

**ON-PACK PROMOTIONAL LABELING ATTRACTS SHOPPERS**

**M**any food and beverage processors are using on-pack promotional labels to encourage consumer participation and to minimize theft and losses that can occur when promotions are distributed by store personnel. Bell Inc. ensures the security of its promotional label manufacturing and application to packages through authorized-only access areas, laser-beam barriers, special teams trained for each project, closed-circuit TV system throughout the plant, 24x7 security officers, two-way mirrors, secure waste processing and ongoing training. In addition, sequential labeling enables the tracking of each package throughout distribution and sale. In spite of these extensive investments, label manufacturing and application is cost



effective and sustainable. Bell has achieved a label waste percentage of less than 1%, as measured in an independent audit by Promotion Watch, a national promotions security firm. This results in huge savings for Bell, its customers and, of course, the environment.

**Bell Inc.**  
800-658-3396; [www.bell-inc.com](http://www.bell-inc.com)



**Scratch-resistant film gives high-gloss finish**

NSCR is a new scratch-resistant film that works well with high-gloss finishes or surfaces that are sensitive to scratching or abrasion. NSCR is a low-density polyethylene film that features a unique embossing technique, creating a durable flexible material. The film does not contain anti-block additives. NSCR film is available in Autobag bags-on-a-roll configurations, and can be used on all Automated Packaging Systems bagging equipment.

**Automated Packaging Systems**  
800-527-0733; [www.autobag.com](http://www.autobag.com)



**Additive gives PET bottles the look of frosted glass**

A lower-luster-grade masterbatch gives polyethylene terephthalate (PET) bottles the look of frosted glass. The grade gives the bottles a look similar to etched glass for an upscale feel. The masterbatch also offers appearance options such as translucent or opaque, and also can be tinted to a soft blue or green hue. The frosted masterbatches are added during the extrusion process and are built around Ampacet's Formula X PET technology, which eliminates the need for pre-drying. This technology also

improves productivity by reducing molding issues such as screw slippage and feed-throat clogging.

**Ampacet Corp.**  
513-247-5412; [www.ampacet.com](http://www.ampacet.com)



**Conveyor runs motors efficiently**

The E24 Conveyor uses 24-volt live roller technology to provide high performance in a quiet working environment. The E24 accommodates frequent layout changes or process line changes. Drive motors run only when needed and are rated at eight to 10 times the hours of traditional MDR motors. The conveyor addresses issues related to heat dissipation, limited motor life span, lack of sufficient torque and the inability to use 13/8-inch rollers.

**Hytrol Conveyor Co. Inc.**  
870-935-3700; [www.hytrol.com](http://www.hytrol.com)



**Achieve metallized and holographic effects with sustainable materials**

Technologically advanced non-laminated recyclable UniLustre and Holographic UniLustre are environmentally friendly options for printers, converters and end users. The manufacturing process for UniLustre products maintains the look of metallized papers and boards while meeting sustainable packaging standards. Many metallized foil laminations utilize foil thicknesses in the range of 0.0003 inches and are not recyclable. The metal thickness in UniLustre products is less than 1% of