

CONVERSIONS

SPRING 2006

a Publication of



WINDMOELLER & HOELSCHER CORPORATION

www.whcorp.com

Excelsior Packaging Installs 9-layer FILMEX® Cast Film Line



Excelsior's new generation FILMEX® cast film line with FILMATIC® M winder

"This line represents the pinnacle in cast film extrusion technology," states Ron Shemesh, CEO of Excelsior Packaging Group. Excelsior has just completed installation of a 106" 9-layer FILMEX® cast film line at its

Yonkers, NY facility. The line, equipped with the FILMATIC® M winder, marks the first W&H new generation cast film line to be installed in North America. Now configured as a 9-layer system, it is capable of extruding up to 28 layers

...making it the FIRST installation of the new generation FILMEX® in North America.

for special applications if additional die feed block technology is added.

After extensive trials, Excelsior was impressed with the FILMEX® line's ability to extrude optically perfect films for a variety of applications: "This line can extrude monumental rates of output while maintaining world class gauge control with superior optics and functionality," explains Shemesh.

Excelsior Packaging is a diversified global supplier and manufacturer of flexible packaging for the food, medical and consumer packaging industries and, with its patented SteamFast® technology, is the world leader in microwave steam cooking systems.

W&H to highlight new generation FILMEX® at NPE 2006

In addition to showing a 3-layer VAREX® blown film extrusion line, W&H will also devote a portion of Booth #2559 (located in McCormick South Hall) to highlighting the latest advancements in cast film extrusion. Dr. Boris Rotter, W&H's Product Manager for Cast Film Systems, will be on location to provide further information and answer any questions.



This year's NPE show will take place from June 19 - 23 at McCormick Place in Chicago, IL.

President's Corner

W&H People In the News

The New MATADOR® NG

NPE Preview

REINHOLD

PRIMAFLEX® CM's for Star Packaging and C-P Flexible Packaging



PRESIDENT'S CORNER

By HANS DEAMER

HOWARD HUGHES

I'm not much of a book-reader, but I recently read one by Richard Hack entitled "Hughes – The Private Diaries, Memos and Letters".

While the recent movie "The Aviator" told much of the story, this biography goes into incredible detail about Howard Hughes' successes, failures, idiosyncrasies, and frankly, insanity. Born in September 1905, he died in February 1976 after spending the last 20 years of his life in a single, completely blacked out room, opening the door occasionally about 10 inches to allow his servants to push in food and water.

Surviving some horrific airplane crashes as he tested his Hughes aircraft prototypes, he became addicted to powerful painkillers such as Codeine, sometimes taking up to 100 pills a day.

A handsome dare-devil, Hughes was the first true billionaire in America, whose initial wealth came from a company founded by his father, Hughes Tool, who developed the 3-section rotary drilling bit for oil wells,



The "Hughes" Book

enabling the first penetration of bed rock to reach the oil underneath. Prior to the development of this rotary bit, oil wells could only be drilled in soft ground with limited yield as a result. He had affairs with an incredible

array of Hollywood stars, including Jane Russell, Jean Harlow, Gloria Vanderbilt, Ava Gardner, Ginger Rogers, Linda Darnell, Lana Turner, Katherine Hepburn, Billy Dove, Jean Peters, Betty Davis, Yvonne DeCarlo, Rita Hayworth and many more.

While living in isolation and squalor in this single room over the last 20 years of his life, he bought half of Las Vegas and fought massive law suits, including one with TWA, which went on for more than 10 years.

This book really is worth reading and is an amazing insight to an American legend.

TIM JACCARD

While thumbing through a copy of my wife, Jackie's, People Magazine, I came across a heartrending article about Tim Jaccard, a medic with the New York Nassau County Police Department.

10 years ago, he was called to a scene where an abandoned newborn baby had been found drowned in a toilet bowl.



Tim Jaccard (Photo courtesy of PEOPLE Magazine)

Since then, Jaccard has buried more than 80 abandoned newborn babies, with each child getting flowers, a tiny white coffin with a teddy bear inside, and a small headstone engraved with a name.

Jaccard gave all the babies he finds the second name of Hope. The first name was chosen either by the circumstances in which the baby was found (eg. Crystal Hope, because the body was frozen and covered in ice; or Valentine Hope, found on

Valentine's day); while others' first names came from the name of the police officer who originally found the tiny bodies.

Jaccard has now founded the AMT Children of Hope Foundation, which pays for counseling, pre-natal care and hospital fees for desperate mothers to help them through the adoption process.

He keeps a folder on every baby he buries and comments in the article, "I cry a lot."

What an incredible man.

LEGEND OF THE MOTORCYCLE

On a happier note, on May 6th, Jackie and I attended the inaugural "The Legend of the Motorcycle" concours held at the new Ritz Carlton Hotel built right on the cliffs overlooking the Pacific Ocean at Half Moon Bay, about 30 miles south of San Francisco.

This very high-class charity event showcased more than 200 of the rarest, most valuable antique motorcycles from as far away as Germany. The featured marks of Brough Superior and Crocker were displayed on the veranda, with the others spread out across the Ritz Carlton's grounds.

We found ourselves rubbing shoulders with Sandra Bullock and her husband, Jessie James, Peter Fonda and Ewan MacGregor,



Looking at Brough Superiors

and I even found myself standing in the men's room next to Arlen Ness.

A spectacular show in a spectacular setting.

W&H People In The News

Reorganization Boosts Capacity:

W&H Corporation's SPARE PARTS, SERVICE and PRINTING PRESS departments receive added manpower.

SPART PARTS DEPT. - **Ludger Forsthoff** has been promoted to Spare Parts Manager and is focused on optimizing WHC's parts service and response performance. Ludger originally came to WHC last year from the Spare Parts department in Lengerich to aid the switch over to SAP. Now, Ludger devotes himself full-time to improving W&H's parts performance in North America.

Also joining the Spare Parts team is **Leo Plasse**. Leo has been with W&H for 21 years, originally as a machinist making spare parts, after which he was involved in the overhaul of printing decks. A qualified mechanical engineer, Leo now works as a WHC Parts Specialist.

W&H Corporation's SPARE PARTS TEAM

Customers calling with a parts inquiry will speak to the following individuals:



Ludger Forsthoff
Parts Manager



Al Hervieux
Parts Specialist



Celia Kettle
Parts Specialist



Leo Plasse
Parts Specialist



Ed Lane
Purchasing Manager

SERVICE DEPT. - **Javeed Buch** has been promoted to Technical Manager - Printing Equipment, and **Kate Bachner** is W&H's new Field Service Coordinator (see "New Employees" insert).



Javeed Buch
Technical Manager
- Printing Equipment

WHC's Dual Sales Managers - PRINTING PRESSES



Mike Reinhardt
Sales Manager
- Printing Presses



Klaus Kleemann
Technical Sales Manager
- Printing Presses

PRINTING PRESS DEPT. - Things are so busy in the Printing Division that demand calls for not one, but TWO Sales Managers. Joining current Sales Manager, **Mike Reinhardt**, is **Klaus Kleeman**. Klaus previously worked as WHC's Service Technical Manager and now is Technical Sales Manager for Printing Presses.

NEW EMPLOYEES

Kate Bachner

Kate joins us in the position of Field Service Coordinator. She holds a Master's degree in Socio-Cultural Anthropology from Columbia University, and a B.A. in Anthropology from Hartwick College. She has collaborated on research projects in Mongolia, Madagascar, Russia, India and Hawaii, and has had the opportunity to study in both Mexico and Switzerland. Kate is fluent in German (Swiss German, that is) and commands a basic knowledge of Spanish and---can you believe it---Mongolian!



Marty McConnell

We welcome Marty to WHC who joined us in January as Warehouse Coordinator. Marty comes to us after working 12 years for Zebra

Technologies International of Warwick, RI as the lead person in inventory control. As WHC embarks on a full-scale warehouse organization and facility upgrade, we know we can count on Marty's prior knowledge in inventory management to come in handy in our quest to continue improving our parts performance.



What's NEW at W&H

Introducing the new MATADOR® NG...

Quick changeover speeds and increased size range of production material highlight this flat and satchel bagmaking machine.



The new MATADOR® NG flat and satchel bag making machine

Whether you're producing short bags for hamburgers or long ones for French baguettes, the new MATADOR® NG can satisfy almost any requirement.

W&H's subsidiary, GARANT Maschinenhandel GmbH of Lengerich, Germany, proudly debuts its latest machine in the MATADOR® series, the MATADOR® NG.

The new MATADOR® NG features faster changeover speeds compared to the older variation, as well as a considerable increase in size range.

Bag widths now range from 2.4" - 15" (60 - 380 mm); cut-off length is 6.3" - 30" (160 - 760 mm); and the side gusset measures up to 2.8" (70 mm) or 3.2" (80 mm) with

optional parts.

Furthermore, the new MATADOR® NG is outfitted with a job storage system that allows the operator to digitally store all parameters for a specific job that can be recalled later for repeat orders.

GARANT is a wholly owned subsidiary of the W&H group and a leading supplier of used and reconditioned machinery. GARANT is also involved in the sales, development, technical support and spare parts service for certain new machines built under license from W&H.

The MATADOR® NG is one of several GARANT machines that are part of Windmoeller & Hoelscher Corporation's product range for bag and sack converting.

For more information regarding the MATADOR® NG and other W&H bag converting technologies, contact Heine Heininga at hheininga@whcorp.com or call (800) 854-8702 or cell (401) 580-2212.

QUOTES:

"When someone shows you who they really are, believe them... the first time."

- **Maya Angelou**

"Don't find fault. Find a remedy."

- **Henry Ford**

"If two men agree on everything you can be sure one of them is doing the thinking."

- **Lyndon B. Johnson**

"In every real man a child is hidden that wants to play."

- **Friedrich Nietzsche**

"Never stir up litigation. A worse man can scarcely be found than one who does."

- **Abraham Lincoln**

"Be nice to people on your way up because you might meet them on your way down."

- **Jimmy Durante**

"Watch your thoughts; they become your words. Watch your words; they become your actions. Watch your actions; they become your habits. Watch your habits; they become your character. Watch your character for it will become your destiny."

- **Hillel the Elder,
Rabbi and Teacher**

What's NEW at W&H



W&H at NPE with 3-layer VAREX® Blown Film Line

Visit us, June 19 - 23, Booth 2559 (South Hall, McCormick Place, Chicago)

This year's line is equipped with the following features:



3-Layer VAREX® with platform extruder

- 63" (1,600 mm) working width
- Three direct driven extruders (70/90/70.30 D)
- Platform extruder mount for minimum space requirements
- OPTIFIL® P2 automatic blown film die with a 16" (400mm) diameter
- MULTINIP oscillating haul-off
- K-NOSTIC® thickness gauge
- Automatic monomer exhaust system (exclusive license)

...and includes a FILMATIC® T winder with:

- Dual stacked turret configuration
- 31.5" (800mm) OD roll capacity
- Reverse wind with adhesiveless transfer
- Integrated roll handling system
- Shaft handling with electric roll cart
- Laser core alignment



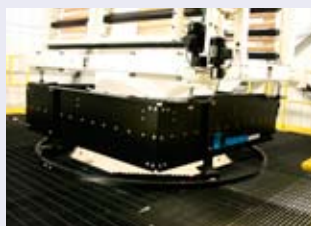
FILMATIC® T dual-stacked turret winder



REINHOLD's Production Efficiency Boosters

Special Coating on Blown Film Collapser Rollers

Carbon fiber collapser rollers have the advantages of low inertia (easy turn), low thermal conduction (little heat sucked out of the bubble) and low expansion due to heat (less jamming of the bearings). The disadvantage of carbon fiber rollers is the hard, smooth, slippery roller surface which impairs bubble tracking through the collapser. By applying a



Collapser roller system

special high grip coating to the carbon fiber rollers, the film tracking is significantly improved.

Anti-Wrinkle Collapser Option

When stiff components such as PS, PP, HDPE, PA and EVOH are included in co-ex structures, the resulting stiff film is prone to wrinkling due to its inextensible nature and the unavoidable geometry of bubble collapsing.

By incorporating a special configuration driven collapser roller system in conjunction with the friction-coated rollers, it is often possible to eliminate wrinkles in stiff films.



TOPAS® Form-Fill-Seal Bag

REINHOLD High Speed Tuber - OPEN HOUSE

Reinhold will be hosting their High Speed Tuber Open House Event on 19 - 20 July in Lengerich, Germany.

This event will include technical updates on W&H's co-ex blown film equipment, Reinhold's resin saving technique of gusseted sack tube production and W&H's TOPAS® Form-Fill-Seal machine.

Visitors will see first hand, a VAREX® 3-layer co-ex blown film line producing the sack film sheeting, a High Speed Tuber producing 59" diameter rolls of gusseted heavy duty sack tube at 1000 fpm and a TOPAS® FFS machine.

For more information, contact David Beddus at BeddusReinhold@aol.com or call: 978-282-0343

PRINTING Feature

PRIMAFLEX® C—a hot seller!

W&H's most successful flexo press introduction gains more momentum with recent orders from Star Packaging and C-P Flexible Packaging.

If these presses could physically fly off the shelf, that's essentially what you'd be seeing right now!

The PRIMAFLEX® C press is in demand.

In our last *Conversions* we told you that 35 of these "sweet little presses" have been sold worldwide since the 2004 DRUPA introduction. Well, that figured has jumped *significantly*---now totaling over 50 presses!

Star Packaging of College Park, GA and C-P Flexible Packaging of York, PA are both new U.S. customers who recently placed an order for the PRIMAFLEX® CM.

Star Packaging has purchased a 52" 8-color PRIMAFLEX® CM to be installed this summer in its College Park, GA plant. The company specializes in the printing, lamination and conversion of flexible packaging materials in the form of Inno-Lok roll stock, pouches and bags; and services a wide variety of industries,



The PRIMAFLEX®'s flying splice shafted winders

including produce and prepackaged food, chemical (ie. child resistant packaging) and the entertainment industry.

According to Star Packaging's president, Mike Wilson, "with the



W&H's 8-color PRIMAFLEX® CM

PRIMAFLEX® we feel we'll improve our overall operation, which will lead to more business."

Wilson explains that the new press will allow Star Packaging to decommission two of its existing presses, while simultaneously increasing capacity due to the PRIMAFLEX®'s advanced features:

"The EASY-SET, TURBOCLEAN® and VISCOSENSOR make job changeovers quick, simple and efficient---and with minimum waste."

In York, PA, C-P Flexible Packaging awaits shipment of its new 8+2-color 40" PRIMAFLEX® CM. The press is slated for installation this October.

C-P Flexible Packaging chose the

PRIMAFLEX® CM press largely due to its 8+2-color configuration. This option includes 8 color decks plus 2 down stream flexo units.

"We wanted to add additional 8-color capacity for our existing markets," states Greg Collins, company Vice-President of Manufacturing, "while adding new capabilities for 10-color and backside printing."

Furthermore, C-P was impressed by W&H's equipment: "We felt W&H had the best overall value combination, highlighted by their EASY-SET automatic impression setting capabilities with the ease of use design and competitive pricing."

C-P Flexible Packaging is a supplier of flexible packaging, shrink sleeve and roll fed labels to numerous markets including snacks, bakery, candy, pasta, nuts, coffee, lawn and garden, trading cards, health care and fragrance packaging.

CONVERSIONS

Published by

WINDMOELLER & HOELSCHER CORPORATION

Editor:

Lindsay Morriss
Manager - Advertising and Public Relations

23 New England Way
Lincoln, RI 02865
TEL 401.333.2770 or 800.854.8702
FAX 401.333.6491
www.whcorp.com