

Smyth and Technimark recognized for innovative in-mold labeled package

ST. PAUL, MN - November 13, 2008 /For immediate release/-- Smyth Companies, Inc., a label printer based in Minnesota, in partnership with rigid plastic package injection molder Technimark, has been honored by the In-Mold Decorating Association (IMDA) for an innovative in-mold labeled package. IMDA bestowed the award, recognizing the industry's best in-mold labeled (IML) packaging and durable goods, in October during its annual convention in Tempe, Arizona. The entry submitted by Smyth/Technimark was an injection molded cylindrical package for Procter & Gamble's Olay® Definity® line of skin care products. The Smyth/Technimark entry, which won in the category of Best Product Family, included an in-mold label incorporating a hologram and other challenging print elements.

Smyth and Technimark have a good track record of partnership on injection in-mold label projects. The companies have developed techniques on both the print and molding sides of the IML process that enable unique labels to be applied to molded plastic containers. There are challenges to labeling molded plastic containers due to the heat generated by the molding process itself, and many effects used with more traditional labeling techniques have not been possible in IML. Smyth and Technimark have overcome some of these challenges, and have been able to incorporate effects like the hologram for the Olay package.



Technimark, with headquarters in Asheboro, North Carolina, is a leader in the field of injection molded packaging, containers and components. The company serves customers in a variety of industries, and has ten manufacturing plants in the U.S., Mexico, Germany, and China. For more information on Technimark, please contact Bishop Beall at 336-498-4171, ext. 467 or bbeall@technimark.com.

Smyth is one of the largest label producers in the U.S., and an industry leader in the development of solutions for IML. In addition to package labels and P.O.P. displays, Smyth produces in-pack and on-pack promotional labels and application equipment. The company has headquarters in St. Paul, Minnesota, and operates seven production facilities located in Minnesota, Virginia, and Colorado. Smyth employs approximately 380 people.

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