

CONVERSIONS

SPRING 2010

A Publication of



WINDMOELLER & HOELSCHER CORPORATION

www.whcorp.com

Canada's NorCan Packaging Orders OPTIMEX 3-layer Line

"Our packaging is flexible, our quality is not." That's the motto of Mississauga, Ontario-based NorCan Flexible Packaging.

Leo Mayette, President of NorCan, acquired the company in 2008 with the intention of growing it while upholding that promise of excellence. He plans to take the company in a new direction through diversification and investing in state-of-the-art equipment, including an OPTIMEX, W&H's new 3-layer blown film line.

Currently, NorCan specializes in packaging primarily for the frozen foods, produce and bakery industries, and has become one of the top three North American manufacturers of ice bags. Founded over 25 years ago, NorCan has evolved from a manufacturer of plastic bags and 2-layer films for security envelopes to boasting a product range including

mono and co-ex film production, printing and converting. The next step: 3-layer films.

"Producing three layer films will give us the capacity to enter new markets. We can also take existing products, such as our co-ex films for ice bags, and produce them with 3 layers. We'll be able to make better, thinner gauge films with the same or enhanced properties using less materials and therefore creating less plastic for the environment," says Mayette.

He explains that over time, NorCan has consistently reduced film thickness without loss of properties and expects to further downgauge using different types of polymers on the OPTIMEX. The main characteristics of the film will include strength, ability to hold up in a cold environment and puncture resistance. "The OPTIMEX is a piece

of equipment that will help us do just that," says Mayette.



The new 3-layer OPTIMEX blown film line

To accommodate the OPTIMEX, NorCan is expanding its facility. Mayette estimates production to begin on the new line by mid-September. (www.norcanflexible.com)

The Best Match is EASY-COL

In a January 2010 color matching competition at a customer's plant,



EASY-COL went head-to-head against the customer's most skilled ink team.

The goal was to achieve a delta E under 1.5 as quickly as possible and with the lowest possible waste.

The results: EASY-COL was able to achieve this goal 50% faster than the customer's crack ink team and with less than half the waste.

For more information about EASY-COL, contact: klaus.kleemann@wuh-group.com.

President's Corner

In-house EXPO Review

What's New in Converting Simplicity in the Bagging

What's New in Printing Colormasters LLC Bryce Corporation

Parts & Service Update

What's New in Extrusion Eclipse Film Technologies

30 Years Webconvert

People in The News

INSIDE this Issue...



President's Corner

GLOBAL WARMING: FACTS OR FICTION?

By HANS DEAMER

The next Ice Age

Back when I emigrated to the US in 1980, I remember reading a scientific article in a respected journal about how the world was about to enter another Ice Age and how ice and sediment core samples showed conclusively that regular global temperature cycles occur naturally and that it was about time for another cold one.

Serious (and some crazy!) ideas to prevent the onset of the next Ice Age were suggested ... one concept was placing hundreds of giant pumps in the oceans to pump cold water from the sea bed to the surface so it could be warmed by the sun ... just half a degree or so increase in ocean temperatures was calculated to prevent the onset of the next cold cycle.

The same core samples show that the world has been warming for the last 18,000 years since we came out of the last Ice Age and also that these natural warming periods last 20,000 years or so, hence we are, historically

at least, approaching the end of this one and should start the next cooling period in 2000 years or so.

Take a look at the chart below. There was a very similar warming period in the 1930's to the one we are seeing now, and going back further, there was a "mini Ice Age" from 1400 to 1860, so variations during these long term global warming and cooling cycles are also natural, often influenced by volcanoes and other major earth occurrences which affect the atmosphere.

A matter of faith not facts?

The argument that Global Warming now is caused by human activity has become almost a religion but recent scandals have shown that at the very least, we are not being told the truth and that activists have influenced the published data.

Recent sensational reports issued by the IPCC (Intergovernmental Panel on Climate Change) on the Amazon rainforest being 40% wiped out by slight changes in rainfall and that the Himalayan glaciers would melt completely by 2035 have had to be embarrassingly retracted after investigation showed that they were based on "Voodoo Science" with no



Courtesy of Google Images

formal research and that green activists had influenced the data.

Similar reports like the one which said sea levels would increase by more than 6 feet by 2100 have also been debunked and retracted.

Then there was the recent "Climategate" scandal where British activist Global Warming scientists tried to squelch other more neutral researchers data which showed NO measurable warming over the last 10 years.

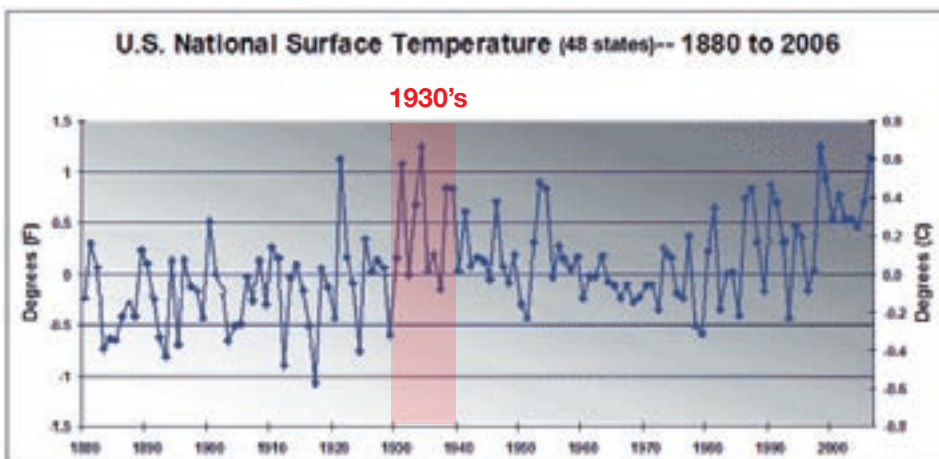
The IPCC also claimed that warming would increase the number of hurricanes and floods but in fact, there were fewer hurricanes in 2009 than any year since 1997.

Interestingly, these predictions have unexpected consequences, for example, hurricane and flood insurance premiums were increased as a result of these reports.

CO2friend or foe?

The cynic in me says that many people confuse carbon dioxide (CO2) with carbon monoxide (CO).

The first, CO2, is a harmless and inert gas essential to life while the second, CO, is a deadly poisonous gas which is very harmful.



President's Corner

CO2 has become the “big new threat” to the atmosphere in this Global Warming debate, yet ice core samples show that CO2 in the atmosphere has been increasing for the last 18,000 years ... when the last Ice Age ended.

Feeding the world's increasing population is in fact dependent on CO2 as exposure to higher levels, dramatically increases food crop and plant yields.

Interestingly, about 186 Billion tons of CO2 go into the atmosphere each year but of this, only 6 Billion tons is produced by human activity, the rest is naturally occurring.

Methane, which is many times worse than CO2 from a greenhouse gas perspective, is produced naturally by decaying plants and animals but amazingly, it is now estimated that globally more than 50% of methane is produced by farmed animals and the cutting of forests to create grazing land ... but there is not much talk of

fixing this, THE major contributor to greenhouse gases, more than all other sources combined.

More Confusion

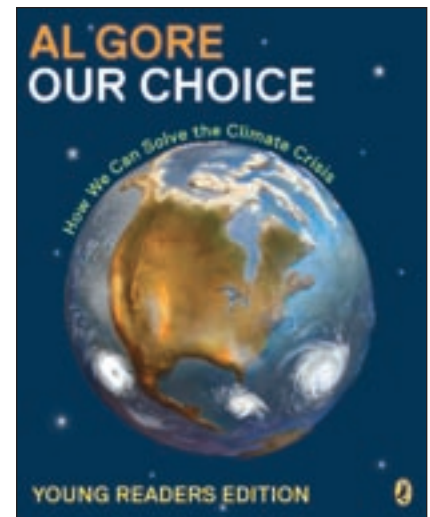
Even Nobel Peace Prize winner Al Gore adds confusion to this topic.

His latest book, “Our Choice: a Plan to Solve the Climate Crisis” (the edition aimed at children is shown here), has a cover picture which shows a photo of the Earth with 4 active hurricanes supposedly a result of Global Warming ... but all 4 are Photoshopped in!

His company, Generation Investment Management, is a major investor in Camco, a UK based company which deals in carbon credits, so earns money from carbon emissions (see his quote below).

What to believe....

A controversial and emotional subject but I for one am not convinced that



Global Warming is the result of human activity but I do remain convinced that reducing air and water pollution makes sense for all of us who live on this Earth.

If anyone is interested in more details on anything I have said here, I am happy to provide background documentation.

QUOTES

“Be more concerned with your character than with your reputation. Your character is what you really are while your reputation is merely what others think of you.”

- Dale Carnegie

“Remind people that profit is the difference between revenue and expense. This makes you look smart.”

- Scott Adams

“We make a living by what we get, we make a life by what we give.”

- Winston Churchill

“To achieve, you need thought ... You have to know what you are doing and that's real power.”

- Ayn Rand

“There is no pillow so soft as a clear conscience.”

- French proverb

“Creative risk taking is essential to success in any goal where the stakes are high. Thoughtless risks are destructive, or course, but perhaps even more wasteful is thoughtless caution, which prompts inaction and promotes failure to seize opportunity.”

- Gary Ryan Blair

“Simplicity is the hardest design principle to follow.”

- Ian Cameron, Rolls Royce Chief Designer

“Never mistake activity for achievement.”

- John Wooden, UCLA coach

“... capitalism without financial failure is not capitalism at all, but a kind of socialism for the rich.”

- James Grant of Grant's Interest Rate Observer

“Nobody is interested in solutions if they don't think there's a problem. Given that starting point, I believe it is appropriate to have an over-representation of factual presentations on how dangerous (global warming) is, as a predicate for opening up the audience to listen to what the solutions are ...”

- Former Vice President Al Gore (now, chairman and co-founder of Generation Investment Management, involved in selling carbon credits)

W&H EXPO Highlights

Biggest In-house EXPO in W&H History

W&H welcomed 1,200 visitors from 57 countries to a three day in-house EXPO at its Lengerich, Germany headquarters this past November. Defying the down market that has gripped the industry, the event turned out to be the largest in W&H's 140 year history, both in terms of attendance and the number of machines demonstrated.

The EXPO's motto was "It's Time for New Innovations" and W&H delivered on this promise with the unveiling of an unprecedented nine new technologies in extrusion and printing.

"While we expected a good attendance, we were delighted to have more than 70 US and Canadian customers there with us. We were all blown away by the show," comments Hans Deamer, President of W&H North America.

Machine demonstrations ran throughout the day, giving visitors the opportunity to make their own schedules and also allowing plenty of time for one-on-one discussions with W&H engineers.

"The feedback we got from our guests during the show has shown that our decision to continue to invest heavily in research and development was the right one. We offer our customers innovative products and technical solutions which help them improve their competitive edge in the flexible packaging market," says Peter Steinbeck, Managing Director.

Highlights of the EXPO included:

OPTIMEX: (OPTIMum EXtrusion at an optimal price)

The OPTIMEX was designed to produce a wide range of top quality 3-layer films at an attractive price. Typical applications include packaging films, carrier bags, lamination and shrink and stretch hoods.

AQUAREX: Water cooled Blown Film Line

The AQUAREX "upside down wet" extrusion line blows film downward and quenches it instantly with a water



EASY-COL Demonstration

calibrator. The result: soft film with high clarity, gloss and strength that is well suited for medical applications and barrier film products.

OPTICOOOL: New Air Ring Technology

The OPTICOOOL air ring provides cooling which gives significantly higher output rates than can be achieved with dual air ring systems.

FILMATIC N: Universal Film Winder

The FILMATIC N winder has been designed for blown film extrusion lines of up to 144" wide and can run in center, gap and surface winding modes.

MDO: Machine Direction Orientation

The MDO gives dramatically improved film properties by controlled stretching. After processing, there is increased tensile strength, improved transparency and reduced layer thickness, thus optimizing the use of expensive barrier resins.

MIRAFLEX AM: New Flexo Sleeve

This new lower cost version of the MIRAFLEX is available in web widths from 41" - 59" and a maximum speed of 1200 ft/min.



Hundreds gather for the unveiling of the OPTIMEX 3-layer blown film line

W&H EXPO Highlights

EASY-COL

The latest version of the EASY-COL ink matching system has a redesigned operator interface and innovative ink weighing system. It reduces press set-up costs notably by accelerating color matching on press and minimizes waste left over inks.

HELIOCONTROL: Register Control System for Gravure Presses

The HELIOCONTROL, with its new laser sensor technology, is the only register control system that is able to achieve perfect registration in one press web length.

Greenovation

W&H also introduced the new “greenovation” logo, which symbolizes W&H’s continued commitment to developing high quality machinery that conserves resources and reduces waste.

Additionally, W&H subsidiaries, Garant Maschinenhandel and BSW (Bag Solutions Worldwide) showcased some of their woven bag and paper bag machine equipment for the production and conversion of woven fabric sacks respectively.



W&H's new Greenovation logo

What's New in Converting

Form-Fill-Seal: Simplicity in the Bagging

The TOPAS FFS line from W&H has long been the most popular FFS machine in the world, used mostly by the petrochemical industry.

But it's not well known that this same technology can simplify the bagging of other free flowing bulk products, such as salt, sand and fertilizer.

Bob Duren, Business Development Manager for FFS Systems at W&H says, “Right now, most bulk product companies outside of the petrochemical industry fill their products in valve bags or other open mouth style bags that require different types of closures. With the TOPAS, you make the bags as you go, thus saving a step and providing a more cost effective way to package. Return on investment is very quick - somewhere between 1-2 years.”

The TOPAS can fill up to 2,200 x 50 lb bags of petrochemical pellets per hour, but throughput levels differ depending on the material's characteristics. Duren estimates that some salts would be in the 1,400-2,000 bags per hour range, while fertilizer and sand would land between 1,200-2,000 bags per hour.

Another FFS machine from W&H, the OPAL, was designed specifically to handle very fine, dusty and fluidized products, which cannot be packaged using the standard net

weigh process. Instead, products are filled from the bottom up (gross weighing) eliminating dust in the filling process, using technology unique to W&H!

For more information, contact Bob Duren: bob.duren@wuh-group.com.



What's New in Printing

Colormasters Installs First 10-color MIRAFLEX in North America

Colormasters LLC has installed its first W&H press. The 10-color MIRAFLEX CM is the first of its kind to be located in North America.

The Alabama-based printer was in the market for a new press after a significant growth in business.

Finding its competitive edge in job turnaround, the company wanted a fast, reliable press that would simplify

production and changeovers, all while producing top quality print. "We were familiar with W&H equipment and knew we had to take a look," said Ben Fryer, General Manager.

"We went to W&H Lengerich to run trials on the MIRAFLEX and were impressed with the robustness of the "space frame" design, the printing speed and the EASY modules. Once

we saw our jobs running on the MIRAFLEX, our minds were made up," added Fryer.

Their MIRAFLEX, which has a web width of 52", is capable

of printing speeds up to 1,640 ft/min. The press 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. Colormasters plans to add the EASY-COL color matching system in the near future.

Managements' market prognosis was right on the mark. In the first six weeks of 2010, sales have increased by over 30%.

Colormasters LLC has a 100,000 sq. ft. facility and serves the following industries: fresh foods, frozen foods, bakery, poultry, pet foods, textiles, lawn and garden, and bags for the newspaper industry. (www.colormastersllc.com)



Parts & Service: Our Solutions Department

Hearing customer feedback helps us improve the products and services we provide to you.

Over the past couple years, many have voiced the need for less expensive maintenance options for the TURBOCLEAN pump, the heart of your press. Others have stressed the importance of replacement parts being readily available when you need them.

We've listened and here are some of our solutions:

TURBOCLEAN Pumps

W&H has improved the quality of TURBOCLEAN pumps and found a means of reducing maintenance costs, ultimately providing customers with 40% savings.

The improved quality is a 25% increase in running time. TURBOCLEAN pumps now require maintenance after 50 million cycles and 100 million cycles.

When maintenance is due, we offer three options to meet your needs:

- 1 year pump exchange kit (50 million cycles),
- 2 year pump exchange kit (100 million cycles), or
- Refurbished pump from W&H.

Spare Parts

Today, W&H Lincoln houses close to \$8 million in spare parts, from which we are able to ship 70% of orders within 24 hours. If we don't have a part in stock and it is available in Lengerich, delivery time is typically within 48 hours.

Congratulations Bryce



Congratulations to Bryce Corporation on manufacturing Frito Lay's new 100% compostable packaging for the SunChips brand, which can be found on Canadian store shelves beginning in March. The packaging is made from plant-based PLA material and was printed on a W&H ASTRAFLEX 10-color press!

What's New in Extrusion

Eclipse Houses Largest MDO Database

Just three years since its inception, Eclipse Films Technologies has become a leader in the production of MDO films.

Its extensive research in the enhancements to the properties of oriented films has resulted in the largest and most diverse MDO database in the world, containing over 300 products, including sealant, barrier, print web, label and shrink films. In addition to supplying innovative films to the packaging industry, Eclipse provides MDO tolling and "ironing/flattening" services to film extruders.

Sara Porter, Business Development Manager at Eclipse, says, "To meet the demands of our customers and the marketplace, we are continuously evaluating new films. These films vary in

polymer composition and range in thickness from heavy-gauge sheeting to fractional gauge blown and cast films." The company does not extrude film itself, so it is able to buy and test a wide range of films on its equipment.

Eclipse's products are diverse and cross many markets, including packaging, labels and industrial applications. Their films allow

customers to reduce costs through source reduction, replacing less desirable polymers and eliminating more costly secondary processing, such as coatings or laminations.

W&H and Eclipse teamed up with fellow Cincinnati-based expert, Eric Hatfield, to custom tailor this unique MDO line. Eclipse's state-of-the-art MDO line incorporates many unique features, allowing for the orientation of films with unique polymers, asymmetric structures and a wide range of gauges.

Ryan Breese, Eclipse's Technical Director, commented, "We typically have a film that meets 90% of our customer's requirements. Finalizing product development is simply a means of adjusting what we already know to meet our customers' needs."
(www.eclipsefilmtech.com)



Photo: James Nelson

Webconvert Celebrates 30 Years

W&H congratulates Webconvert Ltd., our Canadian sales representatives, on 30 years of business!

Webconvert was founded in Toronto in 1980 by Klaus Kroll, a German-



Margrit and Dirk Kroll of Webconvert

born Canadian. His top priority was to make business easy for the Canadian converting industry by providing estimates in clear terms and Canadian dollars, and avoiding customer down times by always having parts in stock. Today the business is run by Klaus' children, Dirk and Margrit, who take pride in continuing their father's vision.

In early 2009, Webconvert's team of Dirk, Peter Leclair and Guy Page, began representing W&H's press range for the Canadian market. Their hard work, industry knowledge and dedication has resulted in W&H

extending their contract to include blown film extrusion lines and bagging equipment. "These guys are great and incredibly easy to work with. We're delighted to have them as part of the W&H team," says Hans Deamer, W&H President.

Today, Webconvert supplies Canadian customers with machinery for the flexible packaging industry including accessories, control systems and peripheral products for use on printing machinery, paper machinery and other related machines such as slitters, rewinders and laminators.
(www.webconvert-ltd.com)

People in the News

FFS Sales



Bob Duren took on the role of Business Development Manager for Form-Fill-Seal machines in October 2009.

Prior to joining W&H, Bob worked at Beumer

Corporation, a supplier of palletizing and handling machinery, where he served customers across North America.

This shift to upstream equipment has been seamless for Bob, who brings 20 years of industry experience to this newly-established position.

Bob lives in New Jersey with wife, Susan, and children Sam, Corey and Amy.

Extrusion



James (Jamie) Nelson joined W&H in November 2009 as Technical Manager for Extrusion Systems.

Jamie comes to us with more than 11 years of experience

in blown film extrusion, most recently working for Kiefel (Reifenhäuser) as Service/Parts Manager after serving as a Field Service technician.

His good name in the industry precedes him and we are delighted to have him on our team.

Jamie lives in Blackstone, MA with his wife, Michela, and daughter Jamie. His son, Trevor, is at college in New Jersey.

Bag Machines



Wallace Nard, President of Illinois-based Novaflex, Inc. (www.novaflex-inc.com) has been contracted as the exclusive U.S. agent and sales representative for the small bag machine

range from the W&H subsidiary, Garant, based in Lengerich, Germany.

The machines include the MATADOR for satchel bags and the TRIUMPH for SOS square bottom bags.

Wally's years of experience in the bag machines sector make him a natural fit at W&H.

Parts and Service Department



Javeed Buch has been promoted to the position of Director of Service and Spare Parts.

With his 12 years experience at W&H as an IDC consultant, Technical

Manager of Printing Presses, and Manager of Spare Parts, Javeed is a perfect fit for this newly-created position.

He brings a keen ability to recognize and solve problems and seemingly unlimited energy to the job.

Javeed lives in Johnston with wife, Iram, and daughter, Myra.



Kristy Perry has been promoted to Supervisor of the Spare Parts department.

Kristy has been with W&H since 2007 as a Parts Specialist and had worked

in customer service previous to joining us. She will be responsible for the daily operations of the parts department, and will continue to report to Javeed Buch.

Kristy lives in Pascoag with her two young children, Alexis and Alex.

Published by

WINDMOELLER & HOELSCHER CORPORATION

Editor:

Catherine Mattson-Fimmers
Manager - Advertising and Public Relations
catherine.mattson-fimmers@wuh-group.com

Layout Editor:

Jon Carson
Manager - Information Technology
jon.carson@wuh-group.com

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

AD, AM, ARCOMAT, FILMATIC, FILMEX, FLEXA, HELIO-STAR, MAXICONE, MIRAFLEX, MULTICOOL, NOSTIC, OPAL, PRIMAFLEX, PROCONTROL, TOPAS, TRANSSYSTEMS, TURBOCLEAN AND VAREX are registered trademarks of Windmüller & Hölscher KG in some countries.