

# CONVERSIONS

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**WINDMOELLER & HOELSCHER CORPORATION**

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## Bema Polytech Orders 2nd W&H Flexo Press



Business is good at Bema Polytech. To meet the increased demand for

small- to mid-sized print jobs, the Elmhurst, IL-based company has ordered a new 52" 8-color MIRAFLEX AM flexographic press. The added capacity will complement Bema's 10-color PRIMAFLEX, which they acquired back in 2008.

Glen Galloway, President of Bema Polytech, says, "We're busier than ever and found that we needed to replace an older press and expand our capacity. Most of our jobs are small- to medium-sized and require high print quality. It's critical to get jobs in and out quickly and efficiently, which is why we chose the MIRAFLEX AM. Once it arrives, we'll only have

W&H presses running on the floor."

For a relatively small company with just under \$20 million in annual sales, Bema is quite vertically integrated. Their services include advanced pre-press, 10-color flexographic printing, adhesive lamination and converting capabilities such as slitting, bag making and pouch making.

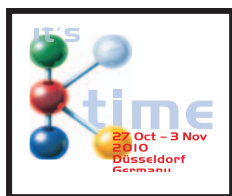
W&H introduced the MIRAFLEX AM to the market in the fall of 2009 as a lower cost solution for customers who run many small- to mid-sized jobs daily and need a press that yields superior print quality, while offering quick and seamless changeovers.

The line to be installed at Bema Polytech is capable of printing speeds up to

1,200 ft/min. and is equipped with EASY-SET for automatic impression setting, EASY-REG for registration and TURBOCLEAN automatic ink supply and wash up system that completes ink changes on all decks in less than 5 minutes. The press will be installed in the fourth quarter of 2010. [www.bemaprint.com](http://www.bemaprint.com)



Andrew Wheeler, Debra and Glen Galloway, Mike Reinhardt



## It's Time for the K 2010 Visit us in Hall 17, Stand A59

"It's K-Time." That's the motto for the K 2010 in Düsseldorf, the world's largest

trade show for plastics and rubber, which will run from October 27<sup>th</sup> – November 3<sup>rd</sup>.

Come by and visit us. We'll be located in Hall 17, stand A59 and will exhibit two running machines: a blown film line and a flexographic printing press, both which represent W&H's latest technology. We'll also have plenty of company experts and engineers

available for discussions or questions on all of our product ranges.

W&H subsidiary BSW (Bag Solutions Worldwide), will be located at an adjacent stand (Hall 17, Stand C60) and will present their woven PP sack product range.

The K 2010 Press Office reported that "optimism reigns in the K year 2010." Almost 3,100 companies from 55 different countries representing all industry sectors will be exhibiting.

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# President's Corner

## WHAT DOES WARRANTY REALLY MEAN?

By HANS DEAMER

My personal experience with warranties is mixed but for me, how companies react to guarantee claims is the key deciding factor on future purchases.

### My Homelite Story

About 15 years ago, I bought a Homelite gas string trimmer and within one summer of normal once a week use, the two stroke engine seized solid, but the shop I bought it from would not honour the warranty and told me I had to return it to an "authorised repair facility", so I found one locally and took it there.

First problem: the guy at this repair shop suggested I had "forgotten" to mix oil in the gas hence causing the seizure, so I suggested he examine the gas in the tank where he could see that there was indeed oil in there. He made some irritating remark about "oil could have been put in after the failure" but he agreed to repair it after I showed him from the purchase receipt that it was "still under warranty."



Homelite ... unsatisfactory warranty support

A month later, I got the repaired trimmer back but by then, summer was about over and after using it once, I put it away until the next spring.

Well you guessed it, when I got it out the next spring, the engine seized again after using it just a few times. I took it back to the same repair facility but of course, by then the 12 month warranty had expired and he refused to repair it unless I paid \$85 (if I remember correctly) ... he would not listen to my arguments and suggested again that I had forgotten to mix oil in the gas ... I was NOT happy!

I then wrote to Homelite explaining what had happened, telling them I was an engineer who has been messing around with two stroke engines for well over 40 years and asking them to honour the warranty ... they refused with more cheeky comments about "possibly no oil added to the gas as is essential with a 2 stroke."

The result: I will never again buy a Homelite product.

### My American Standard Story

At the complete opposite end of the spectrum is my warranty experience with an American Standard kitchen faucet.

After 6 years normal use, I noticed that the white paint finish was beginning to peel from the (always wet) bottom part of the faucet ... however it still functioned perfectly.

The instruction book said "lifetime guarantee on the finish" so I called American Standard and got right through to Customer Service and explained my problem, fully expecting some discussion, but instead, to my very pleasant surprise, the customer service agent said simply "No problem sir, the finish has a lifetime guarantee and so I will send you a brand new faucet overnight by

FedEx ... oh and by the way, we have updated the push button operated hand spray so I will send you that too at no charge."



American Standard ... the warranty means what it says

Sure enough, a brand new faucet and spray attachment turned up the next day with a short apology note.

Do you think I will ever again buy a faucet from anyone other than American Standard?

### Home Depot

In spring this year, my 8 year old gas yard blower failed (caused by ethanol in today's gasoline but that is another subject!) and so off I went to Home Depot to get a new one.

I buy cheap so came away with a \$99 Ryobi gas blower but within two weeks, the engine started to stall and soon I could no longer get it started, so when I returned it and went to get another off the shelf, the Home Depot salesman helping me commented "Oh we have a lot of problems with the Ryobi blowers and get a lot returned ... most professionals buy the Echo gas blower as they are so tough and reliable."

The Echo blower was \$150, however, about 50% more than the Ryobi, and feeling that if the Ryobi units were so unreliable then Home Depot should not sell them, I asked to see the Store

# President's Corner

Manager to give him my thoughts with the hope he might give me a discount on the Echo blower.

The Manager came over, listened to my story and said "I am sorry you have had this trouble ... you can have the Echo blower for the same \$99 you paid for the Ryobi." A bit shocked, I thanked him and told him "great customer service!"

I am now even more loyal to Home Depot!

## W&H Warranties

At WHC, we have the mantra "don't fight a battle if you will lose the war." My promise to our customers is that we will fix problems on our machines

which occur during warranty with a big smile and no discussion or arguments.

If any of our readers feel we have NOT kept this promise or that we have not responded to your satisfaction on a warranty problem, please call me or our Director of Service, Javeed Buch and we will resolve it quickly and fairly.

We want your NEXT machine to be from W&H too!

## Last Comment ...

We have noticed some really dubious written claims recently from some of our competitors about energy use

on their machines ... one example I read this morning: "Our presses use 30% less energy than competitive machines and operate with 100% renewable energy sources."

Our calculations clearly show the 30% less energy use claim to be a complete fabrication and simply not true, while I am not even sure what the second claim means as all energy (compressed air, electricity, heat, etc.) can be generated from renewable sources.

Beware of these and similar spurious claims ... please investigate what they are based on and take the time to check the facts before accepting them at face value.

## K 2010 and EXPO continued

Sixty percent of these exhibitors come from outside of Germany.

W&H traditionally hosts an in-house EXPO in our Technikum in Lengerich during large trade shows in nearby Düsseldorf. This year is no exception and we invite you to visit us. There



The VAREX on display at K 2007

will be live demonstrations of industry leading technologies in film extrusion, package printing and converting. Complimentary shuttle bus service will be available for transport between the Messe Düsseldorf and the W&H Technikum in Lengerich.

Film lines to be highlighted at the EXPO include:

- AQUAREX blown film line with water quenching
- 3-layer OPTIMEX blown film line
- 3-layer VAREX blown film line
- 9-layer VAREX blown film line
- MDO line (Machine Direction Orientation)

A number of other machines will be featured, including MIRAFLEX flexo and HELIOSTAR gravure presses, a POLYREX shopping bag line, an



OPTICOOL will be shown at the in-house EXPO

AD CONVERTER woven PP valve bottomer and a POLYTEX tuber for woven PP sacks as well as other machinery from BSW.

For more information about W&H at the K 2010 or visiting our in-house EXPO, please contact Catherine Mattson-Fimmers at [catherine\\_mattson-fimmers@wuh-group.com](mailto:catherine_mattson-fimmers@wuh-group.com).

# Eye on Sustainability

## Accredo: Built on a Foundation of Sustainability



ACCREDITO  
PACKAGING, INC.

Flexible packaging converter, Accredo

Packaging, Inc. has been up and running for just over a year, but is already an industry leader recognized for its comprehensive focus on sustainability.

The 200,000 sq ft., state-of-the-art Sugar Land, TX plant was designed and built to meet LEED® Silver certification standards, and utilizes 100% wind-generated electrical power, with a focus on eliminating waste while minimizing its carbon footprint.

Accredo Executive Vice President, Rex Varn, says their commitment to producing sustainable flexible packaging solutions, primarily

targeting the Consumer Packaged Goods (CPG) segment, is supported by a sizable R&D budget. Adds Malcolm Cohn, Director of Sustainability, “we’re researching compostable and recyclable solutions, but we also want to find new ways to produce conventional polymeric packaging in a more sustainable way. Reducing waste, using less resources and increasing productivity equates to better sustainability.”

Some of the company’s biggest breakthroughs to date are in the area of stand-up and flat bottom pouches, as well as wicketed bags. Accredo was the first to produce a zippered stand-up pouch made entirely from certified compostable components,



Accredo's green facility in Sugar Land, TX

providing a major area of growth for Accredo.

Utilizing the most efficient machinery is part of Accredo’s equation for sustainability. The facility houses 3-layer and 9-layer VAREX blown film lines as well as 10-color NOVOFLEX presses from W&H, with more equipment scheduled for installation.

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

## Multifilm Packaging: Drawing Energy from the Earth



MULTIFILM  
Packaging Corporation

When the cooling system at Multifilm

Packaging needed replacement, the Elgin, IL-based converter asked a European energy consultant how they could cool and power the facility with less energy.

The answer was to drill seven wells 300 feet below Multifilm’s grounds and install a geothermal process cooling and HVAC system.

Olle Mannertorp, President, said “We had to get rid of the old chiller anyway and this was the perfect opportunity to make a substantial impact on our energy consumption and carbon footprint.”

Multifilm uses geothermal energy to an extent that has never before been used in North America and has significantly lowered the company’s energy consumption. Water is pumped at 52° F into a

closed loop system and circulates through the plant to cool both it and the machinery. In the winter, the heat generated as the water passes through the machinery is then used to heat the plant.

A preliminary internal analysis comparing July 2010 with July 2009, which weighed in factors such as higher temperatures and a 33% jump in production in 2010, indicated that the geothermal system has yielded energy savings of close to 50%.

What about maintenance costs? Multifilm says one of the best things about their new system is that “nothing major can break, just pipes or pumps and these are easily replaceable and inexpensive to keep on hand.” The company expects to achieve ROI within five years.

Multifilm Packaging is a vertically integrated converter offering cast film extrusion, printing, metallizing, slitting and rewinding primarily for candy and snack foods.

For a photo blog of Multifilm’s geothermal project, go to [www.multifilm.com](http://www.multifilm.com).



This blue suitcase-sized heat exchanger replaced a 340 ton chiller!

# What's New in Presses

## VISTAFLEX - AN EXCITING NEW CONCEPT

### How is the VISTAFLEX different?

The VISTAFLEX is different from today's other modern central impression flexo presses because of its unique operating concept. The printing sleeves are no longer pushed or loaded into the color decks from the side but from the front and rear of the C.I. section. The terminology used for this concept is front loading – in contrast to side loading.

Today's C.I. presses use plastic sleeves on which the plates are mounted. These are usually loaded from the operator side of the press and are pushed onto mandrels fixed inside the press. To keep the sleeve

expensive and are still heavy at large repeats.

### What does the VISTAFLEX do better?

On the VISTAFLEX, interchangeable plate mandrels are integrated into the machine. The operator selects the correct mandrel size that enables him to use thin-walled sleeves at the repeat to be run. Expensive, heavy adapters are no longer needed. This type of set-up improves the mechanical rigidity and accuracy of the mandrel/sleeve so that higher production speeds are achieved while also simplifying job changeovers and making them safer.

The VISTA-PORT includes a storage system typically for five sets of plate mandrels with sleeves and a set of anilox rolls. When the machine is running, the plate mandrels in storage are automatically pre-sorted so the changeover can be carried out in perfect sequence. This results in automated changeovers of under five minutes – this cannot be achieved today with any side loading sleeve press.

### What advantages does the VISTAFLEX offer?

Unrivaled productivity with high speeds and extremely short make-ready times. In addition, it is safe and easy to operate and requires fewer operators. There is no need for expensive adapters or sleeve-type anilox rolls – benefits which increase with web width and print speed. The VISTA-PORT robot changes plate mandrels and sleeves and aniloxes quickly, and operators no longer have to lift and handle heavy sleeves or adapters during job changeovers – they can instead focus on other make-ready tasks. These benefits can yield six figure savings per year.



walls thin and allow for large repeat lengths, adapters or bridge sleeves are used. These are thick walled sleeves of plastic or carbon fiber composite on which the thin plate sleeves are carried. The adapters fit onto the machine mandrels, but this concept has limits with large print widths and repeats. In such cases, sleeves and adapters become very unwieldy, heavy and prone to damage. One solution to this problem is to use light-weight materials like carbon fiber, however, they are very

### What is the concept?

The most important aspect of the VISTAFLEX concept is the integration of the VISTA-PORT robot and mandrel storage systems on each side of the printing section (left and right when viewed from the operator side). The VISTA-PORT is designed to change plate mandrels and sleeves and anilox rolls fully automatically. The concept is similar to the retooling procedure in modern machining equipment.

### Will the VISTAFLEX change Flexo?

Definitely! The VISTAFLEX concept complements smaller side-loading sleeve presses like the MIRAFLEX. Cost savings and impressive ROI can be calculated for individual customer applications, and several customers with VISTAFLEX presses now running in production in the U.S. and Europe have been amazed by the productivity and performance – we already have several repeat VISTAFLEX orders!

-Ulrich Harte, Press Marketing Manager, Germany

# What's New in Extrusion

## McNeely Plastics, a Sigma Plastics Group Company, Adds Another VAREX Line



Mississippi-based McNeely Plastics, part of the Sigma Plastics Group, has purchased

another VAREX co-extrusion line from Windmoeller & Hoelscher to increase the company's capacity and to position itself for future growth.

This purchase marks McNeely Plastics' third investment in W&H technology. Greg McNeely, President & COO, said, "We currently have two 3-layer VAREX blown film lines and they have served us well. We've achieved the quality and output expected and the equipment is very easy to use. We're especially excited about the OPTICOOL air ring which will give our new line even more output capacity than the first two, and that's saying a lot."

McNeely added, "Our existing lines have widths of 63" and 87". With the new VAREX line, we want to add breadth to our product offerings and

a blown film line with a 71" working width will help us reach that goal."

The new high-output 3-layer VAREX line has a layflat width of 71", grooved feed extruders (70.30/120.30/70.30D), and a FILMATIC S dual surface winder. A highlight is the recently launched OPTICOOL air ring, which is designed to give much higher output rates than can be achieved with traditional dual air ring systems. The line is scheduled for a Q4 2010 shipment.

Alfred Teo, Chairman and CEO of the Sigma Plastics Group, adds, "We have over 20 multilayer extrusion lines from W&H in our group. I'm extremely happy with the quality of the machinery and service from W&H and look forward to a long-term relationship."

McNeely Plastics was founded in 1983 as a diversified distributor of plastics products and has been manufacturing high quality plastic film and bags for a wide variety of

industries for almost 15 years. In January 2010, McNeely Plastics became part of the Sigma Plastics Group.

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



High output OPTICOOL from W&H

## TAKE A LOOK AT THIS!



CO<sub>2</sub> fire suppression testing on a new NOVOFLEX just installed here in the US makes a dramatic show.

## QUOTES

"He has no enemies but he is intensely disliked by his friends."  
- Oscar Wilde

"He is a self-made man and worships his creator." - John Bright

"Notice the things that no one else sees - Be brave enough to stand alone."  
- Lenore Chevalier Joelle Beaudelaire

From an Old Farmer:

- "Words that soak into your ears are whispered, not yelled."
- "Forgive your enemies. It messes up their heads."
- "Do not corner something that you know is meaner than you."
- "You cannot unsay a cruel word."

## TIDBITS

Intelligent people have more zinc and copper in their hair.

The US share of the world economy in 2000 was 31%. In 2008 - 25%.

Estimated Value of California's cannabis market -- \$40 million.

Factor by which the total carbon footprint of the average German Shepherd dog EXCEEDS that of an average SUV - 2.4.

Number of US airports which have lost commercial air service since 2007 - 96.

# What's New in Converting

## W&H Launches World's Fastest Cement Sack Line

May marked the official launch of W&H's new paper cement sack line, the AM 8105 – AD 8300, at a demonstration at PapSac Maghreb, a division of Mondi Group located in Casablanca, Morocco. This new cement line from W&H reaches outputs of up to 120,000 sacks per shift.

Because cement sacks are mass-produced with little added value, even small improvements in production efficiency can have big effects in terms of time and resource savings.

The speed of a bottomer sets the standard for the rest of the production process. The AD 8300 is 20% faster than earlier lines and can produce up to 360 sacks per minute. Smart

roll end monitors at the unwinds ensure swift roll changes with minimum waste.

To meet the speed of the bottomer, the AM 8105 tuber output rate was raised, reaching 400 tubes/min., which applies throughout the entire size range. The smart roll end sensors reduce roll change time and minimize material left on the core to about 12 feet.

The modular design allows customers to tailor the line to meet their needs and to be upgraded as required. Add-on modules for ultrasonic sealable



AD 8300 bottomer from W&H is the industry's fastest

valves or bags with carrying handles are available upon request.

For more information about multiwall equipment, contact Hans Deamer at [Hans\\_deamer@wuh-group.com](mailto:Hans_deamer@wuh-group.com).

## KTN, Beumer, W&H Open House a Big Success



Together, Katoen Natie (KTN), BEUMER

Corporation and W&H welcomed 43 guests from various companies to an Open House at the KTN Gulf Coast polymer logistics platform in LaPorte, TX on June 8th and 9th.

Visitors were introduced to the



Bob Duren of W&H with BEUMER's Scott Kane

fastest complete FFS packaging system in North America, including FFS bagging, palletizing and stretch hooding. The system includes components from W&H and BEUMER, who have been partners for more than ten years.

The system's first station is W&H's TOPAS FFS line, which can fill up to 2,200-50lb bags per hour. This packing is followed by a belt transport system that feeds the BEUMER paletpac® palletizer with speeds up to 2,500 bags per hour in a 5 bag pattern, which was designed specifically for the polymer resin industry.

The event kicked off with dinner and continued the next day with presentations about the technologies, followed by small group tours of KTN's modern facility, during which individual processes were explained.



Rafael Imberg of W&H explains the TOPAS

KTN is the largest contract packer in the world and provides logistics and engineering solutions for a wide range of industries, including petrochemicals, specialty chemicals and liquids. As of 2009, KTN owned 154 logistics platforms worldwide.

For more information, contact Bob Duren at [Bob\\_Duren@wuh-group.com](mailto:Bob_Duren@wuh-group.com).

[www.katoennatie.com](http://www.katoennatie.com)  
[www.beumer.com](http://www.beumer.com)

# In the News

## Canadian Plastics Industry at a Glance

At a May 2010 meeting of the Canadian Plastics Industry Association (CPIA), President and CEO, Mark Badger, included some interesting statistics about the Canadian market:

- There are 3,300 plastics companies based in Canada
- 95% of these are Canadian owned
- The industry generated \$31 billion in revenues in 2009
- \$2 billion of this is in film
- 41% of plastics manufactured in Canada is exported.
- Roughly 113,000 Canadians work in the plastics industry.

For more information, go to [www.plastics.ca](http://www.plastics.ca)

## W&H Articles and Presentations



Dave Beddus presented "Innovations in Multilayer Film Extrusion Technology for 2010" at the AMI Multilayer Packaging Films

Conference in June. This presentation will appear in *Packaging Films* magazine in spring 2011.



Greg Collins of C-P Flexible Packaging and W&H's Mike Reinhardt have coauthored an article entitled "Installing and Maximizing

Productivity from Your New Press," which appeared in the *FLEXO Buyers' Guide* (August 2010). Mike will present this article at the FTA's fall conference in Louisville, KY. Mike will also speak on innovations in press technology at the October NIPRI Technical Conference in Ft. Meyers, FL.



Nick Nigro is scheduled to present on the topic of cast films at AMI's Stretch & Shrink Films conference this October in Atlanta, GA.



Klaus Kleemann has written an article entitled "Innovative Color Matching," which will be published in the October issue of *FLEXO*.



W&H President, Hans Deamer, will present "Recent Developments in Worldwide Multiwall Markets" at the Paper Shipping Sack Manufacturers' Association (PSSMA) November meeting in Orlando, FL.

## Press Department



David Lukas has assumed the position of Installation Manager, Printing Presses.

David brings with him valuable experience working with a wide range of machinery including printing presses, form-fill-seal, shrink wrap and converting equipment. He installed his first press over 30 years ago and has since patented an escapement device for bindery equipment.

Companies David has worked for include MAN Roland, Arrow Converting, Weldotron, and Somerset Technologies among others.

## Parts Department



Ingmar (Iggy) Klumpers joined W&H Corporation in August, taking on the role of Spare Parts Specialist.

Prior to joining W&H, Ingmar worked in customer service at Petro and in accounting at the Dutch firm Rowac. This experience, along with his fluency in English, Dutch and German will help him settle in quickly.

Ingmar currently resides in Connecticut with his wife, Rebecca and their three children, Brianna, Nathan and Sadie.

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