



INTERNATIONAL

# METAL DECORATOR NEWSLETTER

Second Quarter, 2009



Some of you may be reading this for the first time while in attendance at our Annual Convention in Bloomingdale, IL at the Hilton Indian Lakes Resort. If that is the case, I extend a hearty welcome to you on behalf of the IMDA membership and officers. If you are reading this while seated at your desk or lounge chair we reach out to share the Association's celebration of a major milestone. Happy Anniversary! Your Association is celebrating a healthy 75th Year of serving the metal decorating industry.

On December 12, 1933 a group of metal decorators from the New York area, then known as the MDA, Metal Decorators Association, reached out to independent decorators located in other regions of the USA to discuss forming an organization of national scope. Some of those agreeing to join the to be formed National Metal Decorators Association were Earl Gray of Caspers Tin Plate, William Felber of O' Cedar, Ray Dawson of Metal Litho, S.J. Lipinski of Brooklyn Metal Decorating, George Seeba of Tin Plate Lithographing, Charles Goeringer of Burdick, I.J. Koehnline of Wheeling, F.W. Brown of Weirton, and H.E. Evitt of Parker Metal Decorating. The initial focus of the NMDA was to deal with trade practices, compliance with the federal National Recovery Administration and codes of fair competition. There was tremendous pressure on businesses in 1933. Subsequently, trade associations were being formed to collectively assist in the formation of practices of the time. During this time the NMDA served as the voice of the metal decorating industry. Our early founders must be respected for their attempts to cure a weak economy, to steer an industry in turmoil, and all the while keeping the NMDA strong and viable.

While the initial impetus was focusing on regulatory and trade issues, technical information was shared as a by-product of the association's activities. Once the regulatory pressures eased, the association became more social in nature while production and technical topics became more relevant. At the time conventions were not being held in a consistent fashion. It wasn't until the post-war era in 1945 that the convention became the meaningful event where close relations in the industry were re-established, new friendships began, and the information vital to growth was exchanged.

Early conventions consisted of decorators only and in 1948 the association allowed just two suppliers to sponsor "hospitality parties." In 1955, the NMDA welcomed all suppliers to participate in the entertaining under guidelines of the NMDA. Wanting all suppliers to be treated equally in participation, a NMDA Suppliers Committee was formed to oversee the activities. With much success, this group was incorporated as the Metal Decorator Suppliers Guild in 1961. They successfully worked with the NMDA and became invaluable in adding to the success of future conventions. The NMDA remained an independent association of individuals promoting the welfare of the industry and its members by providing centralized services of information exchange, social life, education, and guide formulations that individuals could not easily handle on their own.

Changes occurred in the association over the years as the decorating processes changed with new innovations in decorating and canmaking. Two Piece decorators and coil coaters added dimension to the technical agendas and the composure of the board and leadership changed accordingly. Furthermore, global viewpoints on the industry became part of the fabric of convention presentations. In the late 1980's the association decided to focus on membership growth from outside of the US. The association enjoyed many prosperous years and had high attendance at the conventions. Then as mergers and acquisitions in decorator companies and

supplier companies alike intensified globally change was needed. In 1994, collaboration between the Suppliers Guild and NMDA directors ensued and it was decided that the Suppliers Guild and the NMDA should merge into one and the bylaws were changed to allow suppliers to have full membership privileges. During these changing times our international membership flourished. The NMDA continued reaching out globally to encourage industry members to join. With resulting success, in 2000, we became known as the International Metal Decorators Association. And as it is said, the rest is history.

In 1989, as NMDA president, I created the Member of the Year award and was proud to present longtime director George Scalamera his due recognition. Being the first recipient I also knew that George's award was being accepted on behalf of all his predecessors who did not have the opportunity to be recognized in such a manner and should have been. Since then, those receiving the award exemplify the continuing positive and pioneering spirit which the IMDA members have been known to exude.

Our 75 year existence is a result of the vision, diligence and hard work displayed by many members over the years. We can feel assured that with the efforts of our current leadership we can add to the IMDA legacy and find comfort that we will be around another 75 years.

*Michael Masenior*

Executive Director

## Table of Contents

President's Message.....	2
Membership News.....	3-5
Board Meeting Notes.....	4
DecoDates.....	5
Spoilage Awareness.....	7
Aluminum Beverage Can Decoration, The State of The State ....	8-9
Ask A. Ductor, MD .....	10
Historically Speaking.....	11



## **PRESIDENT'S MESSAGE**

NEAL SANTANGELO

This is the last year of my term as your President, I have seen some amazing accomplishments in our association and from our Officers, Board of Directors and members. After a few years of declining membership and attendance, we have rebounded and we are financially sound in 2009. Our convention in May 2008 was the most attended convention in several years, our theme and presentations were outstanding along with the beautiful setting the Hilton Indian Lakes Hotel has provided. I am pleased to announce we have signed on to be at the Hilton Indian Lakes through 2010. Also in 2008 we experienced a tremendous response from sponsors to our convention, the hospitality event with table top displays was a huge success and the Jim Clementi Scholarship Golf Outing was a great time to network and have some fun with 325 attending the Wednesday night banquet.

The Excellence in Quality Awards had outstanding entries and our first ever Decorator of the Year was awarded. Congratulations to Brian Morris, Crown Aerosol Packaging as the 2008 Decorator of the Year. The 2008 Scholarship program awarded seven scholarships to our member's children and grandchildren. The 2008 Member of the Year award went to Renee Etiopio for her exceptional work to bring things together for the conventions. Thank you, Renee! I want to recognize Joe Finan and Jack Knight for their tireless effort in putting together a great program in 2008. The future of the IMDA is in good hands with these two guys.

In 2009 the IMDA members are celebrating our 75<sup>th</sup> Anniversary with a Thursday night dinner party to include a "walk down memory lane". For the first time in several years we have opened up this event to spouses and guests. Be sure to be part of the fun at our Thursday banquet.

Membership Growth and Retention has been a topic of discussion during our Board of Directors meetings, I am proud to announce a partnership with WorldCan conferences to promote our association to the international can industry. Our mutual support of the metal packaging industry and dedication to its prosperity will add value to our IMDA members and WorldCan attendees. The IMDA had a presence at the Latin Can conference in Cancun, Mexico in the spring by participating in the Latin Can program. From all reports the session conducted by the IMDA was well received and generated some new memberships.

During my two years as president I have seen a tremendous effort put forth by the Officers and Board of Directors to improve our association. The IMDA is now the talk of the can industry; this is evident by the tremendous response we witnessed at our May Convention in attendance and participation. Thank you for your support of the IMDA and I look forward to seeing you during our Convention at the Hilton Indian Lakes Resort.

*Neal Santangelo*

## MEMBERSHIP NEWS

### *IMDA YEARS OF SERVICE*

During our convention, we will pay tribute to those who have enjoyed from 5 to 55 years of membership in our association. Those members in attendance will receive their Years of Service Certificates and Plaques at our Annual Membership meeting. We are honoring a sizable group with 15 years of tenure as they joined in 1994 when we expanded our membership categories to include suppliers. This is the year that the Suppliers Guild and the NMDA became one.

#### **55 Years of Service**

George R. Frank  
James G. Smith

#### **50 Years of Service**

Rudolph Bartolomei

#### **45 Years of Service**

Edward O'Brien

#### **40 Years of Service**

Peter E. Costello

#### **35 Years of Service**

William G. Kammerer Jr.

#### **30 Years of Service**

Charles J. Backus  
Douglas W. Bastyr  
Steven H. Nelson

#### **25 Years of Service**

Craig G. Eberts  
Dr. Ray Good  
Robert V. Howell  
Terre Reingardt  
Tony Vopenka

#### **20 Years of Service**

James Andamasaris  
Eugene J. Basler  
Terry Dersham  
Michael R. Farrell  
O. N. Kapila  
Ivor W. Roberts

#### **15 Years of Service**

William Balutanski  
Robert L. Beaver  
Darrell Jay Beuoy  
Theofil C. Borucki  
Daniel C. Brennan III  
Robert E. Burslem, Jr.  
Rick Clendenning  
Edward L. Dalton Jr.  
Terry M. De Villiers  
Robert Eckert  
Robert R. Finley  
John Friedman  
Mario J. Garcia  
Gernot W. Geldner  
Jim Gilliam  
Joseph Golinar  
John R. Greenwald  
John Grubestic  
James Hands  
John Hanley  
James Hillhouse  
Thor P. Jondahl  
Chitra Kannan  
Craig R. Kenworthy  
Gert Kummert  
Joseph Kwain  
Lee Landauer  
Albert A. Leong  
James E. Lore  
Michael A. Matteson  
Lee J. Milazzo  
R. Paul Miller

#### **15 Years of Service**

Thomas W. Nielsen  
Mark W. Novotny  
Bill H. Pantoni  
Kevin M. Richards  
Gun Y. Park  
Betty Jean Pilon  
Michael T. Powell  
Samuel L. Ragusa  
John W. Rodzak  
Timothy J. Rogers  
James Rubner  
Philip S. Schutte  
Teow Koon See  
Richard Sharp  
Gary E. Silke  
Andrew Smith  
Michael J. Smutko  
Greg Stromberg  
Rogier H. Stuurman  
John Sullivan  
John C. Tomaskovic  
Antonio Vazquez  
Bruce Wagner  
H. Knox Watson III  
Theodore J. Webb  
Thomas H. Welch  
Marty Welsh  
Fred Wiencek  
David Zipper

#### **10 Years of Service**

Fritz F. Awig  
James J. Campbell  
Carl Erb  
Mark V. Finch  
William Hershey  
John A. Kane  
Jack Knight  
Paul S. Krueger  
Shaun P. Lacey  
Frank Le Pera  
Charles T. Matthews  
David Shuler  
Manfred Staehle

#### **5 Years of Service**

Jeffrey D Campbell  
Renee Etiopio  
Pierluigi Garuti  
Andreas Kreutzer  
Bob Linders  
James D Lloyd  
Michael Matus  
Rodney Schwartz  
Patrick O'Brien  
John D. Waller



**MEMBERSHIP STATISTICS**

(as of 12-31-08)

MEMBERS	503
HONORARY	34
PRIVILEGED	29
TOTAL	566

**DISTINGUISHED MEMBERS**

The IMDA is proud to announce that it bestowed the status of Privileged Membership to Fred Lamb and Kenneth Mauge.

**ANNUAL DUES**

We still have members with outstanding dues for 2009 and request that payment be sent in if you have not done so. We recently sent out reminder notices to those in arrears. Thank you in advance for your continued support of our association.

**2009 SCHOLARSHIPS**

During the convention Chairman, Gene Furey will be announcing the winners of this year's program. We received 33 requests for applications and of those more than 20 applied for our scholarship award.

**2010 SCHOLARSHIPS**

WE WILL BE SENDING THE REQUESTS FOR APPLICATIONS FOR 2010 IN JANUARY. APPLICATIONS MUST BE RECEIVED BY MARCH 31, 2010. FOR MORE INFORMATION, CONTACT THE IMDA HEADQUARTERS AT TEL: 410-252-5205 OR EMAIL US AT: AMPMGT@AOL.COM

**IMDA BOARD OF DIRECTORS NOTES**

Following are highlights from the Board of Directors meeting which was held at the Indian Lakes Resort in Bloomingdale, IL in October, 2008

President Neal Santangelo convened the meeting and welcomed the board members. The **Secretary's Report** was given by Jack Knight who read letters from the scholarship recipients. The **Treasurer's Report** was presented by Jack Knight and approved by the board. The financial condition of the Association remains strong. The **Convention Report** was given by Joe Finan. He thanked the committee for all of their hard work and announced that the first convention meeting for 2009's conference would be held at the conclusion of the board meeting. The Board discussed the current location at Indian Lakes and felt that the facility still serves the Convention and Golf Outing space requirements well. Discussion was held to once again hold the convention at Indian Lakes for 2009 and to contract with the hotel for 2010. Gary Silke reported on the **Scholarship Golf Outing** stating that approximately 325 registered for the banquet and 240 played golf in May. There should be enough proceeds to award numerous scholarships again this year and there was talk of possibly increasing the award funds in the future. **Membership** Chairman, Michael Yavorski and Co chairman, Jonathan Ellaby, announced 48 new member applications and the board approved the applicants for membership into our association. Mike also announced that 2 longtime members, Fred Lamb and Ken Mauge, were voted privileged membership. **Newsletter** chairman, Mike Masenior continued his ongoing requests for articles for the upcoming issues. A schedule of publication dates and contributions from the board was presented. **Scholarship** Chairman, Gene Furey reported that 7 scholarships were awarded in 2008 and more than 20 applications were received for 2008. The program continues to get more applications each year and the program is serving the membership well. **Website** Jack Knight discussed the activity of the website and stated that we continue to see increased visits to the site with the highest number of hits occurring in May, the month of our annual convention. Otherwise we average around 700 hits per month. We have a bulletin board, passwords have been distributed and the convention presentations have been posted. **Flat Sheet Technology** Jack Knight reported that there are more plant closings in the US. He stated that International growth is being seen in UV printing, particularly in Southeast Asia, China, and Brazil. **Two-Piece Technology** Janelle Harris reported that The industry is looking for innovation and that new concepts for pre-press as well as digital processes are in the works. **New Business** Discussion ensued on expanding the IMDA's participation with other groups and it was determined that we would establish a collaboration with World Can Conference to partner in putting together presentations at this coming Latin Can Conference being held in Cancun, Mexico in the spring.

No other new business was brought before the Board and a motion to adjourn was made.

# MEMBERSHIP NEWS



## DecoDates

June 8-10, 2009  
**Cannex 2009**  
 Guangzhou, China  
 Tel: 44 1293 435100  
 E: info@sayers-publishing.com  
 www.spgevents.com

October 5-7, 2009  
**Pack Expo International**  
 Las Vegas Convention Center  
 www.packexpo.com

October 28-29, 2009  
**The Canmaker Summit**  
 Dubai, United Arab Emirates  
 www.spgevents.com

May 26, 2010  
**IMDA Scholarship Golf Outing**  
 Hilton Indian Lakes Resort  
 Bloomingdale, IL USA  
 Tel: 410-252-5205  
 E: ampmgt@aol.com  
 metaldecorators.org

May 27- 28 2010  
**IMDA Annual Convention**  
 Hilton Indian Lakes Resort  
 Bloomingdale, IL USA  
 Tel: 410 252 5205  
 E: ampmgt@aol.com  
 www.metaldecorators.org

### IMDA MEMBERS OF THE YEAR

- 1989 .....George Scalamera
- 1990 .....David B. Morris
- 1991 .....David B. Sheldon
- 1992 .....Peter C. Collias
- 1993 .....Michael W. Masenior
- 1994 .....F.William Graue
- 1995 .....Kenneth Matyska
- 1996 .....Daniel Sitler
- 1997 .....Gary Silke
- 1998 .....Peter Costello
- 1999 .....Joseph Kwain
- 2000 .....Robert Coe
- 2001 .....Robert Finley
- 2002 .....Charles Erikson
- 2003 .....Norman Christen
- 2004 .....Eugene Furey
- 2005 .....Craig Eberts
- 2006 .....Jack Knight
- 2007 .....Rick Clendenning
- 2008.....Renee Etiopio

We will be awarding our 2009 Member of the Year at our annual convention and announcing the winner at our Thursday 75th Anniversary Banquet.

### **The Value of IMDA Membership**

*When new applicants asked for some of the benefits of membership in IMDA we provided our list of the top 10. Here they are.*

1. The ability to seek and receive technical assistance through communications with headquarters, and networking.
2. Reduced Seminar fees
3. Scholarships only for members and family members
4. A membership directory for industry contacts
5. Assistance with job searches
6. Assistance with supply, material, and service provider sourcing
7. Assistance with equipment sourcing
8. Access to Member only bulletin board on website
9. Access to conference presentations on website
10. Membership provides conferences and opportunities to communicate with peers on technical, environmental and management information.

Without an association supported by membership, the above would not exist; all at a modest fee of 75.00 US per year.

### *Historically Speaking : Two Piece Cans*

“In December 1959, E.W. Bliss Company demonstrated an impact extrusion press that can stamp out a hundred and twenty eleven-ounce beer can bodies a minute, twice as fast as any press previously available. Aluminum International, for whom the press was designed, claimed that manufacturing costs would be lower than those of conventional can lines. To take care of the outside finishing of such extruded, or drawn, bodies, the Rutherford Machinery Division of Sun Chemical has designed and built a coater and press which can print cans up to four colors at a rate of over a hundred and fifty per minute and is so arranged that by changing mandrels and other adjustments, several different sizes of cans can be handled.”  
*from Metal Decorating Start to Finishes by Charles R. Bragdon*

**VISIT US ON THE WEB**

**METALDECORATORS.**

**ORG**

## 2009 CONVENTION SPONSORS

The IMDA Membership extends its heartfelt gratitude to the following companies for participating in our sponsorship program this year. Their generosity allows for us to provide greater services, paid speakers and opportunities for networking after the technical sessions.

For more information on the sponsoring companies, you may link to their websites by visiting the sponsor page on our website: [metaldecorators.org](http://metaldecorators.org).

**Ajax Tocco Magnethermic**  
**AkzoNobel Packaging Coatings**  
**Applied Vision Corporation**  
**Ball Corporation**  
**Brodie System**  
**Can Corporation of America**  
**Canmaking News**  
**CanTech International**  
**ChemTool Incorporated**  
**Container Fabrication Machinery**  
**Crabtree of Gateshead**  
**Crown Aerosol Packaging USA**  
**ES & T**  
**Grace Materials & Pkg Technologies**  
**Gulf -Great Lakes Packaging**  
**Henkel Technologies**  
**ICS Trading**  
**Intercan Group**  
**INX International Ink Co.**  
**JL Clark**

**KBA-MetalPrint GmbH**  
**Miltec UV**  
**National Coatings**  
**Nordson Corporation**  
**Novelis**  
**PPG Industries**  
**PreCoat Metals**  
**Premier Blanket**  
**Roller Coat Industries**  
**Sardee Industries**  
**Sensory Analytics**  
**Service Tool International**  
**Stolle Machinery Company**  
**T.D. Wright Inc**  
**The Canmaker Magazine**  
**Total Process Control**  
**Valspar Corp.**  
**Watson Standard**  
**WFB USA Inc.**  
**WorldCan Conference**

## 2009 OFFICERS & DIRECTORS

### **President**

Neal Santangelo

### **Vice President**

Joseph Finan

### **Secretary Treasurer**

Jack Knight

### **Executive Director**

Michael Masenior

### **Directors**

James Andamasaris

Eugene Basler

Russell Cannon

Jim Cation

Rick Clendenning

Michael Conover

Craig Eberts

Jonathan Ellaby

Mark Finch

Eugene Furey

David Gill

William Graue

Anthony Greensall

Janelle Harris

Dr. William Hoyle

Paul Krueger

James Lore

Robert Lucich

Kenneth Matyska

Surya Misra

Ronald Moreau

Ted Nevins

Jeff Radice

Kevin Richards

Joseph Runyan II

Allan Sayers

Joseph Sennello

Gary Silke

Mark Von Bokel

Michael Yavorski

**cannedwater4kids®**

The International Metal Decorators is a key supporter of CannedWater4Kids, a North American based program with global reach that is designed to create awareness and fund projects to purify water for children in developing nations. IMDA member, Greg Stromberg is the driving force behind this initiative. He developed the idea for CannedWater4Kids after hearing a speaker at the 2008 Canmaker Summit talk about how developing nations seldom have packaging to keep food and drinks fresh. This contributes to disease and a claim by the World Health Organization that a child dies every eight seconds from drinking unsafe water was enough to motivate Stromberg, who founded the not-for-profit 501 c 3 CannedWater4Kids program and began to put his plan to work.

The CannedWater4Kids concept is simple. The idea is to tap North America's thirst for bottled water by offering really fresh tasting water in colorful cans. Stromberg said the charity has donated to several clean-water causes and has contributed to a project to drill a community well in a developing nation under a program managed by the United Nations High Commissioner for Refugees. To learn more about CannedWater4Kids and how you can help, log onto [www.cannedwater4kids.com](http://www.cannedwater4kids.com).



## Spoilage Awareness

**C**ontrolling spoilage in a Litho operation can be a full time job. There are just so many areas that can affect spoilage, let's look at a few of them.

We will start at the coil line. The first area that can cause spoilage is crescent breaks or half moons dents in a sheet. This happens on light gauge metal, as it is stacked in the stacker box. If the sheet is a long cut and is sent into the stacking box bumper at a high rate of speed the shock of the sheet slamming into the bumper causes a ripple effect to the sheet. This effect will cause a crescent break or half moon dent. If

severe enough they may be difficult to coat over resulting in a void in the coated film. They can also cause a problem on the can line if the dent is in the weld margin area. This has to be monitored closely.

The next area is condition of the skid. The skid can damage up to 10 sheets depending on where it has to be transported. Inspect the skid for nails popping out of the deck boards. As a skid is used, transported or thrown around the nails have a tendency to work their way out of the skid. As the sheets are stacked on top of the deck board the weight of the sheets will rest on top of the popped nails causing the nail head to

emboss into the sheets. I have seen up to 9-10 sheets on a skid damaged by popped nails. Either hammer them down and add a piece of chipboard on top of the skid deck. Just make sure you staple it down to the skid, I've seen operators feed them into a coater.

Next area is a protection sheet; you should be using C-Box rejects for protection sheets not prime sheets. They have to be clearly marked so the coater operator knows to pull them off of the skid. Last thing you want to do is coat a protection sheet and have this sheet go through the entire operation. Depending on why the sheet was rejected at the coil line a number of problems will happen if a rejected sheet makes it to the can lines.

Let's see where spoilage happens on a coating line. First let's make sure the protection sheets are clearly marked. Next take a look at the suction cups of the sheet forwarding pistons. Are they kept clean? Are they worn out? How frequently do you replace them? Also take a look at the pinch feed rollers on the feeder. Are they clean, worn, cracked or out of round? Are they working properly? Make sure you properly maintain them; they are feeding out sheets that are very expensive. Also take a look at the condition of the side plates in the feeder. Are they grooved from feeding sheets? If they are then replace them, a sheet can get hung up in these grooves resulting in a miss-fed sheet and then a jam up.

Next take a look at the side guides that register the sheets side to side. Are they worn? Do they have grooves in them like the feeder side plates? Are you using rollers or magnetic side guides? If they are rollers check to see if they are working or worn out. If they are magnetic check the magnetism, check the condition of the faceplate. It may have grooves worn in it just like the side plate on the feeder.

Next is the oven infeed, which is a major place for spoilage. We will cover this area in the next issue of *The International Metal Decorator Newsletter*.

Ken Matyska, *Inx International Ink Co.*



## Aluminum Beverage Can Decoration, The State-of-the-State.

By Janelle Harris, Ball Corporation

Since its introduction in 1959, the aluminum beverage can and manufacturing process has continuously improved; cans have become thinner and lighter as manufacturing speeds and efficiencies have increased, providing many supply chain benefits. Innovations such as new end designs, colored laser-engraved tabs, and a wide variety of sizes and shapes have increased usage occasions and branding opportunities, enabling cans to remain a beverage package of choice over the years. But applying ink to the can has always been the slowest part of the industry to evolve.

Much like the television, can decoration has progressed from the “black & white” days of the late 1950’s to the high-definition, full color world of today. Basic metal decorating print equipment has not changed appreciably, but image fidelity on metal has increased greatly due to better control over dot gain and clearances required. Wet-on-wet printing allowed more colors to be applied to the can but there were limitations, such as a fairly small color gamut and ink contamination control.

### The Quest for the Grail

Within the last ten years demand for improved decoration quality and resolution has made photographic-quality images the new Holy Grail for our industry. Over time conventional camera-ready art boards, separated and manipulated with exposed spreads and chokes to make clearances, gave way to electronic files rendered with the latest graphic software applications. Conventional pen-and-ink artists either adapted to the new technology or retired. Much of this transition to computer-generated files has reduced the amount of retouching required and has dramatically shortened the timeline from concept art to printed can.

As camera-back separations gave way to laser-imaged film, control over the graphics became much more important. By electronically manipulating the computer-rendered file, reductions in heavy ink areas allowed for more fine detail. Ink clearances have been reduced and additional color units added to the decorator, all with the demand for faster line speeds still dictating the level of control.

The latest methods used to control image creation involve laser-exposed printing plates which completely eliminate the intermediate step of vacuum frame-exposed film negatives onto plates. Laser-exposed film was a great step up from the old camera-back days, but it had its limitations due to varying exposure times and the plate material’s ability to hold minimum dot and line size. Any artifact on the film, such as a hair or scratch, was transferred directly onto the printing plate, and film processing is not as environmentally acceptable as it was twenty years ago.

Black and white graphics film may be phased out as more laser-engraved plating methods come on line. Laser exposing the plate directly removes the chance of transferring undesirable elements from a film negative because the negative is rendered directly from the electronic file.

Computer-to-plate direct laser engraving allows for clean, sharp engraving of screens, process tones, fine lines, text and reverse images. Clean dot shapes and sharp shoulders on the rendered image provide higher fidelity screens and more control of ink on press. This methodology has been part of conventional offset printing for many years but is a relatively new process in the metal decorating world. As more of this technology becomes available, we will begin to see better graphics and distinctly more difficult separations.

## Separation is Key

Until now can decorators have been limited to six colors, and the separator had to determine which inks would best render the original artist's concept. The designer who creates can artwork may not see the limitations in his design, but to those who make the color separations this new style can create headaches. Adding required corporate colors made the separation even more difficult as those requirements could limit the color gamut needed for a realistic reproduction of complex artwork. As artwork complexity and color demand increase, the preparation required to apply art to the can will become more difficult. This makes the can art color separator increasingly important in the beverage can artwork reproduction process.

From a marketing standpoint the new, high resolution style of graphics should be a fairly easy sell, but the amount of time and high degree of technical expertise required to separate graphics adds to the bottom line of art preparation. Ball's Eyeris® process creates beautiful color reproduction, but is available only at a premium over conventional separation methods because it is a very labor-intensive and subjective job. With the separator and the client working diligently together, a remarkable and previously unachievable result is now a reality.

## Seeing is Believing

In today's tight economy, many beverage companies are looking for ways to make products stand out on the shelf. Many energy drinks, juice and coffee-based products are doing this through the use of highly refined graphics that push current standards and drive the industry improvement. Modern tools such as hybrid screening allow tonal gradations to fade off to a dissipated edge that could not be achieved until a few years ago. Modern, digital work flows have increased separation preparation speed while maintaining accuracy.

Even when paying a premium for high fidelity artwork, the benefits realized in market can far outweigh the extra cost incurred during the artwork development. Creating an exciting, exacting graphic, a realistic photograph, and life-like depictions of people, fruit and scenery draws customers to a package that hasn't been able to portray these types of images before.

## What's next?

Current can graphic separation capabilities are making inroads to new markets, and technologies on the horizon could complement the laser-engraved printing plate for specialty cans and short production runs.

Direct digital computer-to-can printing technology shows promise for the future. Fully realized artwork on cans, with no limitations on design, color or tonal ranges, will render an almost magazine-quality image on metal. As this technology improves, and reliability and speeds increase, beverage customers will no longer be limited in the ability to realize their product vision. Much like current inkjet technology, the computer-to-can method will allow each can to be unique. The graphics, text and colors can all be changed on the fly, allowing big marketing ideas to be realized. Personalized cans, promotional cans, individually numbered, limited edition cans and small runs are only a digital file away.

The future of aluminum can decorating is wide open with many technical innovations on the horizon. Very soon, metal beverage container graphics will be limited only by a customer's imagination.

## ASK A. DUCTOR, MD (metal decorator)

Dear Ductor,

I am trying to figure out how to establish my cost for coatings applied. Can you please help? My accounting department is driving me crazy.

Signed: Decorator Phil M. Whate

Dear Decorator Whate:

Following is the information provided to us by my colleague, renowned Ductor Furey, some time ago. Just how long I won't say. I hope this helps with your figures; you're on your own with accounting.

Signed: A. Ductor, MD

### COMPUTING APPLIED COST OF CONTAINER COATINGS

#### REQUIRED DATA:

WEIGHT PER GALLON (WPG)  
 TOTAL NON-VOLATILES (PERCENT SOLIDS)  
 COST PER GALLON (DOLLARS)  
 SPECIFIED FILM WEIGHT (MG / SQUARE INCH)  
 CONVERSION FACTOR (ONE POUND EQUALS 453,600 MILLIGRAMS)  
 CONVERSION FACTOR (ONE BASE BOX = 31,360 SQUARE INCHES)

#### STEP ONE:

COMPUTE DRY POUNDS / GALLON :  
 $\text{LBS / GAL} \times \% \text{ SOLIDS} = \text{DRY POUNDS PER GALLON}$

#### STEP TWO:

CONVERT DRY POUNDS / GALLON TO MG / GALLON  
 $\text{DRY LBS / GALLON} \times 453600 = \text{DRY MG / GALLON}$

#### STEP THREE:

CONVERT DRY MG / GALLON TO BASE BOXES / GALLON  
 $\text{DRY MG / GALLON} \div (\text{MG / SQ IN} \times 31,360 \text{ SQ IN}) = \text{DRY MG / GALLON}$

#### STEP FOUR:

$\text{COST PER GALLON} \div \text{DRY MG / GALLON} = \$ \text{ PER BASE BOX AT MG / SQ IN}$

### EXAMPLE USING A STANDARD FLAT SHEET WHITE BASECOAT

#### REQUIRED DATA:

WEIGHT PER GALLON = 10.9 LBS  
 TOTAL NON-VOLATILES = 54.6%  
 COST PER GALLON = \$24.50  
 SPECIFIED FILM WEIGHT = 12 MG / SQ IN

STEP ONE:  $10.9 \text{ LBS} \times 54.6\% = 5.95 \text{ DRY LBS / GALLON}$

STEP TWO:  $5.95 \text{ LBS} \times 453,600 \text{ MG} = 2,698,920 \text{ DRY MG / GAL}$

STEP THREE:  $2,698,920 \text{ MG / GALLON} \div (12 \text{ MG} \times 31,360) = 7.17 \text{ BASE BOXES / GALLON}$

STEP FOUR:  $\$24.50 / \text{GALLON} \div 7.17 \text{ BASE BOXES / GALLON} = \$3.417 / \text{BB} @ 12 \text{ MG / SQ IN}$

Send your questions to A. Ductor, MD at [info@metaldecorators.org](mailto:info@metaldecorators.org) or [ampmgt@aol.com](mailto:ampmgt@aol.com)  
 and I will do my best to provide the best information decorators worldwide have to offer.



# HISTORICALLY SPEAKING

*A Day of the 1965  
Convention Program*

**Wednesday, October 20th**

GENERAL SESSION.....9:30 a.m.-12:30 p.m.

**ROUND TABLE DISCUSSION**

- JAMES L. BURNS, *Moderator*
- WALTER SPIES, *Coaters & Ovens*
- DAN GALLAGHER, *Inks*
- EDWARD HASKELL, *Coating & Finishes*
- THOMAS W. FORD, JR., *Rollers*
- EMANUEL GURIN, *Blankets*
- FRED ADAME, *Presses*
- RALPH F. MERTZ, *Feeders*
- WARREN G. TYK, *Design*  
*Viking Room*

LUNCHEON ..... 12:30 p.m.  
*Vernon Room*

GENERAL SESSION ..... 2:00 p.m.  
EARL K. SHAWE, *"Labor Relations"*  
A. F. RYLANDER, *"Polymers, Present & Future  
for Use by Metal Decorators"*

GEORGES C. MARTIGNOLE, *"Metal Decorating  
in France"*  
*Viking Room*

RECEPTION ..... 6:30 p.m.  
*Solarium & Garden Room*

BANQUET ..... 8:00 p.m.  
*Vernon Room*

Speaker ..... Dr. Dean F. Berkley

## CHICAGO SEMINAR SMASHING SUCCESS

A heavy turnout participated in the 9th Annual Midyear Seminar in Chicago, on May 25, 1983.

A special tip of the hat to Dick O'Connell and his committee for an excellent program. One that offered a lot of information and provoked a lot of thought.

For the benefit of those unable to attend, we list the agenda. Hopefully, this tidbit will induce you to attend in 1984.

**COMPUTERS AND ITS APPLICATION TO METAL DECORATING**

Lowell Hoffman, National Can Company

**PANEL**

- In Plant Operation - Moderator
- In House Plate Making, Clair Shearer, J. L. Clark Mfg. Co.
- Water Dampening System, B. Stiner, Crown, Cork & Seal Co.
- Toray Press Plate, Bob Maley, H. Pittman
- Toray Press Plate Experience, A. Lewis
- PDI Press Plate - Chrome on Steel, Jim Kiesler, Printing Developments, Inc.

**PANEL**

- Coater Operations, Moderator, Jim Clementi, American Roller Co.
- Ceramic Rollers for the Metal Decorators, Jim Armstrong, American Roller Co.
- Viscosity Control for Coaters, Kenneth Matyska, Central Can Co.
- Oven Lubricators & Materials, Bob Lyons, American Can Co.
- Wicket Straightening Systems, Dennis Shipley, Sherwin Williams Co.

**PANEL**

- Low Bake Operations, Moderator, Gene Furey, DeSoto, Inc.
- Low Bake Inks, R. Rozak, Continental Can Co.
- Low Bake Coatings, Gene Furey, DeSoto, Inc.
- U V Curable Coatings, Reliance Coating

**PANEL**

- Cost Reduction through Solvent Management, Moderator, Donald Struber, Lilly Industrial Coatings
- Cost Reduction - Methods to Reduce, Darrell Brenner, Gordon Bartels
- Your Investment, Larry Welch, Sherwin Williams Co.
- Solvent Recovery - Turning Waste Liability into Liquid Assets, K. Weist, McKesson Envers-System

**PANEL**

- D&I Operations, Moderator, Raymond Schumacker, Continental Can Co.
- Film - D&I Line Operation
- Inks, Jim Volz, Inmont, Inc.
- Varnish, Bob Levandusei, PPG Industries
- Presses, Rutherford Machinery Co.
- Ovens, Robert Jira, FECO
- Maintenance Press & Coaters, William Nesbit, National Can Co.

## 1984

### 50TH Anniversary

Numerous individuals and companies have graciously offered their services in providing N.M.D.A. 50th Anniversary mementos. To avoid confusion and to allow us to maintain an orderly celebration, the following guidelines have been established by the anniversary committee:

Any company can give a gift, lithographed or otherwise, and pictures if they so desire. We figured a minimum of 600 to be necessary to cover the group. Also, if anyone wants to give pictures or lithographs of their plants, etc., a request was made not to have any people in the pictures. All give-aways should be cleared through a member of the 50th anniversary committee, i.e., George Frank, Jay Parker, Dick Ruth, or Bob Spinney.

Dick Hamilton and Garland Richardson are going to co-chairman a display to be set up at the convention, showing what different companies make. They have requested that all companies be advised they can contact them for information on where to send any items and their product line. This will obviously take a rather large amount of room, but they indicated they will take over this responsibility.

**SOME CONVENTION STATISTICS FROM THE PAST**

<u>YEAR</u>	<u>LOCATION</u>	<u>MEMBERS</u>	<u>SUPPLIERS</u>	<u>SPOUSES</u>	<u>TOTAL</u>
1974	SAN FRANCISCO	171	252	260	683
1977	BOSTON	195	281	233	709
1979	WILLIAMSBURG	228	265	315	808
1981	SAN DIEGO	199	274	281	754
1988	BALTIMORE	173	222	236	631
1992	CHARLESTON	137	231	211	579
1993	MONTREAL	110	184	172	466
1994	NEW ORLEANS	147	270	220	637
1995	PORTLAND	354	0	148	502
1996	ATLANTA	377	0	149	526
1997	DALLAS	372	0	133	505
1998	SAN DIEGO	349	0	141	487

Note: Suppliers and Decorators merged in 1994



NATIONAL METAL DECORATORS ASSOCIATION ANNUAL CONVENTION OCTOBER 1958