

# CONVERSIONS

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**WINDMOELLER & HOELSCHER CORPORATION**

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## Sunshine Plastics Wins Awards and Pulls Business Back to America



California-based Sunshine Plastics has garnered many awards for its exceptional printing quality. These accolades are somewhat new to Sunshine and the special attention to their print work started soon after the installation of their first W&H CI flexographic press.

The now familiar Midnight Indulgence Chocolate Fondue packaging earned Sunshine the FTA's coveted Gold Award and Best of Show for the wide-web category in 2011 (see below in our ad).

The award came as a surprise to

Sunshine's president, James Chuang, "I had no idea we were going to win. It was fantastic. The recognition really confirmed that we're reaching our goal of creating the best possible products for our customers."

An eye for aesthetics and the knack for capturing the beauty of images is directly attributable to Chuang. As a former development and production artist for Disney Feature Films with a degree in Commercial Arts Illustration, he brings an artistic perspective to every project. "We've emphasized working with customers to improve their designs. This allows our customers to optimize their investment and enhance their brand," said Chuang.

Chuang's father moved the family from Taiwan to California in the 80's so that his children could have a chance for a better education. To establish himself in America, he founded Sunshine Plastics as an importer of polyethylene bags from China and Taiwan.

The road from Sunshine's beginnings to where it is today wasn't always smooth. "There were difficult periods during our growth. It took time for us to evolve into the company we have become," said Chuang. Today, Sunshine is a vertically integrated company that extrudes, prints, laminates and converts a variety of flexible packaging products.

"What differentiates Sunshine is the very personal relationship we have with our customers. They can

reach us anytime. I'm awake by 4 a.m. and my customers have my cell phone number."

Chuang adds, "The press from W&H made a real difference for us. To really compete in this market, we needed to look at the best equipment suppliers in the industry. We chose to go with W&H. It's made us a better packaging supplier and now our work is being recognized."

Sunshine has also been able to bring some printing business back to America from Asia. Chuang focused on showing their flexo print quality and consistency to some American companies, who have traditionally sent business to gravure shops in Asia. Overwhelmingly he's seen that many U.S. companies would prefer to buy packaging manufactured at home provided the quality and price were right.

[www.sunshineplastic.com](http://www.sunshineplastic.com)

Nothing could be *Sweeter...*

...than our customers' success at the Flexographic Technical Association's Excellence in Flexography Awards. In the wide-web category, 20 of the 25 winners were printed on W&H flexo presses - including the Gold Award & Best of Show. Sunshine Plastics of Menardsville, CA, printed this stand-out wrapper on a W&H 10-color press and has garnered 7 awards in the past year. Congratulations to Sunshine Plastics and all the FTA winners.

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# President's Corner

## Irene and Calories

By HANS DEAMER

Irene, downgraded from hurricane to tropical storm, but massive at 300 miles wide, hit Rhode Island on Saturday night 27th August and with winds and rain whipping outside, power at my house went off at 8:00 a.m. on Sunday as I was having my morning coffee.

It did not come back on until Wednesday afternoon 31st August ... 4 days later.

Damage was extensive and huge trees were blown down on power lines all over the state, but of course other states had it much worse, certainly in Vermont, the Carolinas and New Jersey and others that were seriously flooded, it may take years to fully repair the damage.

A bit later, we tried to drive to the supermarket but all roads were blocked by downed trees and power lines, some still live, so I was back within 20 minutes.



Power lines down from Irene

Many areas and towns, including the shopping mall near our Lincoln plant, did not get power for as long as 8 days and stores remained closed until it was finally restored.

The overall cost in lost production, sales and even spoiled food in freezers runs to many millions, even in our small state.

### Overhead versus buried cables

When I first came to this great country 32 years ago, I was surprised that all local power and telephone cables are above ground, mounted on wooden poles, fully exposed and susceptible to the extremes of snow, ice, sun, wind, rain and temperatures we experience in most of the USA.

They also look damn ugly!

This is a huge contrast to Europe and many other countries where all local power and phone cables are routed through protective pipes underground

hence are in a constant temperature away from the weather ... and it looks so much better.

Certainly some rural areas miles from anywhere are wired overhead but in all towns and suburbs, cables are underground.

The contrast then, is there are almost no power outages caused by weather extremes bringing cables, trees and poles down.

I read recently that it would cost "one



These lines were still live!

million dollars a mile" to now bury our cables underground and I accept that it may now be too late for us to do this but what is the total cost annually to us for all the power failures we experience around the USA every year which are caused by weather and accidents?

Considering lost production, food spoilage, emergency generators and of course repairs to downed cables and all the other costs?... it must be billions of dollars a year!

And no one can like the look of cables hanging from poles on every road and street!

### Calories and fat

Earlier this summer, the hot days had me buying a McDonald's frozen Frappe or Dunkin' Donuts Frozen Coolatta at lunch time and I have to admit they sure taste good!

After a while, I began to wonder about how many calories and how much

# President's Corner

fat I was drinking every lunch time, so simply looking online at Dunkin' Donuts and McDonald's websites provided the answers ... not good!!

A 16 oz small McDonald's Caramel Frappe contains 550 calories and 24 grams of fat while a 24 oz medium Dunkin' Donuts Coffee Coolatta made with milk has 360 calories and 6 grams of fat ... made with cream, the same Coolatta has 600 calories and 35 grams of fat!

I stopped drinking them immediately.

Neither McDonald's nor Dunkin' Donuts offers a TRUE light version of these frozen drinks on their menu and as far as I know, only Starbucks offers their coffee Frappuccino in a truly light version with a medium light Coffee Frappuccino containing 110 calories and no fat ... but the problem is that Starbucks drinks are twice the cost of the other two!

Obesity in the USA is a really serious and rapidly growing problem and is already costing us Billions of Dollars

a year in medical costs related to the much greater tendency for obese people to have heart problems, cancer, diabetes and a whole host of other serious problems including bone and joint failures ... and these are on the increase as obesity grows.

A shockingly large part of these huge, obesity related medical costs are covered by Medicaid ... that is by taxpayers, ... while for sure it is also influencing the huge medical insurance premium increases most businesses and their employees have to carry, our BC/BS premium increase was 13.8% for 2011.

The average man needs only 2400 calories a day to avoid gaining weight while for a woman it is only 2000 calories a day.

Experts recommend

no more than about 70 grams of fat a day to avoid possible long term health effects.

Look at the chart on this page to see the amount of calories and fat in many popular foods ... for me at least, some real surprises.

A controversial topic but it is one we just cannot afford to ignore, both because of the cost and the health of our nation.

FOOD ITEM	Total Calories	Total Fat
McDonald's, Big Mac	540	29 g
McDonald's french fries (medium)	380	19 g
Dunkin' Donuts bagel, plain	320	2.5 g
Dunkin' Donuts cream cheese, 50g (1 unit)	150	15 g
Pizza Hut 6" personal pan pizza, Pepperoni	610	26 g
Applebee's grilled chicken Ceasar salad	820	57 g
Creamy salad dressing, 1/4 cup	340	34 g
Coca Cola, 21 fl oz	210	0 g
McCafe Frappe Caramel, 16 oz	550	24 g
Dunkin' Donuts Caramel Swirl Latte, 20 oz	440	12 g
Beer, 12 oz	160	0 g
Wine, 8 oz (dry/ sweet)	200/ 300	0 g

## QUOTES

- "Even people who want to get to heaven don't want to die to get there." -Steve Jobs
- "Noble souls through dust and heat, rise from disaster and defeat the stronger." - Henry Wadsworth Longfellow
- "The louder he spoke of his honour, the faster they counted the spoons." - Ogden Nash
- "Taxes are the price you pay for civilization." - Oliver Wendell Holmes
- "The 50:50:90 Rule: Anytime you have a 50:50 chance of getting something right, there's a 90% probability you'll get it wrong." - Anonymous
- "If you can dream it, you can do it." - Walt Disney
- "The only place success comes before work is in the dictionary." - Vince Lombardi
- "You can't build a reputation on what you are going to do." - Henry Ford
- "The problem with socialism, is that you eventually run out of other people's money." - Margaret Thatcher

# What's New in Converting

## W&H Presents the First Completely Digital Paper Sack Line

W&H welcomed 120 people from 27 different countries to a 2-day event in Germany at Mondi Trebsen GmbH, where the world's first multiwall line completely equipped with digital pasting technology and automated material flow was introduced.

The benefits of the system are multifold and include savings in adhesive costs, improved sack quality, smart tube storage management, controlled paste application and less moisture in the finished product.

Manfred Gutte, Technical Manager at W&H said, "The event was a complete success. The demonstrations left a positive impression on all participants."

This is the first time that tuber, material flow automation, bottomer and palletizer share and exchange information via a LAN. The result is an integrated production system with

maximum efficiency and productivity. The line at Mondi has been running since late May 2011.

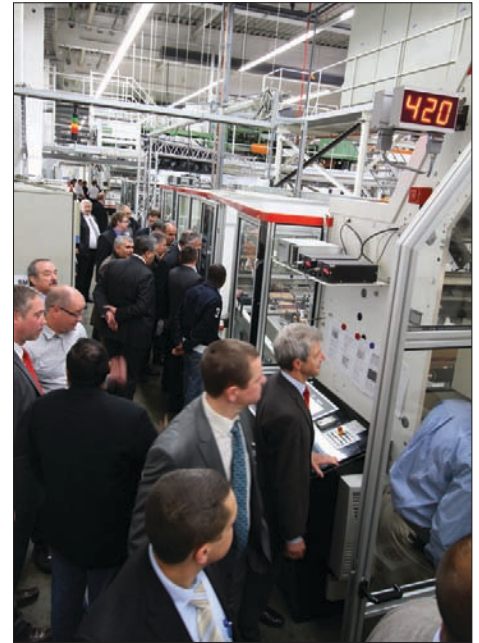
The line demonstrated comprised:

**AM 8135:** Highly flexible universal tuber with digital seam and cross pasting for easy size changes, minimum paste application and total flexibility in pasting patterns.

**EASY-FLOW:** The new "intelligent" automated tube handling system for optimizing material flow between tuber and bottomer.

**AD 8330:** The world's first bottomer to successfully demonstrate the tremendous benefits of digital pasting.

**ARCOMAT 3:** The latest generation of sack palletizer, which connects to the line's digital network and links all four components together for the first time.



After the demonstration, visitors take a closer look at the AM 8135 tuber

For more information about this new technology, please contact Hans Deamer at [hdeamer@whcorp.com](mailto:hdeamer@whcorp.com).

## Tropical Storm Irene Hits New England



Wally Kaehler and Andrew Wheeler braving out Tropical Storm Irene in Westport, Massachusetts.

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# What's New in Presses

## Polyfirst Packaging Installs New MIRAFLEX AM8



PolyFirst Packaging, based in Hartford, WI, has installed a new MIRAFLEX AM8 flexographic press.

The company, which set up shop back in 1998 in a 5,000 sq. ft. space in a small facility, has grown like gangbusters.

Today, after two expansions, PolyFirst extrudes, prints and converts pre-opened Polybags on a roll for automatic packaging equipment in its 50,000 sq. ft. plant.

"We keep growing and needed the efficiencies of a fast change sleeve press," said Tony Fleischman, Manufacturing Manager. "When we

expanded in 2004, we had bought a used 1990, 8-color W&H STARFLEX and our techs didn't know how to operate it. W&H came out, trained us and checked in regularly. We got to know the STARFLEX inside and out and realized W&H makes a great machine and supports its customers. That's a major reason we bought the MIRAFLEX."

The 59" MIRAFLEX AM8 has been in production since August. Fleischman reports the line is running great. "We're slamming sleeves in and out of this machine. We want it to set up in 40 ft. and it does. TURBOCLEAN and EASY-REG S are working well. We just shoot off a label on the side of a sleeve, the machine puts it in register and away we go."

With the MIRAFLEX, PolyFirst can



PolyFirst's press team

set up and changeover jobs quickly, which is vital to the business with an average job length of 5,000 ft.

[www.polyfirst.com](http://www.polyfirst.com)

## Countdown to NPE2012 in Orlando; Free Passes from W&H



NPE2012 in Orlando is coming fast and many companies, like W&H, are in the midst of planning.

are 2,000 exhibiting companies occupying a total of 1-million sq. ft.

Exhibit space sold thus far well surpasses the space occupied at NPE2009 and SPI expects to fill both

giant halls at the OCCC.

W&H has free passes for the entire NPE. If you would like some, please send an email to [cmfimmers@whcorp.com](mailto:cmfimmers@whcorp.com).

Much is new for the triennial trade show, including a move to the Orange County Convention Center (OCCC), an April 1-5 run, and a Sunday start date. "Super Sunday" will kick off the show with 14 hours of activities from technical sessions and networking events to a golf tournament and the Opening Gala.

According to SPI, NPE2012 will be bigger, better and markedly different from other NPEs. To date there



The West Hall of Orlando's OCCC, where the NPE2012 will be held.

# What's New in Extrusion

## Sigma Plastics Group Adds to Growing List of W&H Machinery



Sigma Plastics Group is installing a new 5-layer, high-output VAREX blown film line in FlexSol's Nashville, TN plant. FlexSol, which is headquartered in Pompano Beach, FL, is a wholly-owned division of the Lyndhurst, NJ-based Sigma Plastics Group.

This latest VAREX has a working width of 87" and is equipped with a stacked MULTICOOL D air ring and FILMATIC TX dual turret winder. This will be the 5<sup>th</sup> VAREX at FlexSol and is slated to produce films primarily for food packaging.

The Sigma Plastics Group has more than twenty W&H co-extrusion blown film lines, five of which have been installed this past year alone.

ISO Poly Films in Gray Court, SC

added four W&H blown film lines including an 87" 7-Layer line, two 3-layer lines with widths of 110" and 126", and one 63" 5-layer line.

McNeely Plastics in Clinton, MS, boosted its production with a 71" 3-layer line. The two companies became members of the Sigma Plastics Group in February 2009 and January 2010 respectively.

"W&H machinery performs extraordinarily well for our product lines and we intend to continue growing with W&H," said Alfred Teo, Chairman & CEO of the Sigma Plastics Group.

FlexSol manufactures flexible packaging and value added plastic films. The company designs, manufactures and markets a comprehensive line of custom bags



FlexSol Packaging's headquarters in Pompano Beach, Florida

and film, shrink and stretch hood films, performance and barrier films and can liners used in a wide range of applications for the food and beverage, industrial, Jan/San and agricultural end markets.

Sigma Plastics Group, a Certified Minority Owned Business, is the largest privately held film manufacturer in the plastics industry with annual production exceeding 2 billion lbs. of raw material.

[www.alpha-industries.com](http://www.alpha-industries.com)  
[www.flexsolpackaging.com](http://www.flexsolpackaging.com)

## PLAST-EX Toronto A Big Success

For over 50 years, the PLAST-EX trade show has been a major event for the Canadian Plastics industry. This year, W&H exhibited for the first time and were very happy with the show.

"PLAST-EX proved to be an excellent show for W&H with Canadian visitors from Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Alberta and British Columbia at our booth. Not expected were the several visitors from the U.S. checking out what goes on in Canada," commented

David Beddus, Product Sales Manager.

Dirk Kroll, President of WebConvert (W&H's Canadian sales office) added, "The show provided an excellent opportunity for us to network with our existing and future customers. We always meet some unexpected people at industry shows, which makes the investment worthwhile."

The next PLAST-EX will take place in June 2013.



From left Peter Leclaire, Susan Kroll and Dirk Kroll of WebConvert with W&H's David Beddus

# What's New in Extrusion

## FILMEX Cast Film Part 2: Surface Protection Film

Our first segment on cast film production served as an introduction. In this segment, the focus will be on using cast for surface protection film.

This extrusion application is very specific and high-end. Whereas surface protection films are manufactured all around the world for a variety of applications and at varying levels of quality, Asia is where most cast films of this type are manufactured. This is due in large part to the enormous growth of flat screen and LCD panel production. To maintain the integrity of panel components, high-quality surface protective films are necessary during the many stages of panel production and assembly.

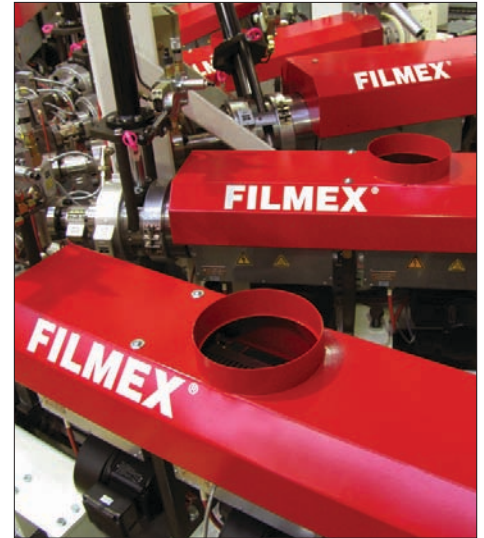
These types of films are ideally produced on cast film lines because only cast can provide the gauge tolerance and flatness required for this level of film sophistication.

Over the past few years, W&H has been a dominant supplier of cast film lines for these special films. The FILMEX guarantees optimum film flatness with almost no gels, which is vital for manufacturing premium quality film for both sticky and non-sticky structures. Marks and gels on the film can mar these high quality screens/panels, so only flawless films can be used.

W&H's expertise in this area stems from experience, knowledge, and attention to detail on the strict requirements for these lines.

The film manufacturing process begins with extrusion. Special resins and formulations are used because gel count is a constant concern.

Machinery must be designed and built specifically for these applications, for example streamlined short melt channels, extreme filtration



Extruders on a FILMEX line

capability, i.e. long life cartridge filters with leaf disc elements. These elements provide the large surface required for very fine melt filtration. Concentrating on very good melt quality and homogeneity is another standard practice.

Beside film flatness, film shrinkage must also be addressed. The FILMEX incorporates an in-line annealing station, which ensures the delivery of a high-quality, highly-stable flat web to the winder.

Lastly, the highest end manufacturers produce the film in a clean room environment to guarantee no dust particles will contaminate the manufacturing area. In this environment the extrusion line components are installed with the "hot parts" separated from the "cold parts" (see photo to left).

For more information on the cast film process or the FILMEX line from W&H, please contact Nick Nigro at [nick.nigro@wuh-group.com](mailto:nick.nigro@wuh-group.com).



FILMEX cast film line for the production of surface protection films under clean room conditions

# In the News

## W&H Celebrates New Assembly Hall

In May, W&H celebrated the opening of a new 54,000 sq. ft. extrusion assembly hall with a company party that won't soon be forgotten.

W&H welcomed 2,350 employees and partners to an evening of red carpet treatment, plenty of food and drink, and most of all, surprises.



The entertainment was extraordinary and captivating. Christof Engels fascinated all with his illuminated water drums (below left), attendees marveled at the indoor pyrotechnic show (right), and later danced into the early hours with Waterproof, a soul, rock and pop band.



"The evening was spectacular and the atmosphere electric. Everyone had a wonderful evening. It really was

a great way to celebrate what has been a record year of growth for W&H globally and to recognize the team's contribution to this amazing success," said Hans Deamer, President of W&H Corporation.

## Warehouse



Eric Simpson joined W&H as Warehouse Coordinator over the summer and works directly with Mike Costa.

With over 10 years of experience in warehousing at companies such as Sigma Distribution for CISCO, McKesson Medical, Iron Mountain and Archive America, Eric's transition to W&H has been seamless.

He studied Audio Recording at the Arts Institute of New England in Boston and ran his own project studio for three years. Eric is an avid musician.

## Accounting



Donald Paquin, known as DJ, joined W&H in the accounting department in September.

DJ has been in accounting for the past 10 years, working for companies such as K2 Partnering Solutions. He has always combined his bookkeeping know-how with other interests throughout his career, including during his years as a guitar player in a Washington, DC-based rock band. DJ has a degree in Communications Audio Engineering from Rhode Island College.

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