

NINETY-THIRD EDITION 2020

BUSINESS

trends



Berry Global's VP of Sustainability, Robert Flores PAGE 71

93

BUSINESS MAGAZINE
FOR INTERNATIONAL
ENTERPRISES



Takeaway inks sponsorship deal with European Football Championship 2020 PAGE 53

Champagne Bollinger celebrates its friendship with James Bond PAGE 59

Chrysler reinvents the minivan PAGE 49

Cummins reveals new strategy to reach net-zero carbon emissions by 2050 PAGE 27



Table of contents

AUTOMOTIVE	
Chrysler (FCA Group)	49
Hyundai Motor America	23
CONSULTING, BUSINESS SERVICES & FINANCE	
Sommet Education	45
Sprinklr	17
Technisys	56
Wex	5
ELECTRONICS	
Acuity Brands, Inc	9
TOPTICA Photonics AG	34
ENERGY	
Clean Energy Global	30
HEALTHCARE & LIFE SCIENCES	
AiCure	12
AtriCure, Inc	7
BC Platforms	26
COMEG	40
HTL	19
Natus Medical	37
Sandvik	67
HOSPITALITY & LEISURE	
MGM Resorts International	31
Plaza Premium Group	41
INDUSTRIAL ENGINEERING, MANUFACTURING & SERVICES	
3M	3
Berry Global Group, Inc.	71
Cummins	27
CURT Group	15
Oceanco	47
OE Solutions America	74
Pyrotek	69
Thomas	13
TIP Trailer Services	44
RETAIL & E-COMMERCE	
Bollinger	59
Impossible Foods	21
Natura &Co	35
PopSockets	57
Takeaway	53
SECURITY	
NordVPN	66
SOFTWARE	
Mixpanel	62
TELECOM	
Soprano Design	52
TE Connectivity	63

Iconic sealing tape just got even better

3M recently added a new product to the iconic Scotch tape family: the Scotch® High Tack Box Sealing Tape 375+, an industrial packaging tape used for box sealing, splicing, recoupage and other packaging applications, which the company believes will be useful particularly for box sealing applications in the e-commerce industry. Building on the highly used and respected Scotch 375 product, Scotch 375+ provides a secure seal with one of the highest performance tapes of those with similar construction in the market, offering a quicker stick and hold than other packaging tapes. David Bierman, Global Packaging Solutions Business Manager, believes this upgraded product is another example of how 3M innovation provides excellent performance and secure containment for multiple applications.

3M is a highly diversified industrial group that makes a variety of products from medical and office supplies to electronic circuitry. Mr. Bierman cites manufacturing, global capabilities, strong brands and technologies, and ownership of 51 technology platforms as their fundamental strengths. “One example are the adhesives that we combine to create unique and differentiated products,” he points out.

3M's focus on innovation and creation has its origins in the man who invented Scotch tape, Richard Drew from Minnesota, who worked for a small sandpaper company founded in 1902 called Minnesota Mining and Manufacturing. One of Drew's responsibilities at 3M was to deliver samples of sandpaper to local automotive shops for testing, where he often overheard workers who were

painting complain about the problems with tape used for these paint jobs. The twenty-three year old then lab assistant got the idea to create a new tape that would create a seal so that the paint wouldn't get through and yet also come off clean without leaving any sticky residue that ruined the paint finish. Drew used the adhesive that 3M utilised in the construction of its sandpaper as a starting point and after two years of experimentation with different types of adhesives “Scotch” Masking Tape was born in 1925.

It didn't take long for people to put the new tape to other imaginative uses. That ingenuity hasn't flagged for a moment since, and it seems the possible uses for Scotch® Brand Tapes are virtually endless. Scotch® Transparent Tape has served as an anti-corrosive shield on the Goodyear blimp, covered cracks in the soft shells of fertilized pigeon and turkey eggs – which then hatched, and repaired airplane rudders. A 1946 Taylorcraft airplane was disabled after cows ate the resin-coated fabric on the plane's rudder section. The plane's owner taped the remaining fabric over the hole-ridden section and flew away.

The newest version of this now iconic product family, the Scotch® High Tack Box Sealing Tape 375+ is designed to stick to highly recycled boxes, and stay closed throughout the supply chain journey, even in rough packaging or handling conditions. With its consistent, pressure sensitive, high-performance, hot melt synthetic rubber adhesive system, the upgraded tape adheres rapidly to a variety of surfaces. Coated with a 10 percent renewable component adhesive, it adheres well to





heavier weight boxes and hard-to-stick corrugate boxes with up to 100% recycled content. The manufacturing quality helps resist splitting and edge tear. This, according to the company, makes the new sealing tape particularly suitable for applications in e-commerce. Each day, millions of consumers expect packages from ecommerce fulfilment centers to arrive on time and undamaged. That means no bottlenecks or delays on high-speed packaging lines due to ineffective box sealing tape – an issue less likely to occur with the Scotch® High Tack Box Sealing Tape 375+.

The product was launched at PACK EXPO Las Vegas, in September this year, along with show casing their industry leading 3M-Matic™ Case Sealers, which provide economic automation for carton sealing with the promise to deliver consistent, accurate sealing and advanced throughput.

While the product's commercial launch took place just recently, 3M has thoroughly put it to the test with existing customers. In a current product line application at a large ecommerce customer, Scotch® 375+

was said to have performed with flying colors. The tape had a strong initial bond to boxes emerging from a case sealer, which prevented operators from having to stop production to re-tape any boxes – ensuring the high-speed packaging line ran with optimal efficiency. 3M has also shared a fiber pull demonstration showing the performance of Scotch 375+ versus two competitors, proving how much paper fiber the tape pulls off a recycled corrugate box upon removal. The higher the percentage of fiber pull, the stronger the Scotch® 375+ tape bond is to the box.

Mr. Bierman believes Scotch® 375+ is suited for a variety of sealing applications: from securely sealing hard-to-stick boxes under challenging ecommerce shipping, storage and delivery conditions through to the prevention of tampering and tape failure during shipping and delivery. There also are benefits on the production line, he emphasises: “It's essential for our customers to keep the line moving efficiently so we've ensured that the tape can be applied by hand dispensers, semi-automatic and automatic machines, virtually jam free.

It sticks at first application keeping parcels securely closed down the entire packaging line, allowing more boxes per minute.” These qualities combined should also help reduce concession rates (as boxes will remain sealed during transport, thus reducing open package returns). “The tape performs well through temperature ranges,” adds Mr. Bierman. “Boxes stay closed through all types of conditions typical in shipping and storage environments.”



3M Closure and Masking Systems

Division

3M Center, 220-3W- E07

St. Paul, MN 55144-1000

USA

Website: www.3m.com