Pack Expo Cancellation Emergency Kit

Everything you need to showcase your products, in one package.

drucker group INVESTIGATIVE MARKETING

THE EXPO MAY BE CANCELED, BUT THE SHOW MUST GO ON.

It's time to hire Public Relations pros with some good old-fashioned hustle:

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We can tell a good story, and get people talking about your product

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We can get buyers to visit your website and give you a call

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We can generate leads and set the stage for sales growth

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For almost 20 years, the Drucker Group has represented well-known companies in the packaging industry. That includes companies that produce materials, containers, converters, machines, and more. We go to Pack Expo almost every year and know its value to buyers and sellers.

With Pack Expo canceled, Drucker Group stands ready to deliver market awareness for your brand. As specialists in business public relations, we understand our clients' marketing strategy must be balanced with journalistic integrity, so it is valuable for industry press and informative for readers. In addition to PR, we have a host of strategic and creative resources that can provide marketing strategy, brand design, videos, sales materials, advertising, and more.

INTRODUCING THE

It's time to open the Emergency Kit!

HERE'S WHAT'S INSIDE:

- Target market strategy
- Press kits and releases
- Product literature
- Digital assets and photography
- Video demos and walkarounds
- Backgrounders and fact sheets
- Application case studies
- Executive bios for your company
- Editorial opportunities calendar
- Social media posts and content
- Website newsroom
- Media training
- Media relations coordination and follow up

We'll start by helping you develop a PR targeting strategy

There's a certain buyer who's just right for you

Or a specific vertical market

Or a key application challenge your product solves

We'll help you identify them with a targeted media list

Then we'll get a message in front of them through all the media channels available

FOOD AND BEVERAGE PRODUCTS		
Meat, Poultry, Seafood	9,387	14.3
Fruits, Vegetables (Fresh, Canned, Frozen)	2,666	4.1
Grains, Seeds, Beans, Flour, Nuts	1,928	3.0
Cereals, Breakfast Foods	662	1.0
Baked Goods, Cookies, Crackers, Pasta, Snack Foods	7,589	11.6
Confectionary Products, Sugar	1,990	3.0
Dairy Products	3,404	5.2
Beverages (Soft Drinks, Juices, Alcoholic Beverages, Coffee, Tea)	5,998	9.2
Soups, Sauces, Condiments, Dressings, Spices, Syrup, Powders	1,826	2.8
Fat, Oils	293	0.4
Pet Foods, Animal Foods	1,100	1.7
Other Food and Beverage Products	3,560	5.4
Food and Beverage Products Sub-Total	40,403	61.7
CHEMICAL / DRUG/ PERSONAL CARE PRODUCTS		
Pharmaceutical, Medical Products	9,243	14.1
Cosmetics, Toiletries, Baby Products	1,609	2.5
Soap, Household Cleaners, Other Household Products	929	1.4
Chemicals, Paints, Adhesives	3,561	5.4
Chemical / Drug/ Personal Care Products Sub-Total	15,342	23.4
OTHER PACKAGED PRODUCTS		
Apparel, Textiles	163	0.2
Consumers Electronics, Computers, Peripherals, Household Appliances	376	0.6
Toys, Games, Sporting Goods	81	0.1
Plastic, Rubber Products	538	0.8
Paper, Printed Products, Office Supplies	591	0.9
Metal, Glass, Wood Products	401	0.6
Machinery, Electronic Equipment	591	0.9
Other Packaged Products	262	0.4
Food Stores, Food Service	762	1.2
Wholesalers, Distributors, Warehouses	897	1.4
Other Products or Services	56	0.1
Other Packaged Products Sub-Total	4,718	7.2
PACKAGING SUPPLIERS		
Packaging Machinery	1,416	2.2
Controls Components, Integration Services, Line Automation	396	0.6
Packaging Distributor	791	1.2
Package Design Firm	740	1.1
Raw Materials (board, resin, additives, etc.)	593	0.9
Converted Package or Component (film, closures, pouches, lidding, etc.)	1,117	1.7
Packaging Suppliers Sub-Total	5,053	7.7
TOTAL QUALIFIED CIRCULATION	**65,516**	**100.0**

1,893 35

75 6

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Our experienced packaging industry pros will develop the news content editors want to see

Our creative team can develop advertising, sales aids, and product literature

Why wonder about the future
when it could be running in your factory?

With SOMIC, the future of Retail-Ready Packaging is maximum flexibility.
That's because every single and multi-component packaging machine can be adjusted for a variety of products, arrangements, and packaging types. When different case-packing formats are required, they can be quickly adapted to meet the new requirements. SOMIC machines will deliver consistent results today, tomorrow, and long into the future.

To see how Somic can bring new efficiencies to your end-of-line packaging, call +1.847.915.9872 or visit Somic.us.

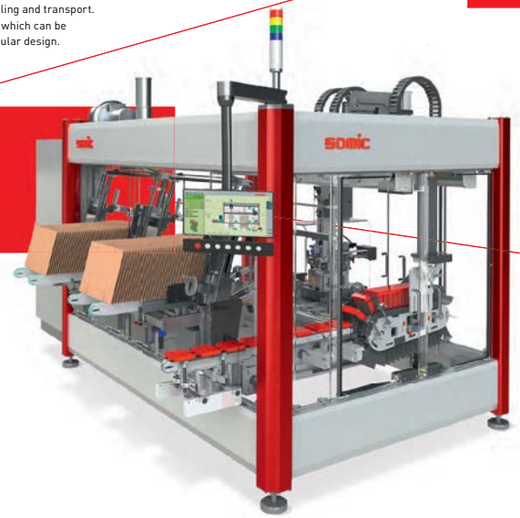
somic
Engineered to perform

Our portfolio: three dimensions of performance.

SOMIC packaging machines represent extraordinary performance, compact dimensions, and high flexibility. In addition to packaging machines, SOMIC also manufactures systems for product handling and transport. We can therefore install complete lines, which can be expanded as required thanks to the modular design.

Packaging machines for single-component packaging
- SOMIC 424 T2 Tray Packer
- SOMIC 424 W3 Wraparound Packer

Packaging machines for multi-component packaging
- SOMIC 424 TD Tray/Cover Packer
- SOMIC 424 DT Cover/Tray Packer



Modular packaging machines
- SOMIC 424 KA Case Erector
- SOMIC 424 DA Box Coverer
- SOMIC 424 VM Closing Machine

Product handling and transport
- Product manipulators
- Line distribution/line merging
- Storage systems
- Transport conveyance

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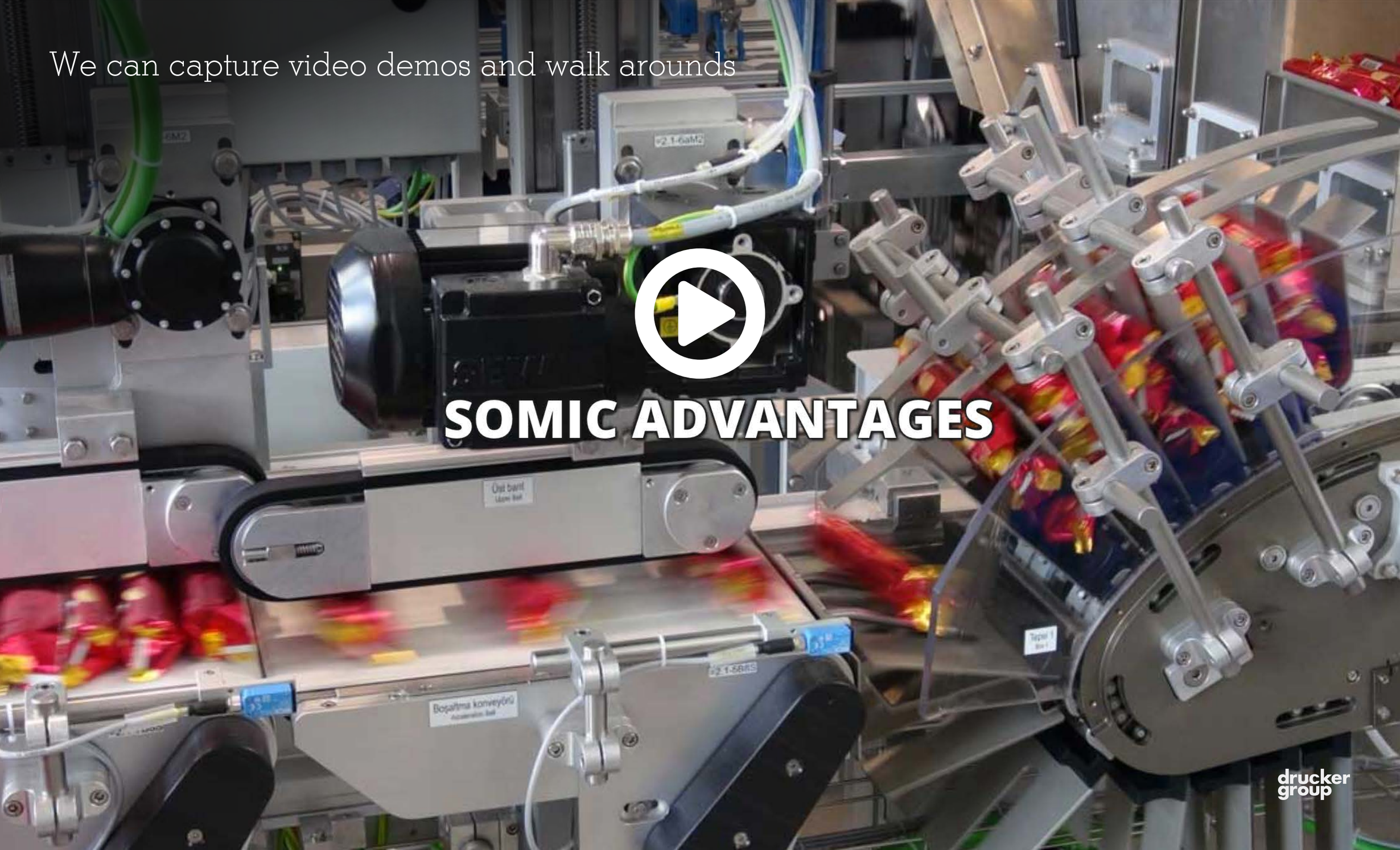
We'll coordinate digital assets and photography for promotion

We can capture video demos and walk arounds



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We'll prep the media with backgrounders and fact sheets for in-depth editor interviews

Solutions in Action

somic
Engineered to perform

Automated with Rockwell Automation
Allen-Bradley · Rockwell Software

The new FLEXX III, which comes with a standard UL certificate, is equipped with the latest generation of industrial automation

Allen-Bradley ControlLogix programmable automation controller

Allen-Bradley Kinetix 5700 servo drive

Founded in 1974, and based in Amerang, Bavaria in Germany, **SOMIC Verpackungsmaschinen GmbH & Co. KG** sees itself as an expert consultant, which understands and implements the wishes of its customers.

For more than 40 years, it has been serving international companies, delivering high-end solutions for case packaging and in 2014 it established Somic America, Inc. to serve the needs of the American market.

The company supplies packaging machines to multiple food sectors, including: dairy products; gourmet & convenience foods; meat, sausage & fish; coffee, cocoa & tea; candy & snacks; dry products; pet foods; and pharma.

It offers these markets bespoke secondary packaging machines designed to package a range of different carton designs and product pack styles, including sachets, stand-up pouches, folding cartons, wrapped packages, cans, cups, trays, blister packs, thermoformed packs, jars, bottles and tubes. Single- and multi-component packaging is also possible, as are various other packaging arrangements, including standard upright or flat, single- or multi-row and single- or multi-layer.

LISTEN. THINK. SOLVE.®

Allen-Bradley · Rockwell Software

Rockwell Automation

SOLUTIONS IN ACTION
Machine Profile Questions

Rockwell Automation

1. Company name:
SOMIC Verpackungsmaschinen GmbH & Co. KG

2. What is your name and job title?
Dr. Gerhard Huber, MD

3. Where is your company based? (town, region, country)
Amerang, Bavaria, Germany

4. Can you explain your company's history or do you have a web link or document that describes your company's background/history?
Please see https://www.somic.de/en/company/company-history.html

5. What types of machines do you build?
State-of-the-art packaging machines for food (diary products, gourmet food & convenience, meat, sausage & fish, coffee, cocoa & tea, candy & snack, dry products), pet food and health care products

6. Is your company well-known for anything in particular?
SOMIC is well-known for highest performance on smallest footprint. Our customers trust into SOMIC quality and appreciate the close personal contact since more than 40 years.

7. Who are your major customers (please list if you have clearance)? In what vertical industries?
Confidental

8. What is the name of the Rockwell Automation equipped machine you are featuring in this profile?
Flexx III

9. Can you explain where it would be installed in a customer's production line?
Confidental

10. What are the machines major modules? (e.g. input conveyor, product placement, wrapper, sealer, output conveyor, etc.)
It is basically a tray packer with a closing module that has been pulled apart at the center and expanded by an insertion packer. All three modules are under one Rockwell control. For upright grouping, the tray packer with lamella chain is employed. For horizontal and nested grouping, the lamella chain in the tray packer is replaced by a conveyor belt, and the products simply pass through the tray packer to the insertion module.

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We can develop in-depth application case studies with brand owner customers

somic

FOR IMMEDIATE RELEASE

Contact: Bob Wolff
The Drucker Group
224.532.1808

OH SNAP!® Pickling Co. nears completion of SOMIC wraparound case packers installation

Eagan, MN. – July 8, 2020 – Wisconsin-based OH SNAP!® Pickling Co. is in the final stages of installing two new high-speed SOMIC end-of-line packaging machines. The first of the popular 424 W3 wraparound case packers for retail ready packaging has begun handling the collating and case packing of almost two million single-serve pouches per week, which company president Ryan M. Downs expects to far exceed by this time next year.

OH SNAP! has delivered big results in a short amount of time. A division of progressive food producer GLK Foods in Appleton, Wisconsin, it was formed in 2015 to produce refrigerated single-serve, brine-less pickled vegetables such as pickles, carrots, green beans, snap peas and jalapeños. GLK is the largest producer of sauerkraut in the U.S., so they were looking to build off the success of their fermentation process for kraut.

OH SNAP!'s initial foray into the market with stand-up pickle pouches led to impressive results. After more new products were introduced and eagerly accepted, management last year decided to invest in constructing a new manufacturing plant in nearby Little Chute to handle the rapidly growing business.

The nearly 70,000 square-foot facility began brining product in March, just as the COVID-19 pandemic was starting to spread in the U.S. But demand has remained strong as workers are now producing finished goods and the company is running three shifts around-the-clock, six days a week. Installation of the SOMIC machines could not be better timed.

FRESH-PACKED SUPER CRUNCHY
OH SNAP!®
pickling co.

drucker group

We can turn you into a thought leader with prepared articles and editorial columns

somic

FOR IMMEDIATE RELEASE

Contact: Bob Wolff
The Drucker Group
224.532.1808

Somic Germany Open House attracts large crowd for presentations and new product demonstration

Eagan, MN. – June 6, 2019 – Approximately 150 packaging industry executives from the United States and around the world attended the Somic Open House in Amerang, Germany on May 24. Several packaging presentations were followed by a special guest appearance and the unveiling of the new Somic ReadyPack, an end-of-line packaging machine that will make its North American debut at PACK Expo in September.

“We were excited about the number of people who attended this event and the introduction of the Somic ReadyPack,” commented Somic CEO Patrick Bonetsmüller. “Our research indicates there is a market for more simple packaging applications. The challenge was to produce a machine to fit industry requirements and meet specific criteria such as speed, efficiency and price points. Based on the response we received, I believe the Somic ReadyPack has achieved these objectives.”

“In the last three years, we have developed end-of-line machines for packaging products into trays or wraparound cartons that have been extremely well received in the North American marketplace,” remarked Peter Fox, Senior Vice President of Sales for Somic America.

“Seven months ago, we introduced the Somic FLEXX III at PACK Expo in Chicago as a flexible solution for one-piece wraparound shipping cases, or two-piece tray and hood for retail ready. It is extremely fast at placing stand-up pouches, flow packs, rigid containers, and other units and has generated a lot of interest. As a customized solution for shelf-ready packages, we anticipate the Somic ReadyPack to do the same.”

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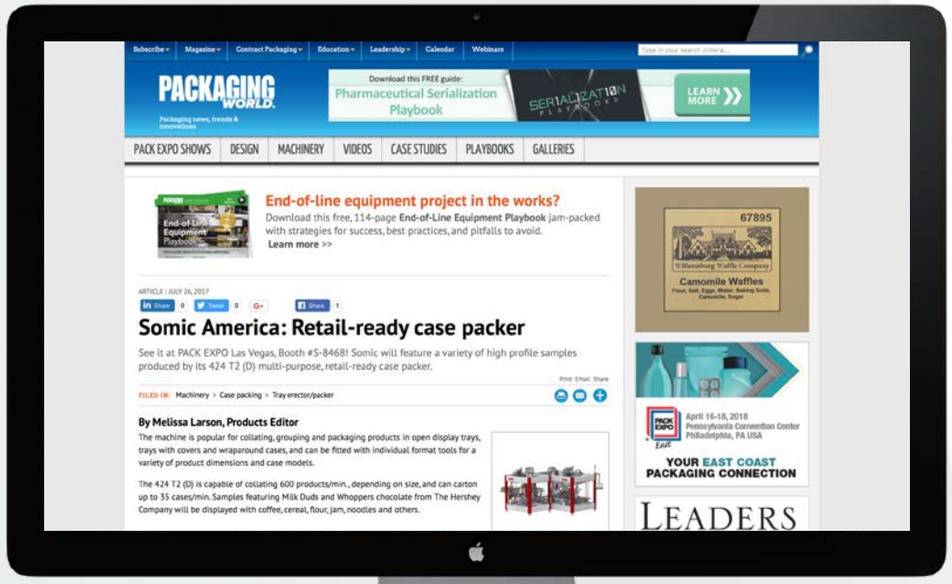
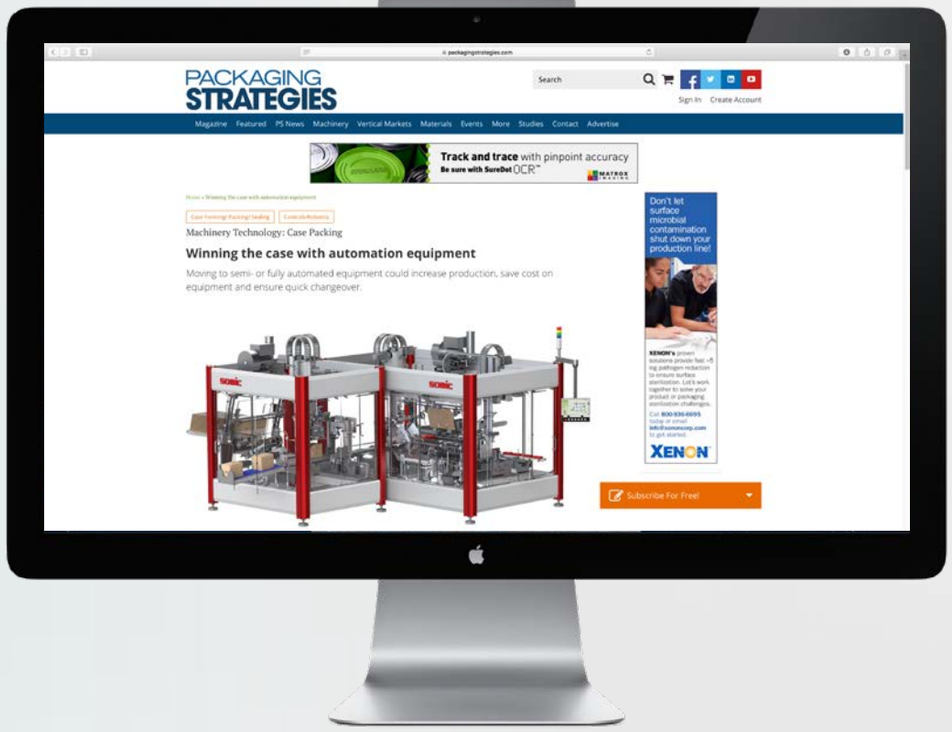
We track it all with monthly updates and reports

2020 SOMIC	PR Magazine / Subject	Type	Released	Story	Notes/Action Items	Tradeshows
January	PACK Expo East Preview	Release	Jan. 16	Overview of products to be in the booth	1-15: Peter reviewed and approved with no changes	
	Food Logistics Champions 2020	Awards	Completed	Wrote 350 bio and 500 word qualifying nomination for Peter	1-15: Peter approved, provided additional quote	
	Ferrara story with Packaging World	Feature	TBD	Peter is awaiting company approval to conduct interviews	1-31: Arranged call with corporate affairs	
	Baking & Snack	EDOP	Completed	Directory & Buyers Guide	12-3: Peter reviewed, selected packaging categories	
	Canadian Packaging	EDOP		Automation/Robotics	1-6: No response from editor	
	Flexible Packaging	EDOP		Industry Q&A - Packaging	1-6: Several attempts to reach the editor failed	
February	PACK Expo East Show	Release	Feb. 20	Complete show overview with quotes from Peter	2-19: Peter approved w/no changes	
	PACK Expo East Booth Interviews	Media	Completed	Arrange 15-20 minute booth interviews for Peter	2-28: Sent list to Peter with 5 appointments	
	Ferrara story with Packaging World	Feature	Pending	Peter spoke w/Pat Reynolds, Bob spoke w/Liz Tierney	2-28: Still waiting on corporate affairs approval for interview	
	Modern Material Handling	EDOP	Completed	Robotics/Palletizing	1-6: Peter completed interview, approved Gary Forger's column	
	Pro Food World	EDOP		Using Automation to Improve Efficiency	12-20: Wrong story angle - technologies for F&B processing	
	Snack Food & Wholesale Bakery	EDOP	Completed	Product Handling Equipment	12-6: Edited Peter's 800 word response to 6Qs, approved	
March	Interpack	Release	Mar. 11	Peter shared copy Rosina developed with quotes	3-10: Peter had minor edits, approvedl; sent to NA media only	
	COVID-19 Response	Release	Mar. 30	Edited Peter's revised letter, developed quotes from him	3-27: Peter approved with no changes	
	PACK Expo East Review	Release	Canceled	Recap with Peter's thoughts and quotes	3-9: Peter cited low attendance, no new news to report	Pack Expo East Philadelphia
	COVID-19 Customer Letter	SPECIAL	Completed	Revised letter from Germany for U.S. market customers	3-26: Peter approved for MailChimp delivery on 3-27	March 3-5
	Ferrara story with Packaging World	Feature	Pending	Conference call w/Ferrara canceled 3-16; rescheduled for 3-23 Coronavirus restrictions in place	3-17: Spoke w/Pat Reynolds and updated him 3-23: Abby said likely not before mid-May on-site	
	Candy & Snack Today	EDOP		Manufacturing issue: Robotics Update	2-7: No response from editor	
	Dairy Foods	EDOP		Feature: Processor/Inside the Plant Profile: Cheese	2-11: Editor said not using manufacturer POV	
	Food in Canada	EDOP		Logistics, Robotics & Automation	2-7: No response from editor	
April	Sweets & Snack Expo	Release	Canceled	New Chicago show for week of May 18	3-30: Show was canceled due to coronavirus crisis	
	Ferrara story with Packaging World	Feature	On Hold	New projected date for plant to reopen is June 1	4-8: Informed Pat Reynolds and Liz Tierney @ PackWorld	
	J.B. Weld	Feature	TBD	Need to check with Peter regarding progress		
	Tyson Foods	Feature	TBD	Installation took place in January - ready to talk?		
	Growers Express and others	Feature	TBD	Discussed Agropure as well		
	Candy Industry	EDOP		Newsletter: Flow Wrappers	2-20: Editor said angle of story did not fit	
May	Customer Update	Release	Canceled	Recent purchases	5-19: Peter said Kroger added new machine but can't promote it	
	Ferrara story with Packaging World	Feature	On Hold	Follow-up with Abbye Lakin on plant availability for interview	5-19: Company rep says pushed back until after 7-4	
	Modern Material Handling	EDOP		Productivity Solutions: Packaging	3-12: Pitched editor on Peter handling Qs, no response	
	Refrigerated & Frozen Foods	EDOP		Form/fill/seal	3-12: No response from editor	

We'll coordinate with your staff to manage your website newsroom

When you use our kit, the clips will add up fast





MachineryTechnology

CASE PACKING

WINNING THE CASE WITH AUTOMATION

Moving to semi- or fully automated equipment could increase production, save cost on equipment and ensure quick changeover.

by **KRISTEN KAZARIAN,** *managing editor*

Automation is big these days – the simpler, faster, more cost-effective and compact it is, the better off the line will run. Or will it? Thankfully, there will always be a need for packaging line workers. After all, someone has to be there when the machines do – and they do – fail for some reason or another. Or, when a changeover needs to take place, and when the HMI (human machine interface) must be dialed in to properly calibrate and set up the machines.

A case packer actually does more than just pack a shipping case. It erects a case, packs and fills it, and then seals it. And, whatever the product is may depend on the type of case packer you need: are you packing glass bottles? Flexible pouches? Stick packs or aluminum cans? Here are some new packing machines of different styles that may pique your interest if you happen to be in the market.

If you're looking to automate, take a look at the new snack packer from **A-B-C Packaging** (abcpackaging.com). The Model 19 provides smooth and gentle product handling that maintains product integrity as it automatically indexes and accumulates each product load before sliding it through stainless steel loading funnels into the shipping case. Only one operator is needed to open

A-B-C Packaging's automated Model 19 automatically indexes and accumulates each product load before packing the case.

cases and place them on the case packing funnel, thereby reducing labor and associated costs. This machine is so compact that it uses just 75 square feet of floor space, including infeed and takeaway conveyors. It can run speeds up to 15 cases per minute, depending on operator dexterity, the product and the pack arrangement. The Model 19 is packed with standard features including powered infeed with product sensors, no case-no load and no product-no load protection, full guarding with see-through panels, easy access operator controls and product takeaway conveyor. It packs cartons, shrinkwrapped multipacks, rigid and semi-rigid con-

The retail-ready 424 T2 (D) by Somic delivers high performance by collating, grouping and packaging products into trays or cases.

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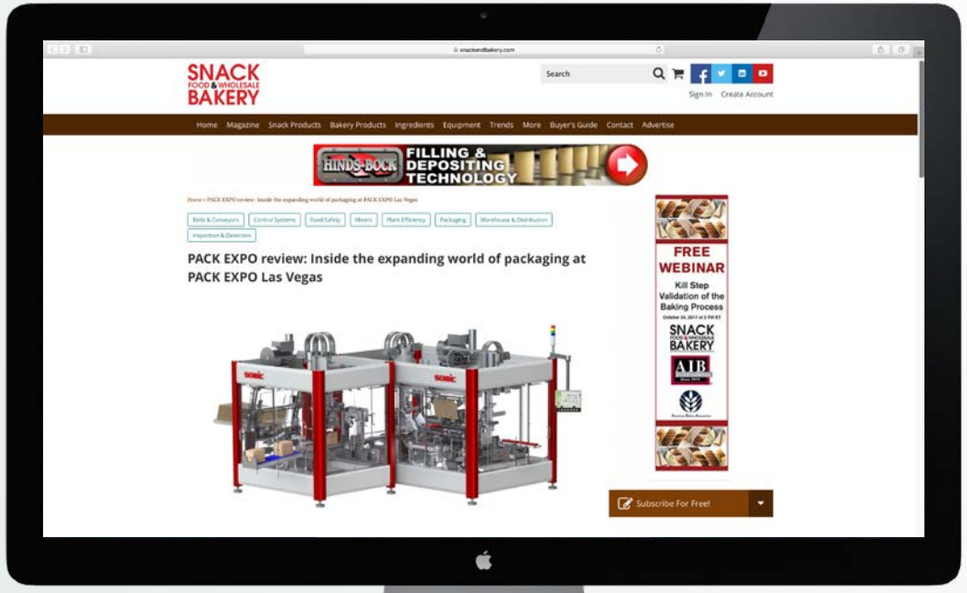
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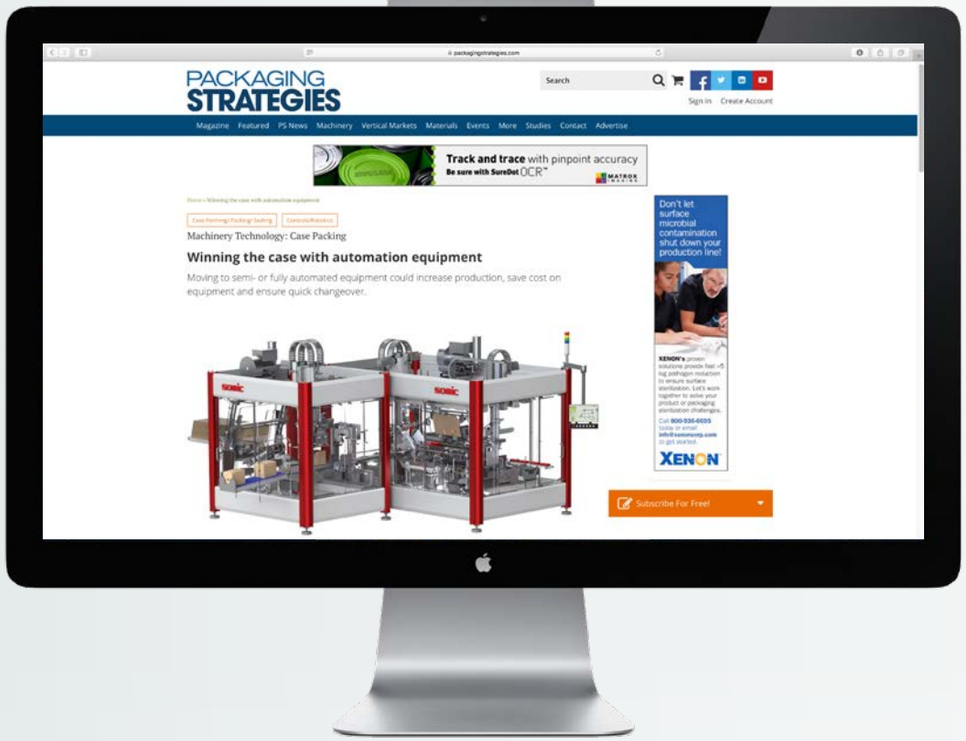
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Machinery Technology: Case Packing
Winning the case with automation equipment
Moving to semi- or fully automated equipment could increase production, save cost on equipment and ensure quick changeover.
Don't let surface microbial contamination shut down your production line!
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SHOW PREVIEW
New Products
Go to the link at the end of each item for more info.
Pharmaceutical serialization solutions
In collaboration with INEL, MGS offers customized turnkey solutions for serialization and aggregation to enable product manufacturers and contract packers to comply with regulatory requirements for track-and-trace initiatives. Booth C-3925.
MGS Machine
pwgo.to/3015
Magazine feeder
The Smart Pile Loader (SPL) magazine feeder has been developed for gentle product handling, full product control, and continuous product flow. Booth C-2800.
Bosch Packaging Technology
pwgo.to/3020
Roll-to-roll label printer
NeuraLabel will present the No-Touch Roll-to-Roll Unit, which smoothly controls the media flow through its use of custom algorithms, with no need for human intervention. Booth S-7768.
NeuraLabel Printing Solutions
pwgo.to/3047
Flexible, rigid solutions
Coexpan and Emsur, the two Plastic Packaging Divisions of Grupo Lantero, will boost their U.S. presence with a wider portfolio of rigid and flexible materials. Booth S-6360.
Coexpan and Emsur
pwgo.to/3070
Retail-ready case packer
Somic will feature a variety of high-profile samples produced by its 424 T2 (D) multipurpose, retail-ready case packer. Booth S-8468.
Somic America pwgo.to/3021
Hygienic robotic packaging platform
JLS debuts a hygienic robotic packaging system that integrates motion, logic, safety, and HMI into a single scalable platform, immediately available for both its Talon robotic pick-and-place system and Osprey robotic case packer. Booth S-6325.
JLS Automation pwgo.to/3028
Case packer
The TNA ropac 5 is capable of case-packing up to 300 bags/min. Booth C-5442.
TNA pwgo.to/3025
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Order your kit today – pros are standing by