

MediaPack

The international business magazine for media packaging

ISSUE NO 20: SUMMER 2007

EDITOR

Elizabeth Toppin
+44 797 706 7119
etoppin@cmpi.biz

CONTRIBUTING EDITOR: AMERICAS

Debbie Galante Block
+1 845 628 3455
Debgalante@aol.com

EDITOR IN CHIEF

Tim Frost
+44 20 7921 8337
tfrostr@cmpi.biz

EDITORIAL DESIGN

Dawn Boulton
+44 20 7921 8321
dboulton@cmpi.biz

GROUP ADVERTISEMENT MANAGER

Lucy Wykes
+44 20 7921 8347
lwykes@cmpi.biz

PRODUCTION MANAGER

Desrae Procos
+44 20 7921 8322
dprocos@cmpi.biz

ADVERTISEMENT PRODUCTION

Mark Saunders
+44 20 7921 8386
msaunders@cmpi.biz

CIRCULATION DEVELOPMENT

David Pagendam
+44 20 7921 8320
dpagendam@cmpi.biz

PUBLISHER

Joe Hosken
+44 20 7921 8336

CONTACT US

MediaPack Magazine
CMP Information Ltd
Ludgate House
245 Blackfriars Road
London SE1 9UR, UK
Tel: +44 1732 364422
Fax: +44 20 7921 8302
www.mediapack-online.com

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopying, recording or any information storage or retrieval system without the express prior written consent of the publisher. The contents of MediaPack Magazine are subject to reproduction in information storage and retrieval systems. Circulation and Subscription enquires: United Business Media International Ltd, Tower House, Lathkill Street, Market Harborough, Leics LE16 9EF Tel: +44 1858 435361 Fax: +44 1858 434958. MediaPack Magazine is available on subscription. Subscription queries: Tel: +44 20 7921 8401. United Business Media International Limited may pass suitable reader addresses to other relevant suppliers. If you do not wish to receive sales information from other companies please write to the circulation department. Printed by Headley Brothers, The Invicta Press, Queens Road, Ashford, Kent TN24 8HH, UK. © CMP Information Ltd 2007



COVER STORY

Being ahead of the trends is a key for success for BDMO. Style and finish quality are big drivers for a company that deals with both media packaging and the packs for that most luxurious of products, Belgian Chocolates **28**

INDUSTRY NEWS

New Editorial Team for *MediaPack* starts this issue **4**
Scanavo opens new SteelBook plant in Ohio **6**
RFID driving developments in packaging **8**

REGULARS

Statistics: The latest facts and figures on the industry trends **12**
Packaging Resource: *MediaPack's* supplier listings **38**

BUSINESS AND COMMERCE

Environmental issues are driving decisions from the sustainability of the materials sources and its carbon footprint, to its impact when finally disposed of **19**
Wrapping it up for just-in-time, as packaging process and logistics become inter-dependent **31**

TECHNOLOGY AND MATERIALS

Maturing DVD business drives automation as packaging gets more diverse **24**

SHOW REVIEWS

MediaPack Summit: Exploring key media packaging issues **32**
Media Packaging takes centre stage at Media-Tech Expo **34**

Packaging – the real star of the show

Is many of you will know, Tom O'Reilly is no longer the editor of Mediapack, but, having joined MPEG LA, he has not left the optical media industry completely and we wish him the very best in his new role.



So now you have a new editor, though I hope I am not being too bold by saying that my face – or at least my name – will be familiar to many of you. I have been a part of the One to One fold for some considerable time now, having originally started as a staff writer there many years ago. I have continued to work with the team over the years, and I am delighted to be the new editor of Mediapack.

But enough about me – what about you? Magazine information should be a two-way flow, so please avail yourselves of the opportunity to help shape this magazine – all news, views, ideas and constructive criticism will be welcomed and will be given the appropriate column inches. Even gripes will be listened to sympathetically, though they may not always see their way into print.

Don't tell colleagues working in other facets of the optical disc arena, but I have always thought of packaging as the glamorous face of the industry. It's what gets the consumers to buy products: content can be as good as it likes but it still has to have that eye-catching, gut-grabbing, "Wow, I have to have that!" appeal. Still, a disc's case should never be a triumph of form over function, and another crucial element of packaging is security – something that is never far from the thoughts of content owners and retailers.

Which means that all of you reading this magazine (and, I hope, contributing to it one way or another) are the real stars of the show. You are all involved somehow in protecting content and sparking demand for more – making media safe, sound and sexy. So keep those innovations coming, and – just as important – help us here at Mediapack to get the news of them out to everyone who should know what is happening in the world of media packaging.

Elizabeth Toppin, Editor