

# PLGA GLOBAL

The Packaging and Label Gravure Association Global

WINTER 2008 NEWSLETTER

## MESSAGE FROM THE PRESIDENT

The Fall Technical Conference turned out extremely well despite several last minute surprises. The economy meltdown resulted in the cancellation of all three European presenters for the Friday Innovation Session. After some scrambling, we did some innovating of our own and came up with a panel discussion on sustainability. The interactive participation was exceptional and the session actually went well over the allotted time. Positive post conference comments convinced us to continue this format for one session of the Spring Operational Conference.

There are many interesting sessions scheduled for the Spring Operational Conference. One of them is an update and presentation of the PLGA Gravure vs. Flexo cost comparison model. The model, written in Excel, enables the modeling of financial assumptions and operating parameters to generate cost comparisons for production of an actual job by printing process. This versatile tool will be included in the conference CD.

Mark your calendar now – see you in Miami!

– Ed

## PLGA SCHOLARSHIP PROGRAM IS UPDATED TO REFLECT TODAY'S NEEDS

The PLGA Scholarship Program is undergoing some changes that will more accurately affect the objectives of the program. The initial mission was to award scholarships to university students who have an interest in the gravure printing process. Since its inception, 18 scholarships have been given out to recipients that completed the application process.

The previous program required an application and short essay that demonstrated familiarity with the gravure process. The applicants were judged by their own faculty and submitted for approval.

The new program will allow university partners to submit applications for one competitive \$2,000 scholarship. This will be accompanied by a 1,000 word essay demonstrating their knowledge of the gravure process and industry. They must also have referrals from the schools' program faculty. In an effort to standardize judging criteria, the PLGA will now have members completing the judging. This will level the playing field and serve the industry by retaining qualified entrants.

The PLGA will also begin a new Internship Grant Program to support university students whose internships are in the gravure industry. Internship Grants will be in the amount of \$1,000 — \$500 payable upon acceptance of the application and \$500 payable upon receipt of a report on the internship (500 word minimum). A maximum of 10 Internship Grants per year will be awarded.

Both of these scholarship/internship enhancements will more directly impact the gravure industry. The industry will be supporting those students that will actually impact member companies and provide a training ground for their future workforce. For those companies interested in hosting an intern, please contact the PLGA Education Foundation at [laurah@gravurexchange.com](mailto:laurah@gravurexchange.com).

# PLGA GLOBAL'S 6TH ANNUAL TECHNICAL CONFERENCE

## "GRAVURE SUSTAINABILITY THROUGH TECHNOLOGY"

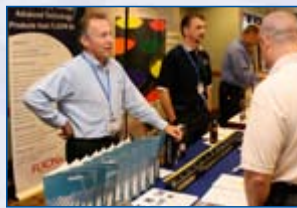
### OCTOBER 8-10, 2008 ~ GALT HOUSE HOTEL ~ LOUISVILLE, KENTUCKY

For the second consecutive year, The PLGA Global's Fall Technical Conference was held alongside the Ohio River at the sprawling Galt House Hotel in downtown Louisville, Kentucky. Shortly after last year's successful conference, David Haslam, of Southern Graphic Systems – Canada, accepted a daunting challenge to accept the role as chairman of the PLGA Global's Technical Committee and with it, responsibility for developing the program for the 2008 Fall Technical Conference. David and members of the PLGA Global's Board of Directors felt that the time had come to focus a conference on the environmental advantages and challenges facing the Packaging Industry, and how the Gravure process is leading the way in the application of technology directed towards sustainability in a world of finite resources.

After nearly a year of hard work, David Haslam and Jim Lepp (PLGA Global's Executive Director) unveiled a well thought out program to over 100 attendees. They had developed a series of sessions, paneled by experts, to discuss all of the factors associated with Gravure sustainability from raw materials through recycling - the "A through Z" of Gravure sustainability.

On the first day of sessions, Jim and David opened the conference and introduced the first panel that focused on the sustainable development and application of ink technologies. Moderated by Mike Impastato, Flint Group, this panel was comprised of Manual Rivas, Siegwirk Ink; Rob Huber, Sun Chemical; Brian McDufford, Keating Charlotte; and Mark Glendennings, Inland Printing and Marketing. This panel covered all bases from advances in the manufacturing of inks, engraving technologies to reduce the volume of ink required to achieve quality print, to the challenges and rewards associated with the transition from a solvent to water-based printing environment.

This great session got the conversations and ideas flowing and was immediately followed by a reception that provided the opportunity for all of the attendees to meet with their colleagues, vendors, and customers. The reception was



held within an environment of vendor tabletop exhibits that brought a very high concentration of customers together with vendors and their new products.

The second day of the conference began with a panel moderated by David Haslam which focused on cylinders and imaging technology. Gerd Koehler, Max Daetwyler Corporation; Vic Baranowski, Southern Graphic Systems; and Phil Pimlott, Cylicron, provided expert advice on lightweight cylinders and sleeves, automation, management processes and emerging engraving technologies.

Ed Lieb, Sonoco Packaging, moderated the conference's third panel dedicated to substrates. This panel presented the challenges associated with manufacturing and recycling all substrate types with a special focus on raw materials and thin gauge films as well as innovative packaging techniques to reduce the amount of materials necessary to protect consumer products. Gary Grimes, International Paper; Bray Brunkhurst, Milprint/Bemis; and Dr. Carol Casarino, DuPont Packaging, combined to create a very interesting and informative panel. The conversations sparked by this panel continued into the short lunch break.

After lunch the final panel of the day began with the focus shifting to printing presses and associated technology. This panel was moderated by Heine Heininga, Windmoeller & Hoelscher Corporation, and included his colleague Clemens Brinkmann, Windmoeller & Hoelscher Corporation; Steve Boettcher, FLXON, Inc.; Bobbi Olp, QuadTech, Inc.; and Stefan Beilenhoff, Saueressig GmbH. This panel covered a wide range of topics including ink management systems, energy efficient dryer designs, waste reducing registration systems all directed towards press efficiency and reduced environmental footprint.

The entire group then took a break from the sessions for a tour of Alcan's nearby Pharma Center and a special private tour and reception at the Kentucky Derby Museum.

Two informative sessions remained for the final day of the conference beginning with a panel of printers in a Sustainability Roundtable discussion led by conference chair, David Haslam. The expert panel was made up of veteran PLGA members including, Ed Lieb and David Schipper, Sonoco; Bray Brunkhurst, Milprint/Bemis; and Michelle Fontaine, Amgraph Packaging. This lively discussion was fed by questions from David and the very active audience and covered a wide variety of topics from the costs and benefits of recycling to the construction of an entirely new “green focused” printing facility.

The last session of the conference brought us back to the driving force of all packaging efforts – meeting the ever-changing needs of the consumer products companies that manufacture the packaged products. PLGA Global Board

Member, Annette Crampton, Miller Brewing Company, introduced Alberto Gaza of Cadbury North America as the keynote speaker. Alberto’s presentation entitled “Trends in Packaging,” provided excellent insights into the challenges and resulting products designed to appeal to the broad spectrum of consumers.

As the 6th Annual PLGA Technical Conference came to a close, it became clear to us all that David Haslam, Jim Lepp, and the other active members of PLGA Global, had produced and participated in a unique conference. The interest and participation of the entire group was a reminder of the energy that has permeated the PLGA since its inception and has made it the premier organization for the mutual benefit of all of its members and our industry.

–John Comerford

## BITS AND PIECES

Feedback from the recent Technical Conference was overwhelmingly positive. I would like to express my thanks and gratitude to all speakers, moderators and participants. A special thanks goes to David Haslam, SGS International, who chaired the conference. David you did a superb job, you overcame the obstacles and you put together a great program. All attendee’s received great value for their time and their company’s monetary investment. From my perspective the highlight of the conference was a panel discussion based on questions directed to representative of four printer member companies in regard to their approach to Sustainability. While the over all audience participation was better than seen in recent years, this discussion really got the audience involved. Look for more panel discussions in the upcoming Operational Conference in Miami, Florida, March 11 – 13.



Jim Lepp

The PLGA has made great strides in establishing a working relationship with the European Rotogravure Association (ERA). Last October Charlie Conover, Hurlotron Corp., accepted an invitation on the behalf of the PLGA, to speak at the ERA Fall meeting in Basle Switzerland. This led to the opening of doors for cooperation between both groups. James Siever, ERA, will speak at our upcoming Operational Conference.

We have invited members of the ERA to attend our conferences at member rates. They have extended the same offer to PLGA members. We have also invited ERA members to participate in

the Print Quality Award competition. I would expect the bar will be raised on this year’s international winners. This is a great step forward in becoming a truly Global organization.

Congratulations to Hubert Metzger, Chema Technologies, the winner of the 2008 Technical Achievement award. The Award is for their Copper Striking System for Polymer Cylinders. The new Copper Striking System eliminates uneven coatings and the risk of blistering after acid copper plating in a controllable process with a solid bonding to the polymer substrate. In terms of sustainability, the new system offers the gravure industry savings by using existing cylinders and building up the circumference with polymer, a welcome benefit with the rising cost of steel. Operating costs with electro less copper are less as compared to spraying, and cylinder turnaround times are reduced.

Looking ahead, the planning committee for the Operational Conference has put together an excellent program, ranging from a world wide perspective of the Gravure Packaging industry, to various comparisons and contrasts between the Flexographic and Gravure printing industries. We also have a top rated Human relations speaker that will compare and contrast the four distinct generations that make up the current workforce. Review the enclosed conference schedule for the rest of the details. I think you will find it full of great information and an exceptional value.

The Print Quality Award deadline is rapidly approaching. Last year, we had a record number of entries. With the participation of the ERA in the International categories, I would expect that record to easily be broken. I challenge our domestic member to not be out done by the international entries.

– Jim Lepp

## EUROPEAN UPDATE

I had the privilege of attending and representing the PLGA Global at the ERA Packaging Conference in Basle, Switzerland on 15-16 October. This event sponsored by the ERA and G&K TechMedia GmbH focused on Markets, Technology, Environment Developments in Packaging Gravure. The co-chairmen of the program were James Siever, Secretary General of the ERA and Wolfgang Klos-Geiger, Publisher G&K TechMedia.

Approximately 110 printers and suppliers attended the conference and the sessions were interesting and thought provoking. Specific topics covered in the morning session were:

Opening remarks and lessons for packaging gravure from Drupa by Mr. Rudi Weis-Schiff of Janoschka, France; Trends in flexible packaging – developments in industry, markets and technology by

Mr. Thomas Reiner of Berndt & Partner, Germany; State of rotogravure packaging industry in North America by the writer; PaC Space: common color standard for packaging gravure by Mr. Lothar Roth, Janoschka, Germany and Mr. David Radke, GMC, Germany and a presentation by Mr. Rasmus Pries of Therma 1, Germany on Climate change affects on the industry.

The afternoon session featured presentations by Ms. Isabelle Billerey Rayel of Dalim, Germany on Manage Locally, Produce Globally; Mr. Renaud Fabre, Square, France on PDF in Packaging – User Experience; Mr. Hans-Georg Schepers of Shepers, Germany on Potential of Digilas Technology; Mr. Rudolf Reese of Aabach, Germany on the Ultimate Technology for High Contour-defined Diamond Engraving; Mr. Jan Breiholdt, Hell Gravure Systems, Germany on the

Latest Developments in Printing Forme Preparation and a dual presentation by Mr. Markus Bauschulte and Mr. Ulrich Harte, Windmöller & Hölsher, Germany on Innovations in Packaging Printing.

The evening featured a dinner hosted by the Wetzel Processing Group held at the Safran Zunft. The Saffron Guild was first documented in the 14th century. Its members were spice traders and grocers followed later by other crafts including printers.

The second day featured a visit to the facilities of the Wetzel Processing Group who offer an in-house solution to customer needs and manufacture gravure cylinders, flexographic sleeves, embossing rollers and embossing machines.

Proceedings of the conference may be found on the ERA web site at: [www.era.eu.org](http://www.era.eu.org)

– Charlie Conover

## PRINT QUALITY AWARD COMPETITION SUBMISSION DEADLINE IS QUICKLY APPROACHING!

The deadline for submission of entries to the PLGA Print Quality Awards is rapidly approaching. It has been extended to December 22, 2008.

There are several categories under each product division available in the competition. There will be one winner in each category. Awards will be presented during the 2009 PLGA Annual Conference.

The competition is judged by industry professionals who look at the quality of printing, registration, and color consistency. Late entries will not be submitted to the judges, so act now! Get your entries in and plan on being in Orlando in March 2009 to collect your award!

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Feb. 2008 - Feb. 2009

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