



INTERNATIONAL

# METAL DECORATOR NEWSLETTER

Second Quarter, 2011  
SPECIAL CONVENTION EDITION

## Welcome to the International Metal Decorators Annual Convention



We are pleased to see so many metal packaging industry personnel present for two days of presentations packed with the latest information needed to help keep your knowledge base honed. Our speakers have compiled programs which we feel will be of interest to the attendees and our program is diversified to the point where there should be something for everyone. We offer programs specifically for the flat sheet and two piece decorating methods. Our breakout sessions are formatted to meet the needs of both segments of the industry. Of course we will present the very latest in market trends, environmental matters, corporate strategies for success, and the ever popular motivational speaker. Also, we are reintroducing our informational Technical Tutorials and attendees should garner much from these presentations as we are going back to the basics of steel and aluminum for canmaking and the basics of canmaking as well.

We know that the presentations are the driving force for attending our conferences, and we realize that networking and viewing exhibits are integral components for us to conduct a successful conference. Therefore, the agenda includes a tabletop showcase in a supplier hosted hospitality session. Not only will you be able to see the latest products and services, but you will be able to enjoy the company of fellow metal packaging personnel. Having said that, we encourage you to reach out to a new face in the audience and introduce yourself; who knows what new window of opportunity you will open by doing so. Long lasting friendships have been forged at the IMDA meetings over the past 77 years as you will see by the display of camaraderie amongst the attendees.

To the newcomers, we extend a special welcome to you. We hope that you find our conference to be an opportunity to learn more about your industry in a format that is comfortable, rewarding, and all encompassing. We extend the invitation to you to become a member of our association and encourage you to seek out an officer or director to see how you can get involved in this volunteer organization.

We hope that you enjoy your IMDA convention and we look forward to seeing you again in the future.

Sincerely,  
*Your IMDA Convention Committee*

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[www.metaldecorators.org](http://www.metaldecorators.org)



## *"Only the Beginning....."*

My Fellow IMDA Members,

The past eight years have been for me some of the most personally memorable. Being asked to join the board in 2003 was an honor I did not expect and gladly accepted, as I had been a member and regular attendee to IMDA events for many years. To then be nominated to serve as an officer in 2005 absolutely floored me, as I had admired the organization for so long and was now being asked to commit six years to help advance its mission.

Upon assuming the role of Secretary/Treasurer, I served under then-president Rick Clendenning, who coincidentally became my boss during 2008, when he hired me. Rick paved the way for the organization to advance and grow, pulling together a planning team from several industry disciplines.

Moving into the vice presidential position in 2007, I served under then-president Neal Santangelo, who by the way was actually on his second tour of IMDA duty. He was on the officer track several years ago, had to pull out, and yet agreed to start over during 2003. His guidance and support in helping me assume the convention responsibilities (this is the de facto role of the VP) were an invaluable asset when I assumed the presidency in 2009.

Mike Masenior – our Executive Director – received the “Member of a Lifetime” award in 2009 for good reason: he is exactly that. Every president has, and will continue to have, depended upon his wisdom and guidance, and this president is far from the exception.

It is not possible to thank everyone in this short column. To hear about everyone then, you will have to attend the Wednesday evening dinner at the convention, when I give be a short exit speech and provide a few laughs as we reminisce.

We have made tremendous strides at the IMDA. In a few short years we have been able to bolster the organization to an even more respected level within the industry, as we provide value to our members and attempt to continuously improve. The convention is the most visual of these improvements.

Have you noticed the incredible content of our conventions? The non-stop information provided? The incredible tabletop displays? The (usual) flawlessness with which it is pulled off? This does not happen by wishful thinking: take a look at the list of names on the convention committee in this year’s program. Find one at the convention and thank them.

One of the planning changes we made over the past several years was the proper dividing and delegation of many tasks that must be performed to ensure the event’s success. By the way, if you are a member and want to help, you are more than welcome: see any one of the committee members for more information.

Leaving the officer’s rank is a double-edged sword: six years is a long time to devote one’s spare time to such an endeavor. On the other hand, I wish I could have done even more. This thought was plaguing me recently until I realized the organization had become the proverbial “bigger than the sum of its parts.” It is a vibrant entity with an energetic board, officers (who change at the end of the 2011 convention) and you, its faithful members and supporters.

It then struck me: *this is only the beginning*. Everything we have worked for over the past several years to advance the association and the industry has indeed been worthwhile. More importantly, what we have accomplished is sustainable and will continue to grow and improve.

After this year’s event, I will graduate to the couch out near the registration area, where all the retired presidents seem to congregate. Come by and visit sometime.

*Joe Finan*

IMDA President

**MEMBERSHIP NEWS**

**2011 SCHOLARSHIPS**

WE WILL BE AWARDING OUR IMDA SCHOLARSHIPS ON WEDNESDAY MORNING. THIS YEAR WE HAD 28 REQUESTS FOR APPLICATION PACKETS AND OF THOSE REQUESTED, 17 STUDENTS SUBMITTED LETTERS AND APPLICATIONS FOR OUR YEARLY AWARDS. OUR PANEL OF JUDGES, CONSISTING OF PAST PRESIDENT'S, HAD SOME TOUGH CHOICES TO MAKE AS THIS YEAR'S GROUP OF APPLICANTS IS STELLER.

**HOT FROM THE OVEN**

**DUES**

The 2011 membership dues invoices were mailed. If you have not yet submitted your payment, we ask that you do so soon. We will be sending out reminder notices in June as a follow-up for those who have forgotten or misplaced their dues. We thank you for your continued support.

**WEBSITE**

***Have You Been There?***

Our website has been updated to include previous newsletters, our membership directory, quality winners and convention presentations. However, to see that information, you have to go to the Members Area of the website. Members in good standing can log on to that section and request access to see all of the member's information. We will authorize your access and notify you that you are ready to view the contents. Frankly, many of you have not done so and are missing out on a member benefit.

Many of this year's presentations will be posted on the site upon the completion of the conference. But, again, you have to be a paid up member to gain access. If you have any difficulty in obtaining access to the site, contact Michael Masenior at ampmgt@aol.com or 410-252-5205 and he will make sure that your questions get answered.

visit [metaldecorators.org](http://metaldecorators.org)

**2011 OFFICERS & DIRECTORS**

**President**

Joseph Finan, INX International Ink Co

**Vice President**

Jack Knight, INX International Ink Co

**Secretary Treasurer**

Janelle Harris, Ball Corporation

**Executive Director**

Michael Masenior

**Directors**

James Andamasaris, Select Metal Litho

Eugene Basler, Anheuser-Busch

Russell Cannon, Crown Cork & Seal

Jim Cation, Rexham Beverage

Rick Clendenning, INX International Ink Co

Craig Eberts, First Transitions

Jonathan Ellaby, INX International Ink Co.

Renee Etiopio, INX International Ink Co.

Mark Finch, Silgan Containers

Eugene Furey, Honorary Member

Nick Hammer, Ball Corporation

William Graue, Silgan Closures

Dr. William Hoyle, Hoyle Consulting

Art Hurley, Silgan

Steve Kight, PPG Industries

Paul Krueger, Valspar Corporation

James Lore, Watson Standard

Kenneth Matyska, INX International Ink Co

T.R. Moreau, Can Corporation of America

Ted Nevins, J.L. Clark

Mark Novotny, Nordson Corp

Jeff Radice, Meridian Arts & Graphics

Neal Santangelo, Crown Cork & Seal

Allan Sayers, Sayers Publishing

Gary Silke, Honorary Member

Mark Von Bokel, Metal Container





## *From The Director's Desk*



**V**olunteer organizations have always been intriguing. Or shall we say, volunteer efforts are worthy of wonder. The volunteers of non-profit associations are even more fascinating. They reap no monetary rewards, the time they donate is valuable and not measurable, not one person can keep a non-profit alive and fully functioning, and collectively the life volunteers breathe into the organization is sustaining. When one or more volunteers needs help, many others step up and provide the strength to keep the organization alive. No one person is really in charge of the organization; a collective body which works in harmony fills that power. There is no profit motive; the financial impetus is to keep the organization viable to live another year. The organization knows that it can only survive when it cultivates a group of doers and team members who honor the mission of the organization regardless of what the individual motivations to participate are. For this, all successful associations should be grateful.

And grateful the IMDA is; to Joe Finan, who as President, has capped off a most successful officer term and years of chairmanship. Under his guidance, new life has been given to our website, our conferences have flourished, communications with members (he's the guy behind the eblasts) have soared, and the collective body is better for having his leadership and friendship. I know that you join me in thanking Joe for all that he has given. Joe represents volunteering at it's best!

This is the year we change the leaders of our Association and I am sure that you join me in wishing our new president, Jack Knight, the most success in his continuing volunteerism (Jack likes that word) as he continues to guide the association in the future 2 years. Joining Jack is Janelle Harris, who will take over the role of Vice President and Convention Chairperson. If you have the pleasure of knowing Janelle, you know that good things for the IMDA are on the horizon. Filling out the officer team is Mark Von Bokel, who will become our new Secretary-Treasurer. Mark brings years of experience on the board and the convention planning committee to the position and that volunteer experience will serve him and the IMDA well. Again, we wish the new officers a rewarding tenure and thank them for keeping the life of the IMDA healthy.

As was said, the collective body provides the true strength of the organization and we must recognize the convention committee members, the IMDA scholarship golf outing committee, and the board of directors for all that they have done to organize this enlightening and rewarding convention. And many of our speakers are members of our association and they are also sharing their time and knowledge and we appreciate them, as well as our non-member speakers, for enriching our lives. Our conference would not exist if it were not for the combined efforts of our volunteering members and guest speakers. On behalf of all in attendance, Thank You for all you do!

And to those non-members in attendance, thanks for being here. By the way, the door is open to join the family. We've been waiting for you.

This issue of the newsletter is an abbreviated issue for distribution at the convention and a more thorough version will be mailed to members soon after we conclude the conference. We will showcase all of the award winners, provide presentation copy, and inform you on the latest association developments. Also, for those members who have not yet requested access to our members section of the website: [metaldecorators.org](http://metaldecorators.org), we urge you to do so soon as we will have the presentations posted and photos of our conference for you to enjoy as well. If you need assistance in getting to the members section, please email me at [ampmgt@aol.com](mailto:ampmgt@aol.com) or stop at the registration desk and I'll review the steps with you. Also, to you social networkers, we are on facebook, and offer that tool for communicating to the metaldecorating industry too.

And last, but not least, a hearty Thank You is given to those companies who are Sponsors for this year's convention. With your support, we are able to offer a higher quality event for our attendees and you continue to enable this non-profit to enhance its position in the industry as a leader in providing an arena for our industry to share its knowledge and camaraderie.

Wishing you a successful and enjoyable convention, I remain

Fraternally yours,

*Michael Masenior*

Executive Director

# MEMBERSHIP NEWS

## DecoDates

September 29-30, 2011

### The Canmaker Summit

Istanbul, Turkey  
Tel: 44 1293 435100  
E: info@sayers-publishing.com  
www.spgevents.com

May 21, 2012

### IMDA Scholarship Golf Outing

Hilton Indian Lakes Resort  
Bloomington, IL USA  
Tel: 410-252-5205  
E: ampmgt@aol.com  
metaldecorators.org

May 22-24, 2012

### IMDA Annual Convention

Hilton Indian Lakes Resort  
Bloomington, IL USA  
Tel: 410 252 5205  
E: ampmgt@aol.com  
www.metaldecorators.org



## The IMDA now has a facebook page.

The page name is IMDA  
We are posting activities on our wall and we also have a tab for discussions among industry members.

Watch for pictures from this conference to be posted soon.

We are receiving about 450 impressions on our posts. However, we need more friends; it's lonely.

Take a look! We're on the book!

## 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

## EMPLOYMENT ASSISTANCE

We have several members who are *unemployed* and are looking for positions in the industry. With valuable years of experience in flat sheet decorating management and sales capacities, these individuals may be able to help your organization. Contact Executive Director Michael Masenior at our headquarters 410-252-5250 to receive contact information. All inquiries will remain confidential. We are serving as a networking source only and wish to help fellow members in their quest for employment.

## When is an email not an email?

The answer is simple, when it doesn't reach your inbox.

If you have an email address and are not receiving our regular "Enewsletter blasts," and updates from the association, we do not have your correct address. If you would like to be included on IMDA email messages, the ONLY way to add your email address to the list is to send it to ampmgt@aol.com and to our Eblaster at metaldecorators@earthlink.net.

## MEMBERSHIP STATISTICS

(as of 5-18-11)

MEMBERS	509
HONORARY	37
PRIVILEGED	29
TOTAL	575
COUNTRIES	30

## Memorials

We are saddened to report the loss of our friends and fellow members recently. Our condolences are extended to their families.

**Donald Fay, Edward Koepke, privileged member and John Matthews, honorary member**

We welcome the following new members who were voted into the  
IMDA in October, 2010 and May, 2011

First	Last	Company	Country
<b>October, 2010</b>			
Fernanda	Aler	Seven Ogun International	USA
Dale	Berhow	Epic Products International	USA
Phil	Laskowsky	Rexam	USA
Carmen	Mirandola	W.R. Grace	USA
Maciej	Sawicki	BWay Corporation	USA
William	Synyard	Belvac Machinery	USA
Gregory	Wise	Ball Corporation	USA
<b>May, 2011</b>			
Pete	Alfano	Essex Products Group	USA
Jim	Buescher	PPG Industries	USA
David	Burgess	Flexo Concepts	USA
Jared	Cameron	Ball Corporation	USA
Julian	Cass	Akzo Nobel Packaging Coatings	USA
Gregory	Crawford	Steel Recycling Institute	USA
Steve	Cummings	Gulf-Great Lakes Packaging	USA
Raymond	Darnell	Ball Corporation	USA
Ze Sheng	Feng	Wen Zhou Du Hai Printing Machinery	CHINA
Randy	Fidler	Nordson Corporation	USA
Steve	Friestedt	Gulf-Great Lakes Packaging	USA
Ron	Gilliam	Intelligent Sensing	USA
Patrick	Gilliland	Pressco Technology	USA
Mike	Gredlics	Crown Cork & Seal	USA
William	Handel	Momentive Specialty Chemicals	USA
Greg	Imhoff	Essex Products Group	USA
Jens	Junker	KBA-Metalprint	GERMANY
Jeff	Kwasny	Akzo Nobel Packaging Coatings	USA
David	Larson	Brookfield Engineering	USA
Patrick	Maloney	Watson Standard	USA
Angel	Martinez III	Amro Supply	USA
Vasilka	Matamska	Delta Case	USA
Alfred	Melka	Loba-Wakol	USA
Brett	Mock	Akzo Nobel Packaging Coatings	USA
Mark	Mohn	Prime Controls	USA
Linda	Pantano	Southern Graphic Systems	USA
Bud	Patel	Applied Vision	USA
Michael	Pawlowski	Pro-Environmental	USA



First	Last	Company	Country
Doug	Peyer	Crown Cork & Seal	USA
Dave	Randall	Chromatic Technologies	USA
Brian	Rogers	Crown Cork & Seal	USA
Brian	Ruby	PPG Industries	USA
Rick	Scarpelli	Adena Tool Corporation	USA
Kimberly	Schuetz	Sidas Coatings	USA
Chase	Shumate	Metal Container	USA
Joanna	Stephens	Rexam	USA
Meredith	Stines	American Ultraviolet	USA
Mani	Subramanian	W.R. Grace & Co	USA
Andreas	Trouvain	Nordson Duetschland	GERMANY
Peter	Van Der Merwe	Nampak Onfood	SOUTH AFRICA
Chris	Wallace	X-Rite Corp	USA
Henry Knox	Watson IV	Watson Standard	USA
Julie	Watson	Watson Standard	USA
Mike	Wilks	Bunting Magnetics	USA
Jim	Young	Amro Supply Inc	USA
Michael	Zublena	Tecnocap	USA

***Congratulations to our new members. We hope that you have many years of rewarding membership in our Association. We will have new member certificates for those in attendance on a table outside the conference meeting rooms for pick-up.***

### DID YOU KNOW ?

That: According to the **American Iron & Steel Institute**, Containers have a 4% of the market applications in Steel, Appliances, 3%, Automotive 21%, Construction, 38%, Defense related, 6%, Energy 9%, Machinery & Equipment, 13% and other at 6%

That: **CannedWater4Kids** is seeking financial assistance to ship 2,200 case packs of water to Second Harvest of Japan designating the water for children in homeless shelters and orphanages. To help, contact Greg Stromberg at [cannedwater4kids.org](http://cannedwater4kids.org)

That: **Sensory Analytics** was awarded the Metpak innovation award two weeks ago and the award winner will be on display during our exhibits on Wednesday.

That: **Fusion UV Systems** invites you to view their various videos covering the UV process, applications, maintenance, and more. Visit [www.fusion.uv.com/utv.aspx](http://www.fusion.uv.com/utv.aspx)

That: Former metal decorator and steel supplier, **Jim Clabby** has published a book entitled *The Indiana Wasp, The Jimmy Clabby Story*. He was Jim's father's first cousin and a world class welterweight and middleweight during the early 20th century. Can be found on Amazon.com

That: IMDA member, **Jim Wilson**, has been promoted to president of Crown Food Packaging North America. Jim was most recently president of Crown's North American aerosol business. Congratulations, Jim.

That: According to msn.money, The top 10 selling sodas for 2010 were Coke, Diet Coke, Pepsi, Mountain Dew, Dr. Pepper, Sprite, Diet Pepsi, Diet Mountain Dew, Diet Dr. Pepper and Fanta Orange

## ***Ask the Ductor, M.D. (metal decorator)***

*The following is an excerpt from a conversation with Dr. (Ductor) Ken Matyska prior to his retirement(s).*

Question to Ken: What are some of the elements you found to help you in your illustrious career? Can you share with us some of your pearls of wisdom?

Answer from Ken: Did you ever think about it? I mean really think about it? Measuring that is...just think about all the “things” we measure throughout our day...it boggles my mind. To name a few, we measure how much sugar we put in a cup of tea, a recipe to make bread, our blood pressure and countless others. In a metal decorators’ workday they continue to measure a bunch of things like coating weights on the inside of a can, metal thickness, ink formulas, white coating film weights...bingo...that is an important measurement that is part of achieving the color on the job being printed.

Q: As to the IMDA conference, what do you suggest?

A: Make sure you attend the presentation by Norm Uress on “Do You Think The Human Eye Is Good For Color Measurement?” It’s a real good eye opener...ahem. Norm really knows how to make a point on measuring color and he will prove it to you.

Q: Any more insight on measurement?

A: So we measure white coat film weight, which has to be within a specification to insure when we print on it, we will print the correct color. The best way to measure color is with a spectrophotometer to insure we have the correct color from the ink room and during the press run. It is simple to use a spectrophotometer, easy and quick to take measurements and effective in managing color...right? Well as in all things in life there will be some variables you have to become aware of and address. Let’s go through some of them:

1. Ink – it is a good practice to print or make a draw down of the ink mixed for a job then take a spectro reading comparing it to the standard.
2. Ink up the press, pull a sheet and get a visual color match while the press operator is setting registration. Once you are satisfied you have a good visual match then measure it using the spectro. If they don’t match try washing up the press first before altering the ink formula, the press maybe contaminated from the previous color.
3. Got a good spectro reading, start printing. Now you have to measure the color, PMS colors not process, throughout the print run. Where to measure?
  - a. If you have color bars then measure the color bars from left to right. I’m left handed so I always go left to right.
  - b. You can also measure the work if you are printing a solid color.

So you decide to measure the work, where should you measure? We know that the first row of printed bodies along the gripper edge is usually darker than the rest of the sheet...unless you have a newer press that allows you to adjust the oscillation which helps to balance the color front to the back of the sheet. So I would suggest that you start your measurement on the first body on the left panel then work your way, diagonally, up to the top body in the right panel. You will get a good cross section or average of how the sheet is printing. Now for the hard part, you should pick a spot on each body to take your measurement for some consistency. The spectro readings can be influenced by a number of variables such as ink lay down, ink and water balance, white coat film weight variation to name a few.

Q: Can you summarize your thoughts on the measurement process?

A: Set a standard procedure to follow with your press operators input then use technology to assist you to print a quality metal decorated container.

Thank you for your time, Ken. We hope to learn more from you in future conversations as you share your wealth of knowledge and insights. You will do that, right? I mean, you do have the time, right?



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WEB  
METALDECORATORS  
.ORG**