

Forty years of progress celebrated at Corrugated Containers Conference in Nashville

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Forty years of technical advancements by the Corrugated Containers Division were celebrated at its annual Fall Conference, held this year in Nashville, Tenn. Over 960 attended both the technical sessions and the CorrExpo exhibit, making this a successful conference for all those participating.

Conference Chairman Mike Hoysted opened the meeting with remarks focusing on the growing role of corrugating in the marketing efforts of their customers. Although the corrugated containers industry is faced with some strong competition, he pointed out that these competitors do have their limits.

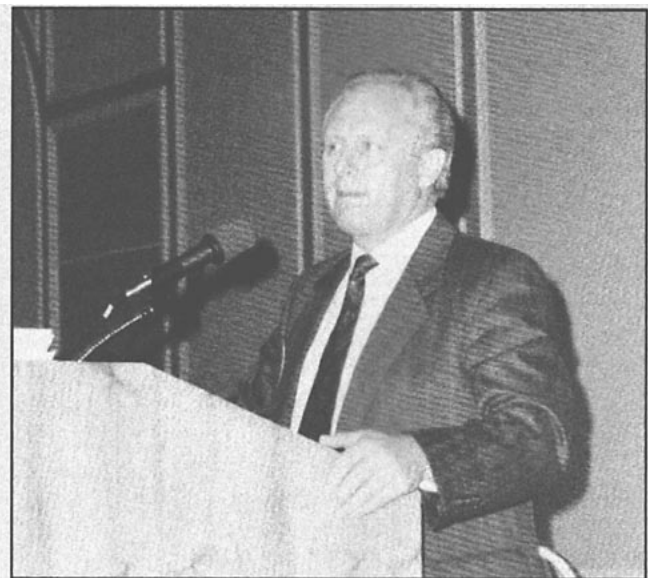
After emphasizing the need to be positive and not to create problems where none exist, Hoysted introduced Keynote Speaker Lars Wallentin, manager-package design, Nestle, Ltd. This dynamic and positive proponent of packaging shed some light on the communicating power of the corrugated box by pointing out that "a box is more than just a box." He told the audience what characteristics are needed in a container to make it part of a company-wide marketing effort and expressed his belief that the small extra cost of high-quality graphics pays huge dividends in visibility and point-of-sale impact. (*Editor's Note: Wallentin's address is covered in more detail on p. 245.*)

Later speakers supported Wallentin's thesis, particularly Dennis E. Shanahan in his remarks on the use of bleached liner for corrugated containers. Shanahan's views were printed as an editorial in the January issue (p. 11).

The technical program

The technical program of the Corrugated Containers Conference is set up to meet the unique needs of the members of this Division. The program has three types of presentations:

Conference Chairman **Mike Hoysted** welcomed the attendees to the 40th Corrugated Containers Division Conference.



1. What's New—short, timed presentations by suppliers on new equipment and innovations
2. Technical Presentations—more formal presentations of research and technology applications in the corrugating field
3. Workshops—single-topic theme sessions where several presenters cover different aspects of a problem or issue.

What's New I and II

Two "What's New" sessions were held during the Conference.

Chaired by Kenneth T. Kunkel of Inland Container, Session I included presentations on developments in equipment for different aspects of the corrugating process, plus a discussion of wastewater treatment equipment and a description of a statistical process control system for corrugators.

Session II was chaired by William R. Olson of Green

Technical Program Chairman **David A. "Dave" Carlson** described the program and encouraged the attendees to participate and learn.



Keynote Speaker **Lars Wallentin** talked about packaging as part of an overall marketing plan.



Bay Packaging Inc. and featured reports on printing techniques and equipment, including printing plates, inks, colors, and die cutting. Another presentation described a multispecimen test unit to evaluate bending and edge crush test stability of corrugated board. An integrated scheduling system with single-point entry and automatic order change was also reviewed.

Technical session

Moderated by H. W. "Hal" Tanner of International Paper, the technical session included six papers. Two of the papers were published in the November 1990 issue:

- "Slitting on the corrugator with a thin blade against a slotted anvil" (p. 109)
- "Key characteristics of linerboard and corrugating medium" (p. 99).

Workshops

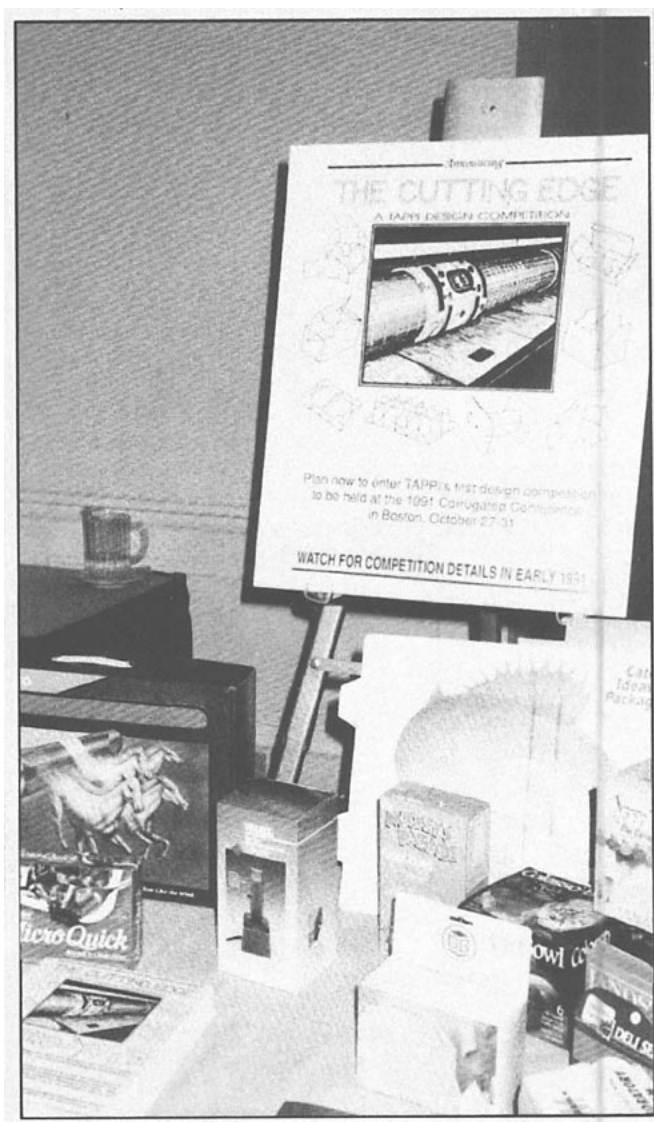
Workshop 1, moderated by William T. Kahn of Westvaco, explored the current state of graphics used on corrugated containers. The speakers emphasized the need to work closely with the customer and equipment suppliers when tuning the presses. The need for a quality liner as a printing surface came out in several presentations.

Workshop 2 was moderated by Douglas R. Munro of Ward Machinery. These enthusiastic presentations revealed the need for better data transfer in plant operations. A skit format was used to reveal problems that can impede the flow of information when equipment from different vendors is installed for corrugating, transport, and finishing operations. It also revealed how guidelines developed by TAPPI's Computer Data Transfer Subcommittee can help.

Workshop 3, moderated by Ronald L. Lund of Longview Fibre Co., looked at quality graphics from an end user's perspective. Conference Keynote Speaker Lars Wallentin led off the session by revealing what he expects from packaging. Then three speakers explained how to achieve that level of quality.

Dennis E. Shanahan of Georgia-Pacific talked about

The Division is sponsoring a package design contest for next year, and some examples were shown at the exhibit.



Katherine and Ron Harper of Harper Love Adhesives donated an oil painting, which was given as a door prize at the Conference banquet.



Herbert G. Schaefer, the incoming Division chairman and Awards Committee coordinator, addressed the Honors and Awards audience.



William J. Whitsitt received the Division Technical Award and the Harry J. Bettendorf Prize.



Phillip M. Ziegler was awarded the Division Leadership and Service Award.



substrates, Ken McWain of BASF talked about ink, and Don McCaughey of Mark/Trece talked about fingerprinting a press to find out what its capabilities are for producing quality graphics.

Workshop 4 was a popular and timely session since it dealt with the adhesives used in containerboard production. Moderated by Paul A. Spenadel of Harper Love Adhesives Corp., this session brought together five speakers—four integrated container board manufacturers and one adhesives manufacturer—to discuss the issues related to bonding.

All of the speakers stressed the need for better high-speed bonding, more even drying, and better thermal stability.

Honors and awards

At the Conference Banquet, TAPPI President Clarence H. Hornsby, Jr. presented Special Certificates of Appreciation to Donald J. Daisley, Charles R. Heurich, Peter A. Snyder, and Keith E. Sickafoose.

The award for Outstanding Local Section Member went to Donald A. Holt, Jr. of Corn Products. Twenty-five-year Membership Certificates were given to Joseph A. Batelka, E. George Cassis, Thomas S. Greiner, and Homer Snyder.

A special presentation was made to members of the Waste Reduction and Control Subcommittee for their work on the Division's videotapes: Chairman James Stevenson, SAS International; Glen Addley, International Paper; William Bapst, MacMillan Bloedel; James Harding, Stone Container; Fred R. Kling, Willamette Industries Inc.; Vincent Panetta, PCA; and Ervin Schatz, Longview Fibre.

The Outgoing Division Chairman Plaque was presented to Mike Hoysted for his work during the past year. Also, Certificates of Appreciation were presented to outgoing committee chairmen:

- Robert J. Sukenik
Engineering Committee
1989-1990

- Clifford R. Maki
Productivity Improvement Committee
1989-1990
- John W. Maloney
Process and Quality Control Committee
1988-1990
- Lawrence S. Ernst
Production Committee
1989-1990
- John H. Barton
Printing Committee
1989-1990
- Paul A. Spenadel
Corrugated Board Technical Service Committee
1989-1990
- Richard O. Garber
Folding Carton and Set-up Box Committee
1988-1990
- A. James Stockslager
Supplier Advisory Committee
1988-1990.

Technical Award

William J. Whitsitt, a consultant in Appleton, Wis., was honored with the TAPPI 1990 Corrugated Containers Division Technical Award. He formerly served as principal associate scientist, container group, for the Institute of Paper Chemistry in Appleton, Wis. (now the Institute of Paper Science and Technology). In addition to the award, Whitsitt received the Harry J. Bettendorf Prize, which carries a stipend of \$1000, made possible by a gift to TAPPI from the late H. J. Bettendorf.

Whitsitt has been recognized for advancing the Division members' knowledge of the scientific principles underlying the converting and use of corrugated packaging. He is an authority on the end-use performance analysis and testing of paperboard and converted products and the mechanics of converting processes, fiber physics, paper-making, and applied mechanics.

During his 40-year tenure with the Institute of Paper Chemistry, Whitsitt conducted studies that led to the adaptation of the STFI tester and to its adoption by the majority of linerboard manufacturers as the mill control test for stiffness. He also worked on the comparison of Sumitomo jig and waxed edge methods for measuring edge crush, which provided the basis for an edge crush test that can be conducted in the box plant as a control test. His work on box and board compression and the fluting process has led to improved corrugating and end-use box performance.

A TAPPI member since 1964, Whitsitt has been active in the Fiberboard Shipping Container Testing Committee and has actively contributed to a number of the test methods currently being used in the industry. He has published 30 papers, 17 of them in *Tappi Journal*. He has also delivered six technical papers at TAPPI Corrugated Containers Conferences, and has made presentations at the 1978 Pulp and Secondary Fiber Conference, the 1982 Research and Development Conference, and the 1982 Annual Meeting.

Leadership and Service Award

Phillip M. Ziegler, manager of engineering for Stone Container Corp. in Chicago, Ill., was honored with the Division's Leadership and Service Award.

Ziegler's leadership and expertise in the areas of boiler and steam systems, building construction and roofing, machinery installation, and corrugator operation have been invaluable in educating the members of the Corrugated Containers Division. He has made presentations at several conferences and at meetings of TAPPI's Chicago and Minnesota Local Sections, as well as to numerous other industry groups.

A 31-year TAPPI member, Ziegler has served in all the chairs of the Engineering and Industrial Engineering Committees. He has been an active member of the Process and Product Quality Control and Fiberboard Shipping Container Testing Committees. He currently serves as a Director for the Chicago Local Section and as its Local Section Operations Council representative. He has also been active in the Minnesota Local Section.

Ziegler graduated from the Detroit Institute of Technology with a bachelor of science in mechanical engineering and began working for Ft. Wayne Corrugated Paper Co. in 1956. His succeeding assignments were with St. Joe Paper Co., Olinkraft, Continental Forest Industries, and Hoerner Waldorf. He has been with Stone since 1982.

Ziegler's early activities with Continental Forest Industries were in the area of production engineering. His work on the development of the continuous corrugator helped this concept gain worldwide acceptance. He also helped pioneer bar code printing on corrugated products.

Ziegler has published articles in *Tappi Journal*, *Boxboard Containers*, and *Paperboard Packaging*.

Next time

The TAPPI 1991 Corrugated Containers Conference will be held October 27-31 at the Marriott Copley Place in Boston, Mass. □

The communication power of the corrugated box

Lars Wallentin

Nestle, Ltd.

Lars Wallentin began his keynote speech by showing two simple slides:

- If you think that training is expensive, consider the cost of ignorance.
- One can't know everything, but every day something more.

Wallentin then explained the various functions of food packaging. Packaging protects, contains, preserves, informs, promotes, and advertises the product; helps people to choose; reduces food spoilage; provides thousands of jobs; saves energy; keeps prices down; guarantees safety and hygiene; helps to stop people from tampering with goods; and makes self-service in shops possible.

Packages, he explained, communicate through: shape and form, material, graphics, colors, pictures, and text. They achieve shelf impact thanks to:

- The "bull's eye" effect
- The "saw-tooth" effect
- The "wavy line" effect
- The "close-up," which gives an optically bigger impact.

In packaging, it is impractical to keep it simple, to have a unique personality, to keep the emotion in

keywords such as "new" or "improved," and to keep the common benefits. An explanation of the various types of reduction, and the difference between photo and hyper-realistic drawings, was given to help explain their uses.

Wallentin emphasized the importance of strong "branding" thanks to a characteristic logotype and a visual identification and gave as an example the strong branding throughout Europe of the Chiquita box.

Some slides showed various situations when a corrugated box is seen by the end user. This is common in shop windows, in the fresh produce areas of supermarkets (especially the box-pallet displays so common in the United States), and as "garbage," which led to a discussion on the basic philosophy of how to solve the mountain of package waste, a critical issue to the corrugated containers industry. Wallentin feels that we must address the problem on several levels: source reduction, re-use and refill, recycling, incineration, composting, and landfill.

To summarize, Wallentin explained the importance of convenience (the use of handles on a carton, for example), excellent design and printing, and clean and simple text or symbols as important marketing tools that a package can provide. He ended his presentation by showing a slide that said "nothing is impossible" and closed his remarks with some advice from his company's managing director Helmut Knauder, whose favorite saying is: Be Daring, Be First, Be Different!

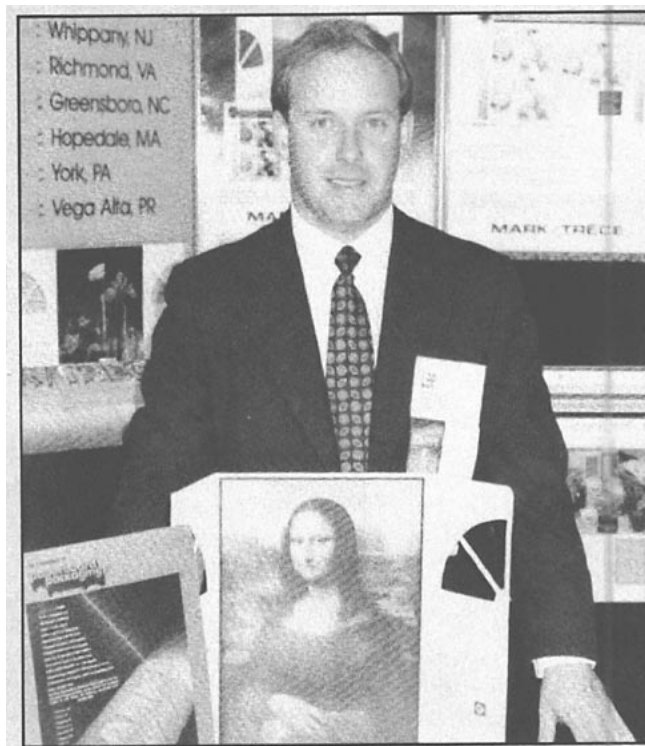
CorrExpo features 150 exhibitors

The CorrExpo exhibit at the 40th Corrugated Containers Division Conference in November featured 150 exhibitors.

The theme was "High-quality Graphics," and that's what exhibitors showed. From the Mona Lisa to Teenage Mutant Ninja Turtles, the suppliers showed off the communicating power of the corrugated box. The pictures on the next few pages give some idea of the scope and quality of these exhibits.

Exhibitors at CorrExpo included:

- ABB Sprout-Bauer
- AEI/Kongsberg Systems
- AICI—Associated Industrial Constructors Inc
- ARC Group/ARC West
- ARC Machinery
- ASC Machine Tools Inc
- Advanced Machine Technology
- Agnati America Inc
- Air Systems Design Inc (Formerly Ambaco Sys)
- Alar Engineering Corp
- Alliance Technical Services Inc
- Alltek Inc
- American Corrugated Machine Corp
- American Maize Products Co
- Automatan Inc
- Automated Conveyor Systems Inc
- BASF Corp, Coatings & Colorants Div
- Barco Div Marison Industries
- Beckart Environmental Inc
- Board Converting News
- Bobst Group Inc
- Boxboard Containers
- Brad Systems Inc
- Bunting Magnetics Co
- C & M Inc (Conveyor & Materials Handling Sys)
- CGS Group Inc
- C U E Inc
- Cambridge Engineering Inc
- Capitol Converting Equipment Inc
- Centenary Central Inc (Sauer System)
- Channel Creasing Matrix
- Chicago Electric Co
- Classic Tool & Die Inc
- Cobden Chadwick
- Consolidated Engravers
- Container Graphics Corp
- Control Engineering Corp
- Copar Corp
- Corfine Inc
- Corn Products, a Unit of CPC International
- Corrugated Replacements Inc
- Corrugated Technologies Inc
- Corrugating Chemicals Inc
- Corrugating Roll Corp
- Cyklop Strapping Corp
- Data Technology Inc
- Diansuply Inc/Laborsaber Saw Co
- Dicar Inc
- Don Mowry Flexo Inc
- Donahue & Associates International Inc
- Double E Company Inc
- Dovey Corp
- DuPont
- Dusseldorf Trade Shows
- E A M Industries
- Earmark Inc
- Emerson Apparatus Inc
- Fosber America
- Frakes Engineering
- Frank Wagner & Son
- Gartech Manufacturing Co
- Gene Loughridge & Associates Inc
- General Corrugated Machinery Co Inc
- General Web Dynamics
- George M Martin Co
- Grain Processing Corp
- Greene Line Manufacturing Corp
- H B Fuller Co
- Haire Group, The
- Harper Corp of America
- Harper Machinery Corp
- Harper/Love Adhesives Corp
- Harry Rhode Management System Inc
- Henderson Manufacturing
- Hokenson Enterprises Inc
- Hycorr Machine Corp
- IKG Industries
- IPS Printing Division Inc
- Integrated Systems Corp
- Intelligent Machine Control Inc
- Interfic Inc
- Interlake Packaging
- International Paper Box Machine Box Inc
- Isowa North America Inc
- J M Huber Corp
- Jagenberg Inc
- Johnson Corp The
- K&R Equipment Inc
- Kohler Coating Machinery Corp





- L. M. Robbins Co., Inc.
- Langston/Langston Staley
- Logic Services & Support Inc.
- Lorentzen & Wettre USA Inc.
- Lufkin Industries Inc.
- M/K Systems Inc.
- MHI Corrugating Machinery Co.
- Mark/Trece Inc.
- Markan Marketing
- Marquip Inc.
- McCarthy Products Co.
- Mead Ink Products
- Michelman Inc.
- Midlandcolor, a Subsidiary of INX Inc.
- Moisture Register Prod. Div. Aqua Measure Inst. Co.
- Moisture Systems Corp.
- Montalvo Corp., The
- NUS Training Corp.
- National Starch and Chemical Corp.
- North American Manufacturing Co.
- O'Dwyer Engineering Inc.
- Ogilvie Mills Inc.
- Ondutek International Inc.
- Overbeck GmbH & Co. KG
- P. C. Design Inc.
- Pallmac USA Inc.
- Pamarco Inc.
- Panel Prints Inc.
- Paperboard Packaging
- Pentek Corp.
- Perma-Flex Rollers Inc.
- Porelon Inc.
- Post Machinery Co. Inc.
- Precision Alignment Co. Inc.
- Prime Technology Inc.
- Printech Corp.
- Republic Roller Corp.

- Ringwood Co.
- Serco USA
- Scapa Inc., Forest Products Division
- Siemens Energy & Automation Inc.
- Signode Corp.
- Simon Container Machinery Inc.
- Southern Gravure Service
- Spartanics
- Stickle Steam Specialties Co. Inc.
- Sun Automation Inc.
- Sun Chemical-General Printing Ink Div.
- Thermoguard Equipment Co.
- Unico, Converting Systems Div.
- Union Carbide Coatings Service Corp.
- United Container Machinery
- Universal Urethane
- Valco Cincinnati
- Valmet Automation Inc.
- Venture Tape Corp.
- Victor Balata Belting Co.
- WPC Machinery Corp.
- Ward Machinery Co., The
- Zenith Cutter Co.