on.

“We were in communication with our employees from the beginning of the evaluation process,” says Garfinkle.

“We have a very goal-driven, efficiency-focused team,” he relates, “so

right from the beginning, we made sure they were part of the process and understood that this new machine was not only going to make it easier to perform their tasks, but that it would make it easier for them to obtain their goals, as well as set new efficiency goals and production records.”

## PRIDE AND JOY

Garfinkle says that earning a spot on the 8.20 crew is a coveted position at Mitchel-Lincoln.

“The operators on that machine consider their position as a point of pride,” says Garfinkle. “Everyone in the plant wants to graduate to being an operator on the 8.20 flexo folder-gluer; it really is considered to be that special.”

As for the machine’s performance to date, Garfinkle has nothing but the highest praise.

“We’ve been so happy with the overall success of the 8.20 FFG that we’re looking for other opportunities in our manufacturing organization that may be able to take advantage of this technology,” he states.

“To that end, we’re currently investigating the feasibility of installing another BOBST 8.20 EXPERTLINE to replace two older folder-gluer in our organization,” says Garfinkle, stressing the importance of staying ahead of the curve in a highly competitive market.

“We’re always watching, studying and following trends to determine what the market will want next,” he concludes, “so that we can be there ahead of it and ready to go.”

### For More Information:

Mitchel-Lincoln Packaging Ltd.	420
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# GRILL TO THRILL

Online Quebec butcher shop is quickly spreading its wings and market reach with high-end product offerings and flawless packaging execution

BY GEORGE GUIDONI, EDITOR  
PHOTOS BY PIERRE LONGTIN

While most young people nowadays do not wake up with a sudden urge to become a butcher one day, there once was a time when being a butcher was as esteemed as being a doctor, with local butcher shops often one of the neighborhood's biggest focal points and meeting places in the communities they served.

While the advent of time, industrialization and modern commerce has undoubtedly changed the profession's reputation and mass appeal, a visit to a fine local butcher shop remains a popular outing for many discerning meat-lovers who prize the quality and artisanal craftsmanship of their favorite cuts of meat above the lower prices and expediency of the supermarket meat aisles.

Unfortunately for them, the classic boutique butcher shops are becoming harder to find all the time, with the dwindling talent pool of professional butchers increasingly plying their trades at supermarkets or food processing companies.

While this all may sound like a recipe for the demise of traditional butchering skills and the professional service levels that come with it, the unfolding growth of e-commerce and online shopping may ironically hold the key to reigniting the consumers' natural fondness and affection for freshly-cut, perfectly-carved cuts of meat prepared at the highest levels of culinary craftsmanship.

Which is exactly what the recently-founded e-commerce startup **Maillard** promises and delivers with each online order for a broad range of meat products expertly pre-cut and vacuum-packed for next-day delivery to a fast-growing number of consumers in Quebec and Ontario.

## FOUNTAIN OF YOUTH

Operating as a division of leading Quebec meat distributor **TGV Distribution**, the Terrebonne, Que.-based Maillard is largely a brainchild of the company's youthful 30-year-old president Pascal Arsenault, who deftly identified a void in the Canadian B2C (business-to-consumer) marketplace for high-end meat products.

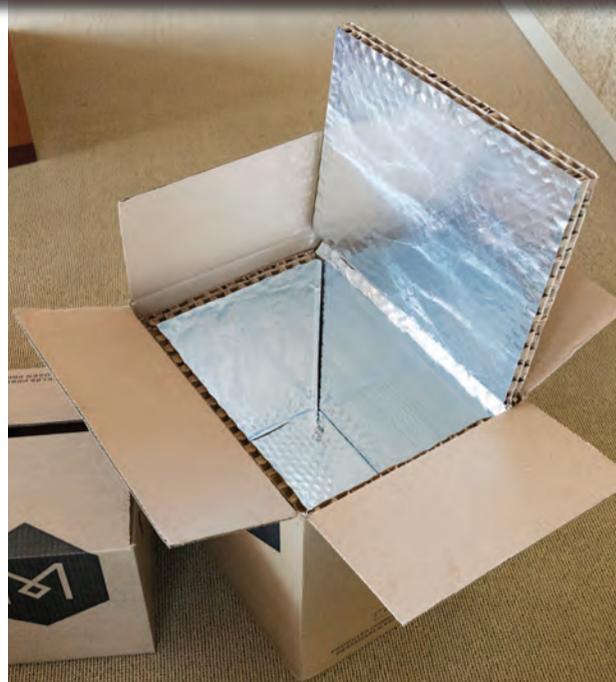
"We are the first Canadian online meat store to serve consumers directly with high-end, gourmet-quality meat products by next-day courier delivery straight to their homes," Arsenault told *Canadian Packaging* in a recent interview.

"This has already been done with some success in Europe and in parts of the U.S.," Arsenault notes, "but we are the very first online butcher shop to service Canadian consumers with next-day courier delivery right to their doorstep.

"We are very strict on the quality of the cuts of meat we purchase, very strict on the quality of our



Maillard's 30-year-old company president Pascal Arsenault says that the superior packaging execution and performance enabled by the Terrebonne plant's recently-installed Multivac R175 CD vacuum-sealing machine will play a critical role in the company's ongoing quest to expand its thriving home-delivery service from its current base in Quebec and Ontario right across Canada in coming years.



Manufactured by the Cascades Specialty Products Group, the insulated shipping carriers used by Maillard to deliver its orders keep the meat products inside frozen for up to 30 hours.



Production staff at the Maillard facility placing precision-cut portions of seasoned lamb chops onto the rigid-plastic bottom trays that are fed into the Multivac R175 CD vacuum-sealing machine, which drapes the top and bottom webs of plastic film tightly around the every contour of the packaged meat to create fully-sealed, air-tight packages that can remain safely frozen for up to two years before eating.



A close-up of finished packages of premium-quality lamb chops vacuum-sealed on a Multivac R175 CD thermoformer using high-strength vacuum-skin packaging film from Sealed Air Corp.



Maillard president Pascal Arsenault holds up a finished package of seasoned high-grade lamb chops just coming off the Multivac R175 CD vacuum-sealing machine installed at the company's Terrebonne processing facility that already turns out more than 200 different stock-keeping units of high-quality meat products ranging from beef and pork to poultry and game meats.

supplier base, and very strict on the quality of the finished packaged products we ship to the consumers," says Arsenault.

"You will not find the kind of products that we sell at supermarkets because we're not competing with supermarkets," he states.

"Our goal is to offer consumers the full butcher shop quality experience without them having to spend significant amount of time not only to find a good butcher shop, but also to decide on what they want to purchase once they get there."

Instead, Maillard offers a broad selection of more than 200 different SKUs (stock-keeping units) listed on the company's [www.maillard.co](http://www.maillard.co) website, covering the full gamut of tantalizing meat cuts ranging from tenderloin steak and prime rib to lamb leg roasts, veal chops and souvlaki skewers.

As Arsenault explains, the company got both its name and inspiration from the famous "Maillard Reaction" first detailed in a 1913 study by French chemist Louis-Camille Maillard.

Credited for creating the unique and rich flavor of grilled meat, the Maillard Reaction takes place when

the meat is briefly seared at high temperatures of over 150°C to lock in the meat's flavors and taste profile on the inside.

In addition to transforming the meat proteins into more easily-digested amino acids, the technique also reduces the meat's sugars and forms the ring-shaped, light-reflecting structures that give the meat its "browned" appearance, along with an exquisite taste profile.

### AIR SUPERIORITY

"All our meat contains less than five-percent water, which is better than you will in fact find at most butcher shops," Arsenault points out.

"For example, we only use air-chilled chicken for our chicken-breast packs," he notes, "rather than the water-chilled chickens that traditional grocery outlets primarily use."

Once the meat is cooked, it is quickly vacuum-packed and frozen on-site at the 25,000-square-foot facility, which already employs about 30 people in one-shift daily operation that handles nearly 300,000 kilograms of meat per week.

According to Arsenault, beef accounts for about

35 per cent of the meat processed at the federally-inspected, HACCP (Hazard Analysis Critical Control Points)-certified facility, with pork for another 25 per cent and poultry for 30 per cent, with remainder comprising lamb, veal and various game meats.

Using no artificial colorings or preservatives during its meat preparation process, the Maillard plant only uses the high-quality-graded cuts of beef (*AA*, *AAA* and *Prime*), Arsenault relates, while vacuum-packing all its meats individually only after reaching the optimal point of their respective "aging" processes.

For higher-end, upscale products like the company's *Selection 1913* line of *AAA* and *Prime* beef grades, it can take up to 45 day of aging—depending on marbling, color and muscle size—to reach the meat's optimal flavor and tenderness.

"Quality is at the heart of everything we do here," says Arsenault, "and that definitely includes the packaging part of our business."

To make sure that packaging execution does justice to the quality of Maillard products, the Terrebonne facility employs a *Multivac R175 CD* thermoform packaging machine that uses high-strength of VSP



(vacuum-skin packaging) plastic films from **Sealed Air Corporation** to produce tightly-sealed, precision-portioned vacuum-packs that provide two-year shelf-life for frozen product and five-day shelf-life for the thawed packs.

“It only takes about 15 minutes in water for an average package to defrost and be ready for cooking,” says Arsenault, crediting the Multivac thermoformer for the high-quality packages it produces at robust output speeds.

“We have only had it since spring,” Arsenault relates, “but I am already very impressed with the high level of service it provides our operation.

“It is a very strong and reliable machine that can go up to 11 cycles per minute,” he says, “which is a perfect match for our current output needs.

“It is also a very user-friendly machine that provides us with very important quick-changeover capabilities,” he continues, noting that the vast majority of product changeovers on the machine can be performed in 15 to 30 minutes.

Manufactured in Germany, the **Multivac R 175 CD** thermoformer is built to withstand the stringent washdown and sanitation procedures mandated in the meat processing industry.

### HARD LABOR

As such, it features durable stainless-steel construction, patented hygienic chain guide design with full washdown capability; comprehensive safety systems; open architecture IPC control system; touchscreen control panel; robust production data acquisition and storage capabilities; state-of-the-art electric lifting systems; and robust operational flexibility in the use of materials, cutting systems and format.

When processing the packages, the machine allows the top and bottom webs of the film to gently drape themselves around every contour of the product, whereby the top web is totally sealed to the bottom web to create a flawless, hermetically-sealed pack with a virtually invisible top layer that allows the product to display itself in its full glory.

“Most importantly, it enables us to maintain a very tight and uniform seal all around the frozen product right up to when the customers get it in their hands,” he points out, “with no air gaps or pockets that can diminish the product’s appearance.

“Because we’re in the business of selling a high-end product, the finished appearance of the product is a critical factor for us,” he explains.

“We put so much care and effort into the way we cut, slice and portion-control our meat, that we can’t afford to let inferior packaging spoil the consumer’s experience with our product,” says Arsenault.

This penchant for packaging excellence is underscored with the company’s use of special climate-controlled shipping boxes to deliver its orders.

Produced by the **Cascades Specialty Products Group** division of the Kingsey Falls, Que.-headquartered paper products group **Cascades Canada ULC**, the insulated shipping boxes keep the **Maillard** brand products inside frozen for 30 hours, thanks to the blocks of dry ice inserted inside the cooler to maintain the interior at -20°C to -40°C.

The 100-percent recyclable boxes are also treated with a special coating that keeps them completely water-proof throughout the shipment cycle, Arsenault notes, while the refrigeration blocks are made of biodegradable material that can be safely disposed with regular household waste.

“The recyclability of these boxes is very important to our company,” says Arsenault. “We try hard to



The thermoformed vacuum-packs of the Selection 1913 brand of AAA- and Prime-graded beef are inserted inside individual decorative gift-boxes prior to being packed inside the shipping containers.



The Multivac R175 vacuum-sealing machine at the Maillard facility boasts compact design and many hygienic features to maintain a highly sanitary working environment for optimal product safety and integrity.

be a green business by recycling everything we can in-house, to be a zero-waste operation, and these recyclable insulated coolers are an extension of our environmental commitment.”

This commitment is an important selling point for Maillard, says Arsenault, estimating that 80 per cent of its products are purchased online by people aged between 25 and 50, with a 50-50 split along the gender lines.

While the company understandably has a limited marketing budget, Arsenault says Maillard makes extensive use of **Facebook** and other social media channels to draw attention to itself among the technology-savvy younger consumers, as well as a loyalty rewards program to encourage repeat business and word-of-mouth referrals through future pricing discounts.

### BRIGHT FUTURE

“With online sales growing bigger all the time, we are very confident that we have made a very good investment with our Maillard business,” states Arsenault, citing “very positive” feedback from the company’s recent customer survey.

“We already have customers who have placed six orders in three months,” Arsenault notes, “which is very promising in terms of building a strong repeat customer base.”

And as that base continues to grow, Arsenault says that any further expansion in the plant’s packaging capacity and equipment arsenal is very likely to involve a purchase of another Multivac machine.

“They are typically more expensive machines than you can find from some other packaging equipment manufacturers,” he acknowledges, “but you get what you pay for, and we get a lot of good things from our Multivac R 175 CD thermoformer.

“We love the technology behind the machine, the way it is programmed, the way you change the dies on it, the way it is constructed ... we are very happy



The insulated shipping cartons from Cascades Specialty Products Group are treated with a special water-resistant formulation to ensure optimal product protection without compromising recyclability.



with our investment.

“Before buying this Multivac, I’ve spoken to other meat companies who already had Multivac machines in place,” he relates, “and many of them were raving about their performance even after 10, 15 or 20 years of service.”

Arsenault adds he was also impressed with the ability of **Multivac Canada’s** sales and support staff to provide the plant’s personnel with comprehensive machine training in French.

“Most of our staff only speak French,” he says, “so this capability was very important for us in terms of the customer service perspective. “It makes us feel very confident going forward that we will have Multivac’s world-class technical support behind us as we continue to grow this exciting business.”

Says Arsenault: “By offering this service, we are enabling many people in remote and rural locations in northern Quebec and Ontario, as well as people with mobility issues, to enjoy the unrivaled quality and high-end meal experience that only traditional butcher shops were able to provide in the past.

“Today’s busy consumers often don’t have the time or accessibility to visit these establishments in person,” he sums up, “so we believe we provide a valuable service by making it easy for them to enjoy our delicious and highly nutritional meat products the easiest way we know how, whereby you order your meat online before 2:00 p.m., and have it waiting for you the next day as you arrive home from work.

“That’s consumer convenience at its very best.” 🍁

### For More Information:

<b>Multivac Canada Inc.</b>	<b>440</b>
<b>Cascades Specialty Products Group</b>	<b>441</b>
<b>Sealed Air Corporation</b>	<b>442</b>



# GET THIS PARTY STARTED!

Ontario craft brewers in buoyant mood with growing sales, a friendlier regulatory environment, and continued gains in market share and brand loyalty

The glass is always at least half-full in Ontario's fast-growing craft beer industry, but these days it is virtually overflowing with optimism and positive vibes—for many good reasons.

Since the Ontario government finally consented to allow for limited sales of beer in the province at selected grocery stores late last year, the outlook for local craft brewers has never been more promising than it is today.

"Being able to purchase beer in the grocery stores is the biggest change we have had in this province since the Prohibition," says Bill Coleman, president and co-owner of the Oakville,

Ont.-based **Cameron's Brewing Company**, as well as a member of the Board of Directors of the Toronto-headquartered industry association **OCB (Ontario Craft Brewers)**.

"It's a fantastic development that has already significantly helped our member-companies to expose our brands to many more consumers," Coleman told *Canadian Packaging* in a recent interview.

"It started with only 60 stores across the province," he acknowledges, "but there are plans to roll this out to 250 stores across Ontario by the end of the year, and it should be a standard practice pretty much right across the province in



The annual Ontario Craft Brewers Conference and Marketplace provides a unique networking opportunity for brewing professionals and their packaging vendors and suppliers.



Cameron's Brewing Company president and co-owner Bill Coleman says the availability of craft beer at Ontario grocery stores offers his industry exciting new growth prospects.



Offering a comprehensive educational agenda covering a wide range of topics and issues, the OCB conference drew well over 800 attendees to the Allstream Centre last year.

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about three years' time."

Despite the rather cautious first steps in allowing beer sales through the mainstream grocery channel, Coleman says that many OCB members have already enjoyed a notable uptick in sales, adding that the **Cameron's** brands are currently retailed at 45 of the 60 designated pilot-

phase grocery stores.

"We are definitely getting a lot of positive momentum from that," says Coleman, noting that made-in-Ontario craft beers now account for six per cent of all beer sales in the province, where the lion's share of beer is still sold through **LCBO (Liquor Control**



The catchy new beer-can graphics for the Cameron's top three brands were designed by the Toronto-based Cactus.

Board of Ontario) and The Beer Store outlets.

"A lot of the stores like selling craft beer because it is mostly premium beer, with premium pricing, so they are naturally happy to be selling a higher-margin product," Coleman explains.

"So even though the government mandated that 20 per cent of the available shelf-space at these stores be reserved for craft beer, we find that many of the stores are carrying craft product in up to 50 per cent of that shelf-space. If anything, we are overrepresented."

As Coleman explains, the new sales channel opportunity is enabling craft brewers to connect with the all-important female shoppers, who typically do most of the grocery shopping for their households.

"We are already getting very positive comments about our cans from those consumers, which we were

not reaching through our traditional channels before."

Like the vast majority of his industry peers, Coleman is naturally upbeat and excited about next month's **Ontario Craft Brewers Conference and Suppliers Marketplace 2016**, a full-day event running October 12, 2016, at the Allstream Centre on the **Canadian National Exhibition (CNE)** fairgrounds in Toronto.

Produced by OCB, the group's annual forum and showcase has been growing in popularity and profile from year to year—much like the industry itself—drawing well over 800 attendees to last year's edition.

Organized under the general theme of **Crafting Quality**, this year's show is already well-poised to set new attendance records, according to OCB.

Says OCB communications director Christine Mulkins: "Our annual event keeps growing in size and scope, and we are hoping to have over 900 attendees, 90 suppliers exhibiting at the Suppliers Marketplace trade show, and a full education conference agenda touching on all subject relevant to the industry—delivered by top experts and industry professionals."

"Tellingly, each year's event draws more and newer packaging industry participants," she point out, "as the packaging sector just keeps coming out with newer technologies and more innovation to help our members grow their business."

Coleman agrees full-heartedly.

"For craft brewers like ourselves, packaging is the most important element in the whole marketing mix," he states, citing his own company's recent redesign of the Cameron's bestselling cans of **Captain's Log Golden Lager**, **Ambear Red Ale** and **Cosmic Cream Ale** brands.

Created with the help of a Toronto-based boutique design services supplier **Cactus**, the colorful

cans (*see picture*) have been virtually flying off the shelves, according to Coleman.

"It is vitally important to have compelling packaging to drive the sales in our business," he states. "From what we have seen both at the grocery stores and the LCBO stores, many of the people make their final purchasing decisions at the shelf level."

"They may have some notions about their brand choice before going into the store," he notes, "but once they get to two feet in front the shelves, they are much prone to make their final decision based on what the packaging looks like."

"We have actually interviews a lot of people at these locations and found that a lot of them changed their minds about what they initially intended to buy based on the packaging they saw on the shelf."

In this light, next month's **Craft Brewers Conference and Suppliers Marketplace 2016** is a *bona fide* "can't miss" event for proactive packaging professionals, Coleman contends.

"Our show offers them a great opportunity for them to meet real genuine entrepreneurs with unrivaled passion for what they do," he states.

"They are mostly family-owned business, investing their own money, so the owners and employees attending the show are always eager to learn and to pick up fresh new packaging ideas," he proclaims.

"I have personally made some very important purchasing decisions in regards to packaging right at the show," he concludes, "and I'm far from being the only one to have do so, or to do it again." 🍁

To register for the event and to learn more about OCB, please go to: [www.ontariocraftbrewers.com](http://www.ontariocraftbrewers.com)

# Rebuilding the name for rum

Davis, a branding & design agency in the GTA region, partners with Corby Spirit & Wine Limited to revitalize a brand rich in history.

Before you can move a brand forward, you need to know where it came from. With **Lamb's Rum**, it's a history dating back to 1849. "There were so many great stories coming out of this brand," explains Mark Roberts, VP Creative Director at Davis. "We had to understand what the core was and leverage it accordingly."

Oftentimes, the answer is right before your eyes. In the case of Lamb's, the founder, Alfred Lamb himself, embodies the heart of this brand.

"Bringing Alfred Lamb to the forefront uncovers the brand's unpretentious and genuine tone," says Davis Account Director Brian Tangney. It's the freedom to discover, the opportunity to turn everyday moments into larger times.

This thinking flows into the design strategy. For example, Lamb chose a bottle with six flat sides to prevent it from rolling off the tables on sailing ships. Davis took that heritage onto the label itself, leveraging the hexagonal shape to create intrigue. Every aspect of the design strengthens the brand: from the stories on the back label, to the expressions of craftsmanship throughout.

The end result is a brand that doesn't compromise to win approval. "That's why it works," explains Brian. "It's bold and unapologetic, just like Alfred Lamb."



# THE FUTURE IS HERE AND NOW

Upcoming PAC conference to explore new market megatrends and their profound impact on the global packaging business

Time flies when you're having fun, but while there has been a lot of enjoyable moments for Jim Downham in the last 10 years at the helm of Toronto-based **PAC, Packaging Consortium**, there has been no shortage of tough challenges and obstacles on his relentless quest to keep Canada's venerable voice of the Canadian packaging industry a viable and relevant entity in tune with the ever-changing business climate and industry landscape.

While many once-mighty trade groups have come and gone in the last decade due to widespread industry consolidation and severe corporate cost-cutting in their industry sectors, PAC has consistently demonstrated remarkable resilience in face of adversity under Downham's leadership—in large part thanks to his keen instincts and foresight to anticipate and be prepared for the coming seismic changes, rather than merely reacting to them after the fact.

An outspoken champion of sustainable packaging well before the notion became an industry buzzword, the one-time senior packaging industry executive has earned widespread international recognition for his tireless work in helping spread the message of packaging sustainability well outside the industry's immediate comfort zone.

The long list of unique initiatives include formation of the **PAC NEXT** council on sustainable packaging; a long-running annual conference series on packaging sustainability in partnership with **Walmart Canada**; endless consultations with government officials on packaging waste minimization; and a host of other activities that earned him induction in the global *Packaging Hall of Fame* two years ago during the **PACK EXPO International 2014** packaging exhibition in Chicago.

More recently, Downham and his hardworking PAC team have been immersed in preparation of the upcoming **PAC to the FUTURE: Packaging in 2025** conference, which he predicts to be a groundbreaking

event in terms of exploring the new frontier of the so-called "Circular Economy."

Scheduled to run September 28-29, 2016, at the renowned Hilton Fallsview Casino in Niagara Falls, Ont., the two-day event will feature a formidable line-up of speakers—including futurists, academics, market researchers, demographers and many acclaimed packaging industry insiders and stakeholders—offering unique insights on the profound changes to be unleashed onto the global packaging business in coming years.

"While our previous four biennial national conventions were heavily geared towards the green movement, this time around we wanted to move the narrative toward the front end of the supply chain to examine what's driving packaging innovation today and into the future," Downham told *Canadian Packaging* in a recent interview.

"The dynamics of the marketplace are moving so quickly nowadays, that anyone asleep at the switch will surely miss the boat."

Says Downham: "We are going to spend a fair amount of time at this conference talking about the unfolding industry megatrends and how they play into the new demands of modern-day consumers."

As such, the conference will explore the ever-increasing role of package design in shaping consumer behavior, according to Downham.

"There is no doubt that technology and social media are drastically affecting consumer behavior today," Downham asserts, "which means that the old notion of consumers making their purchasing decisions in six seconds or so by looking at the packages in front of them on the store-shelves is becoming outdated fast."

"Today's consumers, especially the millennial consumers, not only know what they're going to buy on any given day," Downham asserts, "but they actually where they are going to buy it, because they already know which retailer is offering the best deal that day."

"You also have the Internet driving the dramatic growth surge in e-commerce, along with profoundly changing demographics and urbanization, which will have a major impact on how you drive innovation in packaging."

"With families getting smaller and moving into small-sized condominiums, there is a burning market imperative for smaller packages, smaller product sizes, shorter product runs, more customized packaging, healthier products, more local-sourced products ... these are all part of the new normal to which packaging companies must respond sooner rather than later," he states.

"So our challenge at PAC is to put this while big story into a day-and-a-half of presentations in a way that will offer delegates a full picture of what's going on, rather than one or two chapters of the story."

In addition to the individual presentations, Downham says he's excited about the roundtable panel discussion that will take place on the second day of the conference, with its special focus on emergence of the aforementioned Circular Economy.

Featuring top executives from perennial arch-rivals **Unilever** and **Procter & Gamble**, along with many important government officials and high-level bureaucrats mandated to accelerate waste reduction across the consumer supply chain, "this discussion will be a fitting way to end the event on a high note," according to Downham.

"Essentially, Circular Economy is the next step in the evolution of sustainability, which was based primarily on the cradle-to-cradle concept," Downham explains, "whereas the Circular Economy is based on designing products and packaging with everyone in the value chain present at the table from the start."

"The idea is that anything you are designing today better have another functional use at the end of the day after the consumer is done with it, so that every product has a continuous useful life," Downham relates.

Says Downham: "On its own, sustainability was a great movie, but we have shown it again and again through a series of conferences over the last 10 years."

"Circular Economy is the long-awaited sequel to that movie, if you like, and I am sure that our PAC to the Future conference will provide a fitting venue for its Canadian debut."



Jim Downham,  
President and CEO,  
**PAC, Packaging Consortium**



PAC president Jim Downham is joined by his son Devin during his induction to the Packaging Hall of Fame during the PACK EXPO International 2014 exhibition in Chicago two years ago.

To register for the **PAC to the Future: Packaging in 2015** conference, please go to: [www.pac.ca](http://www.pac.ca)

# A NATURAL-BORN LEADER

Green packaging pioneer remains well at the forefront of the unfolding packaging revolution

**A** global leader in packaging sustainability long before the term ‘sustainability’ became the industry’s catchphrase, aseptic packaging products manufacturer **Tetra Pak** enjoys unrivaled brand recognition for its distinct and ubiquitous paperboard cartons used to package an ever-growing gamut of dairy drinks, juices and other self-stable beverages and liquid foods for consumers in all parts of the world.

And although it is celebrating its 65th anniversary this year, the company’s youthful zeal for continuous packaging innovation and environmental excellence is as strong as it has ever been, according to **Tetra Pak Canada Inc.** managing director Scott Thornton, who recently spoke to *Canadian Packaging* about the company’s relentless drive and appetite for pushing the limits of packaging technology and know-how to greater heights for the benefit of both consumers and the environment.



*How is Tetra Pak responding to the many new market trends and demands of the 21st century consumer marketplace?*

As modern-day consumers, we all lead busy, hectic lives. At Tetra Pak, we’ve responded to this by creating packaging with optimal shapes and scientifically engineered caps and closures that are well-suited for our on-the-go lifestyles.

Sustainability is another packaging design trend that we’ve embraced since we were founded over 60 years ago. I’m happy to say that our raw materials are sourced from responsible suppliers and we have steadily increased the renewable content in our packages.

I am particularly proud of our fully renewable **Tetra Rex** cartons, created in 2014. They’re composed entirely of paper made from wood sourced from responsibly managed forests, and plastic made from sugar-cane.

By paying keen attention to where our materials are sourced from, we’re bringing some tangible benefits to the consumer brands, while making progress towards meeting our own climate goals.

*How else are you helping brands and brand-owners to compete and stay relevant in today’s market?*



Scott Thornton,  
Managing Director,  
**Tetra Pak Canada Inc.**

With today’s marketplace being so crowded, it is harder than ever for brands to stand out on the shelf and grab the consumer’s attention and dollars. Millennials, for example, aren’t as brand-loyal as previous generations, being much more likely to try something new that catches their eye as they shop.

With package design now playing a bigger role than ever before in this competitive environment, our cartons offer lots of space to express creative package design—quite literally. The fully-printable surfaces of our cartons help create an impactful billboard effect on the shelf by providing more space to communicate the key brand and product messages.

We also help brands to maximize their designs with enhanced printing methods and other design elements, like embossed caps, along with new package shapes and sizes.

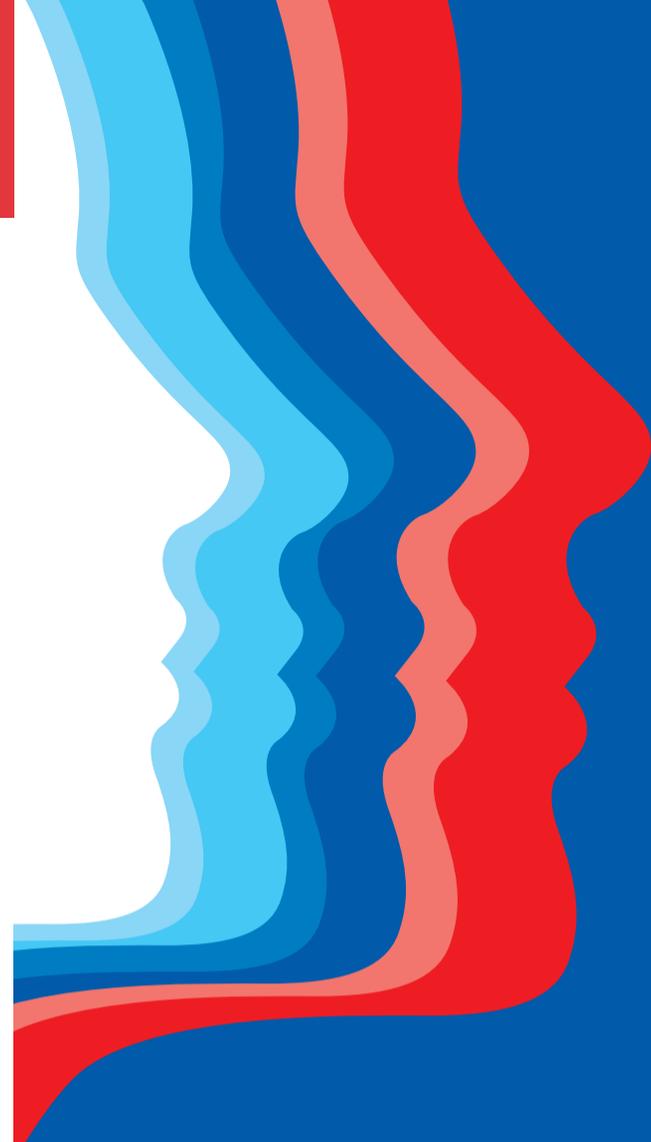
*What are some of the more memorable milestones and accomplishments achieved by Tetra Pak in the area of packaging sustainability?*

Renewability is an important part of our drive to develop more sustainable packaging, and we’re always working to increase our use of renewable materials by creating packaging that protects the goods inside and the planet around us.

Today, our packages are, on average, made from 70-percent renewable materials, and we are actively working to increase that every day. Our goal is to create a fully-renewable aseptic package, and we’ve been running full-tilt towards that finish line.

Along this journey, we introduced our first bio-based plastic cap, made from sugar-cane, in 2011. In 2014, we launched the world’s first fully renewable carton, **Tetra Rex Bio-Based**, made entirely from paperboard and polyethylene plastic derived from sugar-cane. Earlier this year, we introduced the **Tetra Top** carton bottle with bio-based top and cap, which upped the renewable content from 52 to 82 per cent.

Looking beyond packaging, we also have a long track record of improving the environmental performance of our operations and our customers’



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operations. In 2014, we launched a new **Environmental Benchmarking** service to help our customers assess the environmental performance of their production operations, and to identify opportunities for improvement.

**What are some of the hot new trends in consumer packaging that offer new opportunities for Tetra Pak?**

Packages are becoming more customized, and more engaging, for the consumer, with brands starting to deliver customized experiences to consumers through unique packaging features. A good example is **Coca-Cola's** recent *Play a Coke* marketing campaign, where users shared an image of their **Coke** bottle to access specially-curated **Spotify** playlists.

While cost is one potential hurdle for smaller brands seeking to offer personalized packaging, delivering customized consumer experiences could offer a breakout opportunity for many brand-owners.

Whether it's in the store, at home or after use, packages also present a way to serve up compelling interactive experiences with consumers. I really liked the 2012 campaign by the Quebec juice manufacturer **A. Lassonde, Inc.**, which transformed a **Tetra Pak** carton into a controller for an online soccer game. In that "augmented reality" experience, the shape and special designs on the carton were scanned by a webcam to control the game—creating a new consumer experience well after they were done drinking the products. It worked with a range of different Lassonde products,



effectively helping to drive consumers to a website to interact with the game.

Another technology to have a huge impact on CPG products—though largely behind the scenes for consumers—is advanced traceability systems. As foods and beverages are processed, these systems

allow for highly accurate accounting of each ingredient that goes into a finished product. With all this tech working in the background, a simple numeric or QR (quick response) code on a package can contain a wealth of consumer information: from how ingredients were processed to where each ingredient was sourced.

**What is the impact of all this technology proliferation on the pace and quality of innovation in the packaging industry?**

To me, innovation is the key to addressing new and emerging customer needs, staying competitive and doing business in a sustainable way. There are many exciting innovations taking place in packaging even beyond bio-based plastics and the use of interactive tools like QR codes and augmented reality—particularly in the area of functionality.

A great example of this innovation is our **DreamCap** closure, which we designed to ergonomically fit facial geometry, and engineered it to account for different drinking styles, beverage flow and other elements. (Picture Above) The result is a cap that delivers the ultimate drinking experience while you're on-the-go.

Outside of Tetra Pak, brand-owners of many CSDs (carbonated soft-drinks) are doing a great job of responding to sugar intake concerns by offering beverages in smaller formats, and by continuing to build their brand through innovative consumer engagement programs.

Likewise, many brands of laundry detergents are becoming more convenient by switching formats from powder to liquid, and now to self-contained pods that eliminate the need to measure—resulting in less mess and product waste.

Our recent research reveals opportunities for further innovation as consumers continue to look for healthier, natural beverages that suit their busy lifestyles. Consumers are looking for convenient solutions, and we can support our customers with package options that play to those needs. At Tetra Pak, we constantly strive to develop new products and processes that meet our rigorous quality and safety standards with a lower environmental footprint.

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Laura Studwell, Industry Marketing Manager (Packaging)

**"Packaging for the Future: Vision 2025"**  
**September 28th, 11:30 AM**

The packaging industry has undergone a refined revolution in recent years and it is now one of the most innovative manufacturing sectors in North America. Come hear Laura Studwell, Industry Marketing Manager for Omron Automation and member of PAC's Ontario Region Leadership Council speak on the role packaging will play in our economy over the next 10 years.



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# AUTOMATIC RESPONSE

## Machine modularity and flexibility key to successful packaging line automation

As packaging line automation increasingly becomes a must-have prerequisite for CPG (consumer packaged goods) manufacturers across an ever-growing product range, the need to select the right technology to automate a specific packaging task or application has never been more pressing. With that in mind, the *Canadian Packaging* magazine recently spoke to Laura Studwell, industry marketing manager for packaging at **Omron Automation and Safety** in Hoffman Estates, Ill., about what CPG brand-owners can expect and demand from their automation suppliers in coming years.

**What are the notable marketplace trends and challenges driving package design strategies today that are of special significance to products and services that Omron offers to the packaging industry?**

The growth of the packaging market is being driven by a number of trends, which vary depending on region. In developed markets such as North America, the trend toward on-the-go or convenience products is having a major impact on the use of flexible packaging materials, such as pouches, for beverages and even soups. Due to their structure, flexible packaging materials need to be processed in a different way than traditional materials.

The packaging industry has been watching this trend since its first significant appearance in emerging markets such as Brazil. And as its popularity has gained momentum in markets worldwide, Omron has adapted motion and control offerings to handle all the different nuances associated with processing these materials.

**What are the main issues in packaging line automation today that CPG companies must address to improve their competitiveness and productivity?**

The attitude of CPG companies toward robotics and how they are used in packaging has changed dramatically in the past five years, and it has been strengthened by advances in vision and EOAT (end-of-arm-tooling).

Vision-guided robots can handle repetitive tasks for long periods of time—at high speeds with repeatable reliability. Robots deliver higher performance through increased functionality and flexibility so CPG companies can boost their global competitiveness. This is especially critical in a market increasingly dominated by online retail outlets such as **Amazon**, where reaching a greater consumer base translates in demand for higher output.

To help CPGs achieve those higher output levels, Omron's **Adept** product line of vision-guided robots (see picture) with intuitive **ACE Sight** and **PackXpert** software was developed to increase production speeds, output and operating efficiency. Advances in EOAT design have also made robots much more nimble for

product handling tasks—nowadays accommodating almost any shape, size or packaging material.

**Please describe the importance of the packaging market to Omron now and into the future?**

Packaging is one of four core market segments for Omron, which is supported by our **Value Generation 2020** long-term strategy designed to help us pursue growth opportunities in our core market segments, with packaging being a high priority.

Population growth and expanding middle- and higher-income socioeconomic groups are expected to bring significant economic growth to markets worldwide. Increased consumption of consumer packaged goods will spur demand for the global packaging industry, so the markets for our industrial automation solutions are expected to expand globally.

**What is Omron's value proposition that makes it distinct from other industrial automation suppliers?**

Omron brings innovation to the CPG industry through automation with 'integrated, intelligent and interactive' concepts. We are the only automation supplier in the world to design and manufacture a total solution portfolio from input, logic, output, robotics and safety (ILOR+S) technology to proprietary sensing technology.

New automation technologies emerging at the moment focus on motion and control. Omron's contribution to the CPG industry in terms of product development and innovation is the newly released **1S** series servos, which eliminate up to 20 per cent of hidden servo system costs by no longer requiring separate external parts such as the servo drive controller cable, a terminal block for I/O, safety cables, brake relays and an absolute encoder battery and cable. Omron streamlined the I/O connection by replacing an external terminal and cable with a pluggable connector with push-in terminals that allow for the wiring to be prepared separately—resulting in lower maintenance costs.

**Where are the key areas for further improvement for CPG companies automating their operations?**

Although **PackML** (*Packaging Machine Language*) has been around for over 10 years, its functionality has grown quite substantially in the last few years. Some of the largest CPG companies require this 'machine to machine' communication language to be incorporated in their automation controls.

However, it's important to understand that **PackML** is really driven by a desire to collect production data and measure the operational effectiveness of complete packaging lines—driving efficiencies and minimizing bottlenecks. The key area for further automation and integration in CPG packaging lines is to utilize **PackML** for true data collection and analytics. While CPG companies can automate a packaging line, with-

out understanding how to proactively address inefficiencies through real-time data analysis, the productivity will suffer.

Robotics have made it possible for CPG companies to vastly increase the scale of factory automation, whereby industrial robots are becoming the backbone to packaging companies of all sizes and types, in all parts of the world.

The increase in robotics integration has resulted in higher production rates because they can run for long shifts, overnight and during weekends, which enables true around-the-clock production runs to increase output rates. Consequently, new products can be introduced faster into the production process, the changeover times becomes almost negligible, and handling multiple applications on a single production line can be done with minimal disruption to existing processes. A fully-automated packaging line must offer a coordinated control system that securely shares data between the robot and other critical control points.

**What does the future hold in store for Omron and other automation suppliers to the packaging industry?**

If you look at the CPG market, it can be segmented into five main sectors, which are all driven by varying packaging trends. For example, the food sector is driven by growing demand for convenience options, but also for more healthy options.

In the future, CPG companies will need to visually communicate value on a much smaller package. And when you include the driver for healthy options, we'll see more and more CPG companies incorporate transparent materials into their packaging to project the aura of being natural or healthy.

To accommodate consumer-driven trends, machinery will become modular and more flexible for easy adaptation to changes that will occur over time. And as the industry continues to evolve, the progression of modularization will grow from a single modularized machine into a complete modularized system, with multiple modules each performing multiple operations or functions.

Omron, as well as other automation manufacturers, will need to provide solutions that allow machine-builders to develop each module as a fully-coordinated add-on that provides higher flexibility. The key to this is being to provide a communication platform that allows each module within the system to communicate and share data, while maintaining performance of the machine.

As we move forward, this 'smart modularization' will become the norm in order to accommodate the changes in recipes, materials, and pack shapes and sizes.



Laura Studwell,  
Industry Marketing Manager,  
**Omron Automation and Safety**



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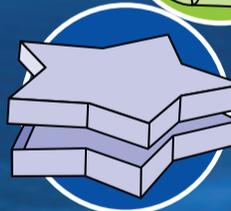
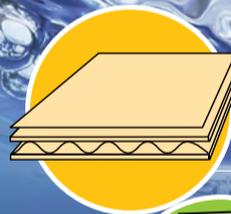


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# COLORFUL IMPRESSIONS

## How printing inks manufacturers add value to modern consumer packaging

A package is not really a package until it has been dressed up in all the required graphics and colors that give it a distinct presence and identity on the store-shelf or elsewhere in the marketplace. Choosing the right printing inks and coatings to do it just right can be challenge for multitude of reasons, but there is a good chance that color specialists at the global printing ink supplier **hubergroup** have an answer for every challenging packaging requirement, according to Thomas Griebel, North American product and key account manager for packaging inks at **hubergroup Canada Limited** in Mississauga, Ont.



*How are the current marketplace trends driving the leading CPG brand-owners' packaging strategies impacting your company's daily business operations?*

The fierce competition to stand out in the retail world is driving innovative and creative designs in almost all areas of the packaging arena. Brand-owners are continually rejuvenating and enhancing their marketing, but just as importantly, they require global consistency for corporate colors and design effects. We are also seeing increased efforts in North America to catch up with Europe in terms of demand for low-migration solutions for primary food and tobacco packaging. This is also driven more by brand-owners and less so by regulatory requirements, with tobacco and chocolate companies leading the charge. As a total systems provider of low-migration solutions, we first began offering low-migration inks, coatings and fountain solutions to the packaging industry 15 years ago.

Today we are focusing our own R&D (research-and-development) efforts, along with those of our business partners, to all the highly-requested packaging enhancement options—soft-feel, textured-feel, raised, matte, gloss and so on—in food-compliant formulation options.

Our globally consistent database system and online linked color libraries ensure that we can provide our CPG clients with the same brand color anywhere in the world.

*Please elaborate on your company's expertise in the areas of material and chemical migration.*

Hubergroup has long been acclaimed as being the pioneer in offering low-migration solutions for food packaging. We had focused on minimizing any potential migration from Day One—based on

our belief that the risk of anything that was not planned to be part of food getting inside it should not be there.

Any raw materials with a migration potential used in hubergroup's low-migration products are independently approved for the use in printing inks to be applied on the outside of primary food packaging.

Based on our extensive experience in food packaging, we are also engaged in sharing our knowledge and consulting expertise with our customers on how to ensure safe food packaging considering all possible factors, including inks, coatings, fountain solutions, boards and press chemicals, and through our 'best-practice' press preparation and maintenance procedures.

*How has your emphasis on food safety impacted your company's efforts to introduce more sustainable packaging solutions into the marketplace?*

We are striving to achieve high bio-renewable contents for our ink offerings, with all of our packaging ink products having been accredited with the **NAPIM BRC** logo, certifying that they contain at least 70-percent bio-renewable content.

Furthermore, we have eliminated mineral oils as a formulation component from the majority of our sheetfed inks many years ago, and in 2012 we received a silver **Canadian Printing Award** in the *Most Environmentally Progressive Printing Technology* category for process inks.



*What is the role of the printing inks manufacturers and suppliers in helping CPG companies achieve their marketplace objectives?*

We believe that all major ink manufacturers have succeeded in more offering suitable products to the food packaging industry over the last five years, while overcoming many challenges in coping with the use of more and more economical substrates in that area.

One important milestone for the hubergroup was the launch of our **NewV** technology for UV inks.

During 2011–2012, our UV low-migration inks—formulated to provide high gloss for finishing—were approved by all the major tobacco companies. One of our biggest growth areas right now is the development of high-adhesion and scratch-resistant

UV inks for plastics.

The development of low-energy UV inks is still in its early stages, and while press configurations and fountain solution combinations have been huge influencers in terms of printing performance, we believe we are now in a prime position with our market offering for both process and spot color requirements.



Dr. Thomas Griebel,  
Product and  
Key Account Manager,  
Packaging Inks,  
**hubergroup Canada Limited**

*What other market trends are driving product development in your industry?*

Based on the extensive use of CRB (coated recycled board) type folding cartons in food packaging, we believe the next big thing will be the focus on removal of mineral oils and other 'unwanted' chemicals from the recycling stream.



Hence, there will be a significant growth for water-based flexo applications in food and general-purpose packaging, coupled with the desire to eliminate or limit mineral oils in web ink applications to keep feeding the printed material—notably newspapers and retail flyers—into the recycling stream by not introducing mineral oil.

At the same time, low-migration requirements will undoubtedly continue to grow at an accelerated pace.

*How do you see consumer packaging evolve in coming years, and how will that affect your company's business?*

Based on our numerous interactions with big brand-owners, we see increased efforts to deliver value to their customers by offering 'premium feel and look' of the packaging; better functionality of the packaging shapes, especially for packaging containers with repeated use at home; and higher packaging efficiency in keeping the products fresh. For hubergroup products and services, that means we need to think outside the 'square cardboard box' and develop solutions to accommodate new shapes of packaging, other substrates than paper and board, and the many new packaging enhancement possibilities that support a more interactive customer experience.

This includes QR (quick response) codes, mobile apps, augmented reality and everything else that creates and/or supports a more interactive personalized shopping experience for the modern-day consumer.



# PACKAGING 101 FOR PARENTHOOD NEWBIES

To call becoming a parent a life-changing experience is an understatement of understatement. Trading in high heels for flip-flops and running shoes, designer purses for diaper bags, late-night parties for early-afternoon picnics ... it's a lot to take in all at once. Naturally, your shopping habits also go through a major revamp, with visits to **Walmart**, **Costco** and other Big Box outlets suddenly becoming a core part of the weekly routine. Because there's really no such thing as having too many diapers, soothers, napkins or other baby essentials, Big Box packaging has become an indelible part of my domestic landscape.



It took a little trial and error at first, but I have ultimately become a big fan of Costco's **Kirkland Baby Wipes** private-label brand of moistened paper tissues, with packaging playing a key role in that learning process. After getting duly frustrated with other brands unable to keep the unused wipes moist in the package with inadequate paper-based resealing stickers, I was happy to discover the green, rigid-plastic flip-flop seals incorporated into the 100-sheet soft-packs, which are then packed nine to a box of the signature Costco-sized carton. The sturdy lids effectively keep the sheets moist down to the last one, and having several portable, ready-for-action soft-packs strategically positioned around the place is a great alternative to running back to the one stationary, massive stack of packaged wipes with a screaming baby tied to your hip. Moreover, the



hypoallergenic and alcohol-free wipes—claimed to be made from 100-percent renewable **Tencel** natural fiber—are remarkably durable and highly absorbent, never ripping or coming apart in your hand when you need them the most.



Big cheers to the iconic toymaker **Mattel Inc.** for coming up with a safe and innovative way to package children's toys without the use of the much-derided plastic clamshells that so often stretch the consumers' patience to their limit. Rather than covering the entire toy with plastic and sealing it up so tightly that you need a pair of really strong scissors to cut through—ostensibly for 'anti-theft' reasons—Mattel has raised the bar for packaging intelligence with the brilliantly simple perforated **Fisher-Price Lil' Snoopy** box that easily opens up to reveal a pullout display tray with a simple plastic screw securing the toy inside until purchase. The screw is easily removed in seconds without any tools, and there are no twist-ties or other small-sized fastening devices to worry about getting lost in the carpet and swallowed by pets. A telling statement against overpackaging, this display set is a real winner with both mom and the toddler, who just loves pulling his adorable little puppy dog with him wherever he goes.



As for overpackaging, I think **Mead Jonson Nutrition** may be overreaching a little bit with the new ready-to-drink bottle multipacks of the company's

renowned **Enfagrow A+** nutritional formula. While the 237-ml bottles of the milk-flavored growth supplement provide great convenience by virtue of their inherent portability—making them great traveling companions—that benefit is offset by the excessive product sealing. Not only do you have to tear off the top portion of the full-bodied plastic shrinksleeve just to see the opening cap, the closure has another layer of tightly-sealed plastic around it—making one wonder just how many seals do we really need in order to feel safe and sound about an ostensibly good-for-you product?



A must-have staple in households with small children, the **Pepperidge Farm Goldfish Baked Snack Crackers** have a great many good things going for them as a product and a brand, but the 200-gram paper-bag packaging just doesn't measure up. Not resealable, not durable, and useless at keeping the leftover crackers fresh, the package seems based on a premise that small children will consume a bag of these fish-shaped mini-crackers in a day, which no responsible parent would allow. Offering little protection against water, the airy construction of these bags also makes them a magnet for insects, ants and mice when left lying around outdoors or at the cottage, while also allowing the remaining contents to quickly deteriorate inside the bag after opening during the hot, humid days of summer we just lived through.



*Sarah Harper is a freelance writer living in Kingston, Ont.*

Photos By Sarah Harper

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