

CONVERSIONS

WINTER 2008 - 2009

a Publication of



WINDMOELLER & HOELSCHER CORPORATION

www.whcorp.com

Exopack Invests in more W&H Equipment



Exopack

Already a major W&H customer, Exopack has

just ordered a large package of new equipment from W&H which includes an 8-color PRIMAFLEX® press with in-line station, a 3-layer VAREX® blown film line, an AM® 8115 multiwall tuber, a ROTALINER® and several deck retrofit packages for their older W&H presses. These machines will be installed at Exopack plants around the U.S. during the summer of 2009.

Jack Knott, CEO, commented, "We have a long and very positive history with W&H. They do what they

promise and have industry-leading US service and parts support. Our excellent experience with W&H and the performance of our existing W&H equipment made this decision pretty straightforward."

"This significant investment is part of our long-term strategy to grow with the most productive and modern equipment available, enabling us to offer our customers the very best product quality and service

at competitive prices for all our products."

With 18 production facilities strategically positioned across North America and the United Kingdom, as well as a global network of alliance partners, Exopack is an established leader in the development, manufacture and sourcing of paper and plastic flexible packaging solutions and coated films for a variety of consumer and industrial applications.

Exopack is an affiliated portfolio company of Sun Capital Partners, Inc.



Jack Knott, CEO of Exopack

Excelsior Orders Second HELIOSTAR®



Excelsior Packaging Group has just ordered their second HELIOSTAR®

gravure press, this time a 52" wide 8 color HELIOSTAR® S as introduced at Drupa 2008.

It will be installed in Excelsior's expansive new plant in Deeside, UK.

Excelsior's CEO, Ron Shemesh, remarked, "Our excellent experience with the many W&H

machines we have added over the last 5 years made this decision very easy. The addition of this new HELIOSTAR® to the equipment installed at our new plant in Wales, complements our existing capability and increases our capacity to produce the extremely

high printing quality essential in those European markets served by our UK operations".

The Excelsior Packaging Group is a fast growing and

dynamic company serving the flexible packaging needs of many sectors of the consumer, institutional and industrial markets, with plants on both US coasts and in the UK.



President's Corner

PRIMAFLEX® for Vins Plastics

AD® 8330 - The Next Level

Ampac Flexibles Purchases NOVOFLEX® and VAREX®

W&H Offers Deck Retrofits

Eclipse Concentrates on MDO

INSIDE this Issue...



President's Corner

By HANS DEAMER

The US' Biggest Volume Export?

Listening to NPR recently, as I do on my drive to the office, I was genuinely astounded to learn what the US' biggest export is by volume, with about 1,000,000 containers full being exported every year.....waste paper!!



Containers on their way to China

Most of it goes to China where it is processed into corrugated board which is then shipped back to the US (and to other countries) as boxes containing Chinese products to be sold here.

So the Chinese-made box containing the Chinese-made product you buy from Wal-Mart was made of US waste paper!

The Crying Indian

Some of you may remember a TV ad series put out in the 1970's by Keep America Beautiful, Inc. which featured a proud native American Indian shedding tears over litter.

These very effective ads, which can still be found and seen on YouTube and other websites, really increased America's awareness of the growing litter problem.

Although things are much better today, I still have to pick up plastic and paper

bottles, cans and coffee cups from my front lawn every week, thrown there by the ignorant occupants of passing cars.

Much of this litter gets washed down the drains and ends up in the oceans where it may float around for hundreds of years.

As many of you in our industry are aware, there is a worldwide war on plastic bags, especially tee shirt type grocery bags, which are now banned in some cities (and even some countries) or have levies applied to them, which has almost the same effect as banning them.

Frankly, we cannot just blindly defend plastics (bags or otherwise) as the problem of plastic waste in the oceans is a real one - just Google "plastic waste in oceans" to see and understand how serious this growing problem is. As an example, floating plastic resin pellets are now so numerous they have been named "Mermaid's Tears", and discarded plastic fishing nets kill thousands of mammals, birds and fish every year.

The solution is not to ban plastic bags or other plastic products, but has to involve multiple programs, not only major recycling of plastic waste, but also waste to energy projects and other innovative concepts to reduce plastic waste.

I believe, however, that the most important and critical aspect has to be a very serious



*Famous 1971 public service ad - IRON EYES CODY
Photo courtesy of Keep America Beautiful, Inc.*

and extensive education of industry and the public, perhaps coupled with severe fines and penalties for illegal and careless dumping, including tossing litter into the street.

Plastic waste has higher BTU value by weight than coal and can be used for clean power generation using readily available emission control technology, yet there is much paranoid and uninformed resistance to this part of the solution.

The concept seems to be "ban all plastics" but because plastic grocery bags are so visible when they get loose, they have become a focus of so-called environmentalists, with bans and restrictions being proposed and passed everywhere.

When such a proposal was put before the Scottish Parliament in 2005,



What's new in Printing

President's Corner continued

they did a very sensible thing and commissioned a truly neutral and full environmental assessment on the effects of such a law.

You can read the conclusions yourself on the internet (or I would be happy to send you a copy) but briefly, the conclusion of this report was that decreasing the use of plastic grocery bags would increase the use of paper grocery bags which would have a MUCH greater negative environmental effect.

We ALL have a responsibility to reduce the amount of plastics (and other) waste produced, certainly the staggering and increasing amount of plastics ending up in the oceans is a REAL threat which desperately needs global action to reverse.

I also believe, however, that the benefits of plastics are really not understood by those who have taken on the mission of banning ALL plastics. To illustrate this, I offer the following direct quote from a Toronto

councilman, talking recently about a proposed bill to ban plastic take out containers:

"We know that it is misinformation about plastic, but we do not care. And we will keep coming after you, slamming plastics until the weight of public opinion is so great, plastic will be banned".

In other words, we don't care about the truth.

Vins Plastics Expands Printing Capability with New PRIMAFLEX® 10-Color Press



Vins Plastics Limited has invested in a 10-color PRIMAFLEX® CM flexographic printing press for their facility in Bradford, Ontario, Canada. The press will be installed shortly and is expected to be in full operation in March.

"We felt W&H had the best combination of press technology, highlighted by their EASY-SET automatic impression

setting capabilities, ease of use, overall output, and competitive pricing," explained Jamie Vins, President of Vins Plastics.

"We began the process of evaluating press suppliers over a year ago and visited several installations both in the US and Canada. The W&H equipment clearly had a better design and was of superior quality", Jamie added. "Another deciding factor was W&H's

commitment to service and support – I know I can count on them to help us keep the press running at maximum productivity. Vins Plastics has always provided high quality printing and in the past has concentrated on lithographic roll to roll printing."

"We decided to purchase a W&H press because we can now achieve the superior print capabilities our customers require using state-of-the-art

flexographic equipment."

Founded as a family-owned company in 1976, Vins Plastics Ltd. has been in continuous operation for over 32 years and supplies sophisticated flexible packaging such as shrink sleeves and various laminated printed combinations for numerous markets including food, pharmaceutical, cosmetic and industrial.



Vins Plastics Limited facility in Bradford, Ontario, Canada

QUOTES

"No one made a greater mistake than he who did nothing because he could do so little."

- Edmund Burke

"When you can't make them see the light, make them feel the heat."

- Ronald Reagan

"Motivation is simple - you eliminate those who are not motivated."

- Lou Holtz
Arkansas Football Coach

"First comes the innovator, then come the imitators, then come the idiots. And that's what's going to happen in every bubble forevermore."

- Warren Buffett

"I'm tough, I'm ambitious, and I know exactly what I want. If that makes me a bitch, okay."

- Madonna

"Strength and wisdom are not opposing values."

- Bill Clinton

"If we are strong, our character will speak for itself. If we are weak, words will be of no help."

- John F. Kennedy

What's new in Multiwall

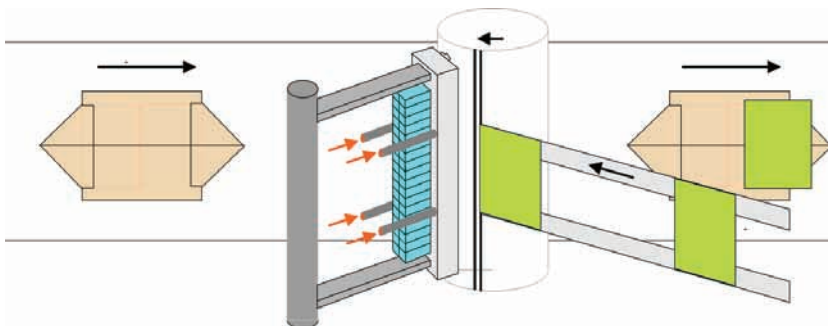
AD® 8330 - The Next Level

A Revolution in Pasting Technology for Multiwall Sacks

The first W&H paper valve sack bottomer to feature digital pasting had its world premiere at the end of October 2008 with 300 visitors in attendance. Under the slogan "THE NEXT LEVEL", W&H and Dy-pack had invited industry representatives to the Dy-pack plant in Wenden-Gerlingen, Germany. During live demonstrations, the new AD® 8330 CNC valve bottomer impressively demonstrated that its innovative digital nozzle pasting technology will revolutionize the manufacture of multiwall sacks.

"The extraordinary response to the announcement of this event and the great interest shown in our new AD® 8330 bottomer have demonstrated that our engineers have succeeded in setting another milestone in multiwall development. The world's first bottomer with digital pasting is bound to open new opportunities for the paper sack industry", said Dr. Jürgen Vutz, CEO of W&H, expressing his firm belief that the new machine will be a major success. He emphasized the lower costs resulting from reduced pre-production handling, shorter changeover times and significantly reduced water penetration into the paper. Less water in the sacks not only ensures improved quality, but also shorter drying times and reduced storage costs.

Traditional bottom pasting systems



rely on paste pads to apply the adhesive. This involves a great number of different size parts and paste patterns which normally would have to be prepared and changed on each new order. This takes time and reduces profitability and productivity, especially with increasing sack size diversification, smaller order sizes and more frequent job changeovers. This is where our new digital pasting system really provides benefits.

The Technology

The pasting system in the AD® 8330 uses contact nozzles instead of pads to give a precisely defined application pattern and perfect reliability, since contact with the moving web keeps the nozzles clear of build-up. During production interruptions or when switching off individual paste beads for different sack dimensions or when changing the adhesive, the nozzles are automatically pivoted out of the way or flushed with water. The heart of the paste system is the flow regulator. It applies extremely consistent paste under all




Demonstration of the AD® 8330 in Germany

conditions – regardless of machine speed and adhesive viscosity. For the paste bead pattern to exactly match the geometry of the sack bottom and to ensure tight closure, the nozzle heads feature a segmented design and are individually adjustable using the CNC control. Precise paste application is essential to ensure that the minimum amount of water is applied to the paper, resulting in improved closure and reduced storage time, reduced set-up time, and more production.

Because contact nozzles are used, size changes on the AD® 8330 are accomplished much faster. An easy to use graphic interface makes it easy for the operator to enter sack and paste patterns, while at the same time automatically calculating the paste pattern data based on the dimensions entered. Corrections, if any, can be quickly made on-line. Once generated, the menus for each job are permanently saved and can be retrieved by push button for repeat orders or sacks with similar specifications.

What's new in Printing/Extrusion

Ampac Flexibles Expands with NOVOFLEX® Press and VAREX® Extrusion Line New Equipment to Boost Customer's Growth

 Ampac Flexibles has invested in their fourth 52" NOVOFLEX® XS 10 flexo press and a second 110" 3-layer VAREX® blown film line for their facility in Auburn, WA, as part of their growth strategy and commitment to high quality packaging. The NOVOFLEX® press is scheduled to be installed in June while the VAREX® line is already in place and running successfully.

at Ampac said, "The decision on where to buy our fourth press was easy. W&H builds the best machines available in the marketplace and their commitment to service is second to none. We are looking forward to continuing our partnership with W&H as we expand and grow."



Left to right: John Baumann, President and CEO, Ampac Packaging LLC
Dan McFarland, President, Performance Printed Films
Bill Gates, Vice Chairman, Performance Printed Films

The new NOVOFLEX® press will significantly increase Ampac's printing capacity and complements the three W&H NOVOFLEX® presses already in production at their facility. The new press has additional features for increased productivity and reliability including a new electronics package and an upgraded drying system. Rich Shaw, General Production Manager

The 110" 3-layer VAREX® is a good fit for Ampac with its advanced technology for increased output and reduced waste. It is equipped with two 70.30D extruders and a large 135.30D extruder in the middle layer, feeding a high-output 25" MAXICONE® C die. Several automation modules are fitted including the OPTIFIL® P2K

gauge control system, the NOSTIC® Plus oscillating haul-off and Filmatic® T dual turret winders. This line is the perfect mate to the other W&H 3-layer line running right next to it which has also recently been updated with added W&H automation.

New decks for old transform your older W&H press

If you have an old W&H STARFLEX®, STELLAFLEX® or even an early ASTRAFLEX® which is worn and needs extensive overhaul or repair, we can now offer a complete deck retrofit package where we remove the decks completely and replace them with new, fully rebuilt ones, incorporating the latest electronics and extensive mechanical upgrades.

These retrofits, which WHC has now completed on many presses installed in the US, completely transforms these machines, dramatically increasing reliability, performance and

productivity while totally eliminating old and obsolete electronics.

Another major advantage is that your machine is down for only 2 weeks



New, upgraded STARFLEX® decks being built at W&H's plant in Germany

for this retrofit to be completed from start to finish. Customers who have bought these retrofits say that they are amazed at the transformation in reliability and performance.....in fact, everyone has said that the results were even better than expected.

We also offer retrofit drive and Robolift packages, again incorporating upgrades and the latest digital electronics.

If you are interested in learning more about our complete range of press retrofit packages, please contact your local WHC Field Sales Manager or call Javeed Buch or Christoph Stein at WHC in Lincoln, RI, at 1-800-854-8702.

What's new in Extrusion

Eclipse Film Technologies

The Four R's of MDO - Reinvent, Rejuvenate, Revitalize, Recycle



The principals of Eclipse Film Technologies in

Cincinnati, OH, determined several years ago that there was a hole in the flexible packaging industry that was not being filled. Film producers around the world were spinning their wheels, attempting to provide the industry with high quality, innovative films at a cost that could be supported in the marketplace. The limits of raw material capabilities were being reached with conventional equipment. The question that they raised was, "How do we improve numerous film properties critical to our customers' applications, including clarity, gloss, strength, stiffness and barrier, with our existing technologies?" The industry was desperate for a more "complete" film.

Through his experience with film orientation at previous companies such as Lyondell, Technical Director Ryan Breese knew that it was just a

matter of time until these films were a commercial reality. MDO (machine direction orientation) was not new to the film industry, but it was also not widespread and definitely not being used to its full potential.

Eclipse decided to NOT extrude any film, but to source film from various extruders in the marketplace, thus becoming the first company to concentrate solely on MDO. This gave them the unprecedented flexibility to orient a wide variety of films and heavy gauge sheet roll stock. They currently orient mono and multi-layer films with a wide range of layers and distributions. Their product portfolio includes films composing of polyolefins, polyesters, polyamides, EVOH, COCs, ionomers, EVAs, EMA and biopolymers. Current development efforts are focusing on additional polymers, all with the goal of satisfying unmet needs in the film marketplace. Their ability



to customize products for their customers makes Eclipse a "one-of-a-kind" in the industry.

W&H partnered with MDO expert Eric Hatfield to design the ultimate MDO available in the industry. Eclipse chose W&H based on their world class reputation, R&D capabilities and background in the flexible packaging industry, as well as the unique design with an increased number of heated and cooled rollers and gap flexibility. For these reasons, Eclipse is capable of supplying products that are truly unique to the industry.

WHC People in the News

LENNY SCHWARTZ – In August, Lenny joined our field service team as an Electrical Technician for flexographic printing presses. He hails from Riga, Latvia, holds a degree in Electrical Engineering, and has



extensive experience in the installation and troubleshooting of control systems, servo drives and motors, in addition to a solid background in PLCs.

Lenny lives in Des Plaines, IL, with his wife, Zumrad, and their children Charles, Danielle and Elizabeth.

JASON MARR – Jason joins our extrusion service team as a Mechanical technician. He gained extrusion experience during employment with Danafilms and GE Electric Motors.



Jason is an avid outdoorsman and enjoys fishing and farming on his 58-acre ranch in Scottsville, KY, where he lives with his wife, Johnna.

They have three children: Jake, Jessica, and Mallory.

Business Manager Sara Porter feels that the promotion of Eclipse's "4 R's" is well within reach and that the sustainability of their products exceeds what is presently available. Tel. 1-877-275-4800 www.eclipsefilmtech.com

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Published by

WINDMOELLER & HOELSCHER CORPORATION

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