

Packaging Trends

& APPLICATIONS

Your *First Call* For Protective Packaging Solutions

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Keeping Pallet Loads in Their Place

VBoard® stabilizes pallet loads by helping to ensure even weight distribution

It is common to see pallets where the bottom tier of cartons is collapsing under the weight of the rest of the pallet, due to high humidity or temperature, double stacking or poor packaging techniques.

The use of VBoard in combination with pre-stretched film will relieve some of the weight bearing down on the bottom layer or tier of cartons. This promotes even weight distribution, reducing carton compression while increasing stacking strength. Here is how it works.

Stretch film is made from linear low-density polyethylene (LLDPE), a common film that has excellent rubber band characteristics. After it is stretched and applied to the pallet, this film, because of its memory, attempts to return to its original length. This creates an even tension around all four corners of the pallet as the film “creeps” tighter. As this occurs, the pallet load stays tight and actually gets tighter over time.

If four pieces of VBoard are applied prior to the stretch-wrapping process, they will tighten around the pallet load as the film creeps tighter. This allows the film and VBoard combination to partially hold the weight of the upper tiers of boxes from bearing down on the lower tiers of boxes. Please note that this is only effective when a stretch-wrapping machine with a pre-stretch device of at least 240% is used. Hand stretching does not put enough tension on the pallet load.

In this demonstration, each box weighed 40 lbs., and each tier included six boxes. When one layer of boxes was removed, the VBoard/stretch-wrap packaging combination provided the rigidity and stiffness to suspend the top layer of boxes—a full 240 lbs. of weight.



Jason Wallace, a representative of Rusco Packaging, Inc., a Laminations distributor, demonstrates how VBoard, when used in combination with pre-stretched film, stabilized this pallet load—enough to suspend the top layer of boxes when the second layer was removed. This results in less damage to bottom-tier packaging.

In fact, if you were to set this up, then cut the film horizontally and remove one layer of the boxes in the center of a pallet load with boxes of similar weight, the top layer would not fall. But without the edge protectors, the film would not have the rigidity and stiffness to suspend the top layer.

For applications where stretch film is already being applied by a stretch-wrapping machine, VBoard is the ideal packaging solution. Not only does adding VBoard to this packaging mix provide essential edge protection, it also provides the support needed to ensure load stabilization and stacking strength, saving manufacturers and distributors unnecessary costs spent on product damage.

(story continued inside)

No Excuses...

Far too often for my comfort do I find myself excusing some type of shortfall in what I've planned to accomplish because of something that's happened that is supposedly "out of my control." The world today feels quite a bit like that right now. With the weak economy, terrorism alerts and attacks, a plummeting stock market and a number of other troubling events occurring around the world, there are many reasons I can give for not attaining my goals. After all, there isn't a whole lot an individual can do to escape the consequences of these events, is there?



Well, I don't really have the answer to that question. However, I think we often do ourselves a disservice by giving ourselves "permission" to be less than the best we can be. Too many "Yes, buts..." (rationalizations) just undermine our ability to make progress and to succeed.

But the right attitude and an open mind make a very positive impact on the successes we achieve. At Laminations we have made a commitment to a "no excuses" approach to serving all our stakeholders. Every day, in every action, we will strive to exceed every customer's expectations. To the very best of our ability,

- We will be our customers' *first call* for superior solutions to their packaging needs
- We will be considered an "employer of choice" by enabling our valued co-workers to be fully engaged in everything related to their workplace responsibilities
- We will be a highly preferred customer to our suppliers, based on establishing mutually beneficial partnerships whenever and wherever possible
- We will be a rapidly growing, financially stable business providing an attractive return to our stockholders and offering a secure retirement future to our employees
- We will not only survive, but thrive in the challenging future we face

Laminations is celebrating its 30-year anniversary in 2003. We are truly grateful to our many loyal customers and to the hundreds of dedicated employees who have helped us achieve this significant milestone. With such a combination, there should be "no excuses" about not doing even better over the next 30 years!

Sincerely,

Richard C. Detienne
President

Employees on the Move

Congratulations to the following employees, who have recently moved into new positions.



Chuck Hanson,
Director of
Manufacturing

Chuck Hanson's role as Director of Manufacturing has been expanded, with all Laminations' plant managers now reporting directly to him. He has been with Laminations since 1973.

Bruce Eiting was promoted from production manager to plant manager at our Central plant in Appleton. He has been with Laminations since 1975.



Bruce Eiting,
Plant Manager



Becky Ebel,
Customer Service
Manager

Also, **Becky Ebel** has been promoted to customer service manager at the Central office in Appleton. In addition to her new responsibilities, she will continue as an inside sales representative for North Dakota, South Dakota, Minnesota, Wisconsin and Upper Michigan. She has been with Laminations since 1983.

Keeping Pallet Loads in Their Place...cont.



The secret's in the combination: If four pieces of VBoard are applied prior to the automatic stretch-wrapping process, they will tighten around the pallet load as the film attempts to return to its original length. This tension helps evenly distribute weight, helping keep the upper tier weight from bearing down on the lower tier boxes.

This newly developed way of showing the effectiveness of VBoard® for maintaining even pallet load weight distribution will be available as a Protective Packaging Solutions sell sheet. There are eight other protective packaging solutions application sheets available that describe the benefits of using a variety of Laminations products. These include topics such as custom packaging for uniquely shaped products, outer edge protection for shipping paper, the versatility of PF PalletTops, see-through packaging, edge protection for windows and other building components, using VBoard for internal reinforcement or interior packaging and the many uses of VBoard to counteract potential transport packaging hazards.



All of the sell sheets, along with our newsletters, are available as PDF downloads on our Web site, www.laminationsonline.com.

Laminations Celebrates 30 Years

This May marks Laminations' 30th year of developing protective packaging solutions for our customers.

Laminations began 30 years ago as a joint venture between Great Northern Corporation and Hayes Manufacturing. The original VBoard machine was set up in the back of Hayes' core plant in 1972 for experimentation and testing. Once the manufacturing process was perfected, the companies leased space in the original Neenah headquarters, moved the machine over, hired employees and went into production. Our first order, a single skid of VGuard®, was shipped on May 31, 1973. Since then we've steadily grown. Great Northern bought out Hayes' interest in Laminations in 1995 and we became a part of Great Northern's Specialty Group.

Today we have five manufacturing facilities, six stocking hubs and nearly 200 employees. The VBoard family of edge protectors has grown to include one of the most diverse product offerings in the industry. These products have proven practical and effective for thousands of packaging applications across a wide range of industries.

On our 30th anniversary, we would like to renew our dedication to solving our customers' packaging challenges with products and services that are delivered with speed, accuracy and quality. Thanks to all the hard-working employees and dedicated customers who have made Laminations the successful company that it is. We're looking forward to bringing you innovative new packaging solutions for the next 30 years!





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Consumers Continue to Value Recycling

According to the 100% Recycled Paperboard Alliance, paperboard continues to increase its market share as the packaging material of choice. For example:

- Recent opinion research shows that 84% of consumers feel better about companies that package products in 100% paperboard.
- More and more consumers know the importance of buying recycled, with an

overwhelming 92% saying that it is a positive environmental action to buy products that are packaged in 100% recycled paperboard.

- Over the last 10 years, recovered paper for recycling would fill more than 3.5 square miles of landfill space packed 50 feet high.
- During the last decade alone, U.S. papermakers invested approximately \$10 billion in new recycling capacity.
- Recovered paper now provides more than 37% of the raw material fiber used at U.S. mills.

All of Laminations' products are made from recycled fiber, with approximately 80% being post-consumer waste and 20% pre-consumer waste. 100% of the paperboard waste Laminations generates during the manufacturing process is recycled.

Show Biz

SOUTHPACK

We'll be in booth #602 at the 2003 SouthPack Exposition & Conference, April 30 to May 1, at the Georgia World Congress Center, Atlanta. Stop in and see what's new.

This newsletter is produced by Laminations, part of Great Northern Corporation's Specialty Group. Laminations is an innovative leader in manufacturing laminated paper protective products for the shipping, packaging, and warehousing needs of industry.

Major products include the VBoard® family of laminated edge protectors; the FlatBoard® line of flat, foldable, and die-cut edge and surface protectors; and the LamcoRound® line of spiral-wound tubes and cores. All Laminations paperboard products are made from recycled fibers and are fully recyclable.



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Laminations' facilities include: Laminations' "East" plant in Allentown, PA; "Central" in Appleton, WI; "Southeast" in Jacksonville, FL; "West" in Ontario, CA; and "Northwest" in Wilsonville, OR. We also maintain stocking hubs in Arlington, TX; Denver, CO; Hayward, CA; Louisville, KY; Salt Lake City, UT; and Tacoma, WA.

www.laminationsonline.com

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