

## Press Release

Lancaster, N.Y., November 9, 2008: **United Silicone, an ITW Decorating Company**, launched the new **Cyclone HT™, High Speed Heat Transfer Decorating Machine**, at Pack Expo, held at McCormick Place in Chicago, Illinois, November 9<sup>th</sup> - 13<sup>th</sup> 2008 (Booth #S-2016).

Heat Transfer Decorating is a form of Product Decorating that uses a combination of heat, pressure and dwell to apply pre-printed graphics or labels permanently to a container. The Cyclone HT is the first heat transfer decorator manufactured with breakthrough technology since Therimage Decorators (“TD” Machines) were developed over 20 years ago. The Cyclone HT is designed to decorate 180 round bottles per minute (**2-4X** the speed of the old “TD” Machines). This fills a niche in the market for customers who have been waiting for years to replace their old “TD” technology.

The Cyclone HT provides **In-line Product Flow** and decorates round bottles with **Continuous Motion** through a rotary turret system. Additionally, the Machine is servo driven (as opposed to CAM driven) which provides adjustability and enhances productivity. The Cyclone HT meets all 2009 Industry Safety Standards.

“The Cyclone HT was developed in response to the growing demand for **Sustainable Packaging Technologies**,” stated Dave Schutrum, Business Unit Manager, for United Silicone. “The Machine utilizes environmentally friendly Therimage Heat Transfer Labels which allow decorated containers to be used for regrind or recycling without removing the label” Schutrum added. Pressure Sensitive (PS), Paper and other various label technologies require additional processing prior to regrind and/or recycling. This processing increases cost and energy usage. Additionally, Therimage Heat Transfer



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Labels apply only the inks and lacquer during decoration (no heavy metals), leaving just a biodegradable liner to dispose of.

As the Packaging Market continues to transition to **Sustainable Packaging Technologies**, Heat Transfer Decorating using Therimage Labels will grow steadily. “Heat Transfer Machines such as the Cyclone HT which incorporate this label technology will provide companies an environmentally friendly option for packaging and decorating requirements,” stated Schutrum.

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United Silicone, an ITW Decorating Company, designs and manufactures Product Decorating Equipment, Tooling, Heat Seal Products and Silicone Rubber Supplies. For more information, visit [www.unitedsilicone.com](http://www.unitedsilicone.com)

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