

THE

Illuminator

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FOR MEMBERS OF THE TAG AND LABEL MANUFACTURERS INSTITUTE, INC.



TLMI's STRATEGIC PLAN — the bridge to our future

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Looking Forward

DAN MUENZER, Chairman, TLMI

*Vice President of Marketing,
Labels Division, Constantia Flexibles*

What a difference a year makes. This time last year, we were in Colorado Springs celebrating a chapter in TLMI's history. Now, here we are again at the Annual Meeting. This time, we're looking ahead.

As I head into my last meeting as chairman, TLMI is in a great position. Our industry is growing and our association is strong. I'm grateful for the previous leadership and staff for the work they did to get us this far. I'm also grateful for the work of the current Board of Directors and staff. TLMI isn't content to just ride the wave of success. Fueled by the considerable energy of our members, board of directors, committees and staff, we're taking advantage of it!

In this issue of Illuminator, and at the Annual Meeting, we'll introduce our strategic plan and talk about the future. The strategic plan will be our guiding document, our bridge to the future, and its priorities will underlie all of our activities. We've built a plan that's forward-looking and industry-driven, focused on serving our members through five priority areas:

COMMUNICATIONS TOOLS: Our members need to know what the association is doing, and we'll make investments that will allow us to better communicate with you.

SUSTAINABILITY: We all know that between matrix and liners, pressure-sensitive labels create a lot of waste. That has to change — as much for our bottom lines as for the environment. This is going to be an issue for years and years, and solving it won't happen overnight. We need to start now.

EXTERNAL AFFAIRS: We'll work with other organizations, such as groups that represent our members' customers, to share information and partner to address common issues. In the end, TLMI will represent the supply chain — our members will be visible whenever a label is involved.

WORKFORCE RECRUITMENT: As the premier association in the labeling industry, we need to come up with tools — education and support — that will help converter members tap into the up-and-coming workforce. The digital component of label printing is very appealing to younger generations. How do we, as an industry, embrace this and use it to make ours a desirable industry for bright, young people?

FINANCIAL: We're very strong financially, thanks to the stewardship of our leaders and staff. However, much of our financial success is tied to revenues from Labelexpo. We want to diversify our revenues so the budget is not only larger, but less reliant on one aspect of our income.

With the closing banquet, I'll pass the gavel to Craig Moreland, president, Coast Label Company. I'm very excited to see how he'll help TLMI move into the future. As president-elect, he's been my right hand throughout the last two years. We've worked side by side while the Board contemplated our strategic direction, and I have to tell you, he is absolutely the right person to put this new strategic plan into action.

Finally, I want to thank you for the opportunity to serve as chairman and to be part of the new direction. TLMI is a remarkable organization, and it's been my distinct honor to help lead it into a new era.

STAFF

Mark Tibbetts | President
Direct Number: 571-645-5097
mark.tibbetts@tlmi.com

Sarah Perkins | Marketing
& Communications Manager
Direct Number: 571-645-5104
sarah.perkins@tlmi.com

Neisha Johnson | Membership
& Programs Manager
Direct Number: 571-645-5092
neisha.johnson@tlmi.com

Bridgette Bailey | Office Manager
Direct Number: 571-645-5086
bridgette.bailey@tlmi.com

BOARD OF DIRECTORS

CHAIRMAN

Dan Muenzer | Vice President, Marketing
Constantia Flexibles, Labels Division

CHAIRMAN ELECT

Craig Moreland | President
Coast Label Company

VICE CHAIRMAN

Michael Ritter | General Manager
ID Images

PAST CHAIRMAN

Dave McDowell | Chairman
McDowell Label & Screen Printing

Kathy Alaimo | President
Syracuse Label & Surround Printing

Lori Campbell | Chief of Operations
The Label Printers

Mark Glendenning | CEO & Owner
Inland Packaging

Rob Hutchison, Jr. | Owner/President
Hutchison Miller Sales

Greg Jackson | President
Columbine Label Company

Jan Lehigh | President
Alpine Packaging, Inc.

Charles W. MacLean | President/CEO
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Tim McDonough | President
Flexo-Graphics, LLC

William Muir | President
Grand Rapids Label Company

Steve Schulte | VP Sales & Marketing
Mark Andy, Inc.

Dan Taylor | Executive Vice President
Taylor Made Labels Inc.

Cindy White | President/CEO
Channeled Resources Group

LEGAL COUNSEL

Anthony MacLeod
Whitman Breed Abbott & Morgan LLC

NEWSLETTER TEAM

Kate Achelpohl | KEAchelpohl
Andrea Johns | Coiled Graphics

Planning for our future

TLMI's new strategic plan debuts at the 2016 Annual Meeting. Here's a preview.

TLMI will unveil its strategic plan Monday, Oct. 17, during the 2016 Annual Meeting (Oct. 16–19, The Breakers, Florida). The new plan departs from past iterations with a long-term vision and a higher-level strategic perspective.

TLMI's core purpose, as stated in the strategic plan, is "To enhance member success in the label and package printing industry." Supplementing the purpose are the association's core values: knowledge-sharing, innovation, respect and integrity.

The vision looks out 10 or more years, to a time when TLMI will be "the recognized leader delivering sustainable solutions for the label and package printing industry."

"In talking to our membership, we learned what their needs are," says Chairman-Elect Craig Moreland, president, Coast Label Co. "The board focused on incorporating those needs that we heard most often to create a 'vivid description of a desired future.' I think the bigger, longer-term vision is a great approach."

The Board surveyed TLMI members twice over the past year — once when conducting a search to replace now-retired President Frank Sablone, and once when beginning the strategic planning process. Findings were augmented with stakeholder interviews and meetings. Tecker International Consulting Services facilitated the planning process.

"We wanted to create a plan that was more visionary, overarching. It will become a document that meetings and discussions are structured around," says Chairman Dan Muenzer, vice president of Marketing, Label Division, Constantia Flexibles.

The new plan centers on five themes and will guide TLMI's work over the next three to five years.

"We're preparing TLMI for what the label and package printing industry will be. The industry has gone through intense growth, but it's maturing, and while it is incredibly fragmented at this point, it won't be in the future. TLMI will have to evolve to meet the future needs of the members," says President Mark Tibbetts.

Goals, the pillars of the plan, cover five areas: Communications Tools, Sustainability, External Affairs, Workforce Recruitment, and Financial. Within each area are two to five supporting objectives. TLMI committees will supply the tactics for achieving the objectives.

"There was a lot of energetic and productive discussion during our two-day meeting to arrive at the essence of what our members feel are their key challenges," Moreland adds. "The biggest benefit of an association is that it can do things for and on behalf of the membership that are difficult or impossible to do on your own, and that's what the strategic plan is focused on. The future of TLMI is very solid."

Timeless Core Ideology Defines Who We Are

CORE PURPOSE:

To enhance member success in the label and package printing industry.

CORE VALUES:

Knowledge-sharing, innovation, respect, integrity.

LONG-TERM VISION (10+ YEARS):

TLMI will be the recognized leader, delivering sustainable solutions for the label and package printing industry.

Communications tools underlie goals

GOAL: TLMI has an efficient and effective two-way communication system for members and external stakeholders.

Organizations are built on relationships, especially at TLMI, where the bonds between members and between members and the association are core components of the association's identity. That's where communications tools come into play, says Board member Charlie MacLean, president/CEO, ASL Print FX.

"We're really looking at how we're reaching our membership," says MacLean. "The basis of all strong relationships, be they one-on-one, business or association, is open and direct communication. That creates a way for two-way conversations, and builds up integrity that creates opportunities for stronger knowledge sharing."

"We want people to come to us, to look at us like a resource, so we're sharing and gathering information and becoming richer as an association ourselves," he adds.

OBJECTIVES BEGINNING IN THE

SHORT TERM: Improve and increase effectiveness of social media communication; increase one-on-one communications with members.

WHAT TO REMEMBER:

"Sharing of knowledge should go farther than just networking at meetings. We need to find as many vehicles to reach as many people as possible." — Charlie MacLean

Addressing sustainability is about being responsible

GOAL: TLMI is a leader in reducing the volume of matrix and liner becoming waste.

For Board member Cindy White, Channeled Resources, the challenge is clear. With upwards of 50 percent of a label ending up as waste, the industry needs to come to a solution—before a new technology replaces labels.

"To me, TLMI needs to be coming up with solutions for 10 years, 15 years, 20 years from now, or there will be other products coming up that don't have the waste. It's an opportunity and a big issue for our industry. We need a lot of people working on it, because no single company can solve this issue by itself," she says.

Board colleague Bill Muir, president, Grand Rapids Label Co., adds another angle. "Ultimately, it's going to make us a much more lean operation, more efficient and more competitive."

The issue is complex, and solving it will be a lengthy process, notes Chairman Dan Muenzer, vice president of marketing, Labels Division, Constantia Flexibles. "Now is the time to start worrying about it. It's going to take a lot of time to solve."

OBJECTIVES BEGINNING IN THE SHORT

TERM: Achieve 100 percent participation by roll-stock manufacturers in supporting the solution.

WHAT TO REMEMBER: "The industry has a problem. The industry has to come up with a solution. And that's what TLMI is going to work on." — Cindy White

External affairs: At the table, not on the menu

GOAL: TLMI has greater influence on the users of its members' label and packaging products.

Everyone in the tag and label industry has to wrestle with rapidly changing state and federal regulations, and to successfully affect change, TLMI members need to have a voice.

"Individually, we all have to deal with what's being handed down by federal, state and local government. The more you can show commerce is banding together on these issues, the more seriously it seems to be taken," says Board member Mark Glendenning, CEO and owner, Inland Packaging. "Associations are the way to go."

Collaboration and partnerships are central to success in this area, Muenzer notes. "We need to have visibility among the users of the products. We want visibility along the full supply chain, from users to suppliers to manufacturers to recyclers."

OBJECTIVES BEGINNING IN THE

MEDIUM TERM: Increased TLMI exposure at user events.

WHAT TO REMEMBER: "If we're going to be considered the label experts, we're going to have to be involved on the front end of legislation affecting labels and packaging. People should be coming to us, asking what can or can't be done in labeling." — Mark Glendenning

Telling our story to recruit the best workers

GOAL: TLMI is positioned to assist members in attracting a qualified industry workforce.

Surveys revealed TLMI members are having difficulty recruiting workers — and are trying to understand why.

"Our industry pays well, offers upward mobility, is a growing industry, and much cleaner and more progressive than people think," says TLMI Chairman-Elect Craig Moreland, president, Coast Label Co. "I think people have a vision that isn't appropriate for what we do in the label business or isn't current with today's technology."

OBJECTIVES BEGINNING IN THE

SHORT TERM: Assess effectiveness of current programs, and identify and quantify and quantify TLMI members' workforce recruitment challenges.

WHAT TO REMEMBER: "It gets down to advocacy. We have to do a better job of telling our story. Why should a young person want to join our industry? We should tell our story — not let others do it." — Craig Moreland

Fortifying our financial foundation

GOAL: TLMI's revenue streams are diversified and positioned to fund the association's strategic plan.

The financial aspect of the strategic plan is an investment in continuing financial health and strength.

"We're looking to invest in TLMI's future, to make it stronger, healthier and more important to the industry," says TLMI Vice Chairman Michael Ritter, general manager, ID Images. "We have an opportunity we've never had in the past. We have an opportunity to make sure our voices are heard. A [financially] strong association makes that easier to do."

OBJECTIVES BEGINNING IN THE

SHORT TERM: Enhance sponsorships, and increase membership.

WHAT TO REMEMBER: "A strong TLMI is beneficial to all its members. That's more products and services it can offer to the membership." — Michael Ritter

TLMI Awards **\$30,000 in Scholarships** for 2016-2017

TLMI congratulates this year's scholarship recipients:

Jessica Fauria

California Polytechnic State University
–San Luis Obispo

Humaira Imtiyaz

Ryerson University

Andre Kedzierski

University of Wisconsin–Stout
(Bruce Bell Scholarship)

Daniel James Langsford

Ryerson University

Jessica Rocha-Da Silva

Ryerson University

Dana Hopkins

Wausau Coated Products, Inc.,
(Member Employee)
University of Wisconsin–Stout

Jamie Janssen

Belmark Inc., (Member Employee)
Lakeland University

Applications for the 2017–2018 academic year will be available at **TLMI.com** under the “About TLMI” tab in early 2017.

TLMI has presented its annual scholarships to seven students, a total of \$30,000 for the academic year 2016–2017.

“Our TLMI membership has a real need for talented people who have demonstrated an interest in our industry,” says Selection Committee member Bruce Bell, chairman and founder, Belmark. Bell has been integral to the program since resurrecting it in 1998.

Scholarships are available for students in two-year and four-year undergraduate degree programs and member employees. Criteria include a demonstrated interest in the tag and label industry, including applicable coursework, academic achievement, and character.

“We, as a committee, award five or six \$5,000 per year scholarships to qualified students,” Bell says, noting that dedication to the industry is particularly important. After graduation, TLMI will forward recipients' information to TLMI members who have an expressed an interest in hiring scholarship recipients.

“The best way to think about the TLMI Scholarship Program is to look at the original objective, which was to promote and encourage qualified college students to enter the label industry,” Bell adds.

Four-Year College Degree Scholarships are available to full-time students entering their third or fourth year at an accredited college or university. Recipients must demonstrate an interest in entering the industry and have a 3.0 grade point average, with major coursework including subjects such as management, sales and marketing, graphic arts, graphic design and production. Full-time students in flexographic printing programs at two-year colleges and technical degree programs are also eligible for scholarships. Criteria include a demonstrated interest in the tag and label industry and a 3.0 grade point average.

TLMI's Member Company Employee Scholarship Program provides scholarships to up to four qualified member employees to further their undergraduate or graduate studies and strengthen their commitment to the industry. Selection criteria include academic achievement, character, demonstrated interest in the industry, a statement of goals and recommendation from the employer. In the end, says Bell, the selection committee wants to ensure the scholarship is a good investment for the industry.



“The best way to think about the TLMI Scholarship Program is to look at the original objective, which was to promote and encourage qualified college students to enter the label industry.”

Bruce Bell
chairman and founder, Belmark Inc.

STRIVING FOR SUCCESS — with help from TLMI

For one student, the scholarship helped her discern and follow her dream. For another, it meant she could move her career forward. Here are their stories.

MEMBER EMPLOYEE EXPANDS SKILLS

Jamie Janssen, payroll coordinator for TMLI member Belmark Inc. (De Pere, Wisc.) holds an Associate's degree in accounting and is working toward her Bachelor's degree from Lakeland University (formerly Lakeland College), based in Sheboygan, Wisc. She's just received her fourth TLMI Member Employee Scholarship.



"It's a really great program and a great scholarship. I don't know if I could have afforded it without the scholarship," she says. "I appreciate it."

"I think this industry is phenomenal, because it's about packaging. It's all the packaging people use every day," says Janssen.

Belmark — whose founder and chairman, Bruce Bell, has been a driving force in the TLMI scholarship program — makes a point of informing employees about the opportunity.

"Belmark has had several very qualified employees who have done through the application process. They have been awarded scholarships and have gone on to make significant contributions to our company and ultimately the industry," says Bell.

"Here at Belmark, we do have it on our employee boards," Janssen says. "And when I sat down with my supervisor about keeping up with schooling ... my supervisor pointed out the TLMI scholarship.

Janssen's scholarship covers \$2,500 per academic year, and she takes one class

a semester. Already, she has already applied what she's learned.

"I started out in accounts payable, then moved into payroll, with significantly more responsibility. ... The payroll part that really helped is taxes. We file withholding, sales and unemployment for multiple states. My education helped me understand what to do and how to do it," she says.

SCHOLARSHIP OPENS STUDENT'S EYES TO NEW POSSIBILITIES

Lindsey Baker's packaging career actually began in college, when she was a junior majoring in fine arts at Ohio University (Athens, Ohio) and did freelance package design for brand owners. The financial aspect of the TLMI scholarship covered part of her final year's tuition, but it had another benefit, too.

"Receiving the scholarship opened my mind to working for a TLMI member company. When I made the decision to work in the label and packaging segment of the printing industry, I wanted to better understand the production process that would reproduce my graphic designs," says the Class of 2011 alumna. "I decided to focus on the narrow web label market. I was aware that the premium label converters were TLMI members, so that is where I began my search."

Baker's search led her to Alpine Packaging Inc. (North Versailles, Penn.), where she gained production experience — prepress production graphics, flexographic platemaking, flexographic label printing and converting — as well experience in marketing and occasional graphic design work.

"This was very valuable to me as I built my technical knowledge of the label converting process. My experience at

Alpine Packaging helped me understand how to properly design graphics and build art files for the label industry and specific print processes, such as flexographic or digital label print technology," she adds.

Baker's interest in packaging and label design came naturally: Her father, Rob Baker's, career in the packaging and labeling industry goes back nearly 30 years and includes TLMI members Belmark Inc. and Anderson & Vreeland.

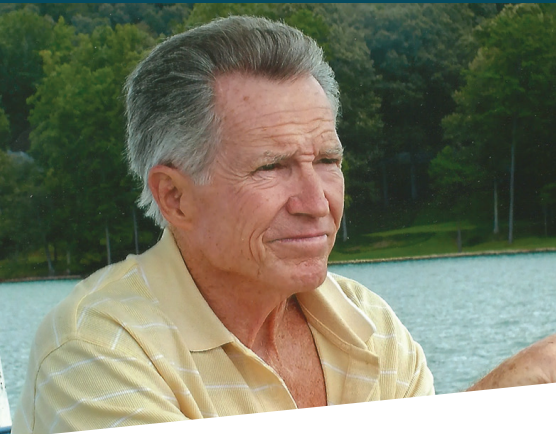
Today, Lindsey Baker is the founder and owner of Ideabox Design Studio (Raleigh, NC), an independent design agency focusing on package design for the labeling and packaging segment of the printing industry.



"Receiving the TLMI scholarship helped bring an awareness of, and a focus on, labeling and packaging. ... As I gained experience in creating graphics for brand owners and brand managers, I began to realize the role the label or package plays in representing the product: It helps sell the product," she says.

TLMI scholarships are available to full-time students at four-year and two-year colleges and universities who can clearly demonstrate their interest in working in the tag and label industry, and member company employees furthering their undergraduate or graduate education. For more information, and to apply for the 2017–2018 academic year, visit the "About TLMI" tab at TLMI.com. Scholarship applications for the 2017–2018 academic year will be available early in 2017.

It's Hard to Pick a Winner



After 20 years of judging the TLMI Awards, educator J. Page Crouch, Ph.D., has stepped down from the Awards Committee. Crouch was on the faculty at Clemson University from 1968–1998, then spent about 15 years as an industry consultant. He joined the TLMI Awards Committee in 1996, when he was a professor at Clemson.

"They had a slot on the committee, so I represented graphic arts and printing education," he says.

Crouch says participating on the committee helped his teaching career. "As a teacher, being involved in an association like this gave me an open pass to technology pioneers. I wanted to meet them; they became my teachers."

Over the years, Crouch watched and judged as trends came and went and technologies advanced.

"It used to be there were relatively few 'wow' pieces. Frequently, the really exquisite pieces 15 to 20 years back really stood out, and they were produced by what I would call technology pioneers. It took very creative technical work to achieve what they did," he says. "Today, the technology that converters can buy starts at that point."

In fact, he adds, the technology is so good, and the entries are so good, it's frequently hard to pick a winner. "The days of setting yourself apart, where one job stands out among hundreds, are pretty much gone. It's not just a

beauty contest — the judging takes into account difficulty in a number of different ways," he says, noting that judges often need to use a microscope to detect the differences in images.

It boils down to technical achievements spurred by customers and designers — who can make or break an image. Some designs, he says, can make a product easy to product.

"There are converters who always want to be better and better, and they take on these designer creations to get to the highest mark they possibly can," he says. "The pioneers are still out there, and they're still trying to do things they don't know how to do. That often separates the winners and probably always will."



Designed for Success

You'll have to wait for the Awards Banquet at TLMI's Annual Meeting to see who won, but we can tell you what the judges saw in the 2016 TLMI Awards entries.

With about 230 entries spread over more than 60 categories, judges for the 2016 TLMI Awards Competition had a bird's-eye view of trends in technologies, design and applications for the label and tag industry.

Awards Committee Chairman Paul Teachout, vice president of sales and marketing, Nilpeter USA, and committee member Steve Schulte, vice president, marketing, Mark Andy Inc., observed that as converters continue to try new things, the potential of the technologies themselves are advancing.

"Flexographic printing continues to push the high-quality boundaries; the flexographic prints were the best I've ever seen," Schulte says. "And UV inkjet is improving rapidly. From last year to this year, it made huge leaps and bounds, and I see it getting better and better every day."

Teachout, an 18-year veteran of the committee, pointed to superior high-definition printing and graphic techniques — things like plate making, pre-press and software techniques — that created the best results, regardless of technology.

"It's not always about the technology; the very simple can win too. It's all about the execution," he says.

Shelf appeal was a recurring theme, with converters finding new ways to make their labels more appealing at retail.

"I'm seeing trending toward multi-process decoration," Schulte says, pointing to combinations of digital printing with flexographic printing and decorative processes such as hot foil, embossing, cold foil, varnishes and coatings.

"A lot of the award is for printing — registry, dot structure — but on top of that, there's a lot of decorative things for shelf appeal," he adds.

Digital imaging — inline with traditional and decorative processes or combined with offline finishing — continues to grow, both judges said. Teachout noted that in many instances, it's replacing gravure, offset and litho.

"Digital is, by far, the fastest-growing process that we see," he says.

THANK YOU, JUDGES!

TLMI would like to thank the members who judged the 2016 TLMI Awards competition:

Paul Teachout
Nilpeter USA (Chairman)

Richard Black
All Printing Resources, Inc.

Mike Buystedt
Flint Group

Jim Flynn
Gallus, Inc.

Jim Harris
ACTEGA WIT Inc.

Robbie King
Harper Corporation of America

Ray Mackura
Avery Dennison

J. Michael Rivera
K Laser Technology (USA)

Steve Schulte
Mark Andy Inc.

Charles "Chip" Tonkin
Clemson University

Kent Wolford
Domino Amjet

Robert Wray
Gallus, Inc.

#PrintWithPride

Tips for success from an award winner

McDowell Label (Plano, Texas) has been a TLMI member since 1995, and has been entering—and winning—TLMI Awards since the beginning.

"Everybody says, 'What's the secret of winning an award?' I say, **enter**," says McDowell chairman Dave McDowell, immediate past chairman, TLMI.

But he has a few other tips as well.

TIP 1

Gather samples as you go.

"We assume that every label we print has the capacity to win an award," McDowell says. Accordingly, the McDowell team files samples and completes an awards checklist for every label they print. It's not complicated to enter the TLMI Awards (or any other, for that matter), McDowell notes. The key is having the discipline to keep the samples.

"At the time we print the label, we also take down all the data that's required to enter. If you do that, it makes it pretty easy to enter," he says.

If you win, and the customer approves, you'll also have a supply of award-winning labels to use as sales samples.

TIP 2

Enter as many categories as possible.

When it's time to enter awards, the company's awards committee culls through the year's work.

"Our awards committee sits down and tries their best to place as many as they can in as many categories as they can. It costs money to do that, but we get the money back in spades. If you win an award, it's a big deal for everyone who worked on the label and for your customer," McDowell explains.

He warns that you need to be sure the customer approves the label's entry in an awards competition. "You don't enter any labels that customers don't give permission to enter. We have some agreements that prohibit us from entering or even acknowledging we do business with a particular customer."

TIP 3

Share the love.

Staff from McDowell Label contacts the team as soon as they know which labels have won awards. Back at the corporate headquarters, they celebrate the honor, displaying the awards around the building and presenting plaques to their customers.

"It's a moment of pride for us, for them and the whole team," McDowell says. "We consider the award a company achievement."

TIP 4

Maximize your efforts.

Entering the TLMI Awards opens up the opportunity for global recognition. A committee within TLMI selects labels from each category to submit to the World Label Awards (WLAs), which are judged by a panel of one judge from each Lg

member association — TLMI (representing the United States), FINAT (Europe), JFLP (Japan), LATMA (Australia), SALMA (New Zealand), LMAI (India), PEIAC (China) and AMETIQ (Mexico).

From the WLA winners comes a select group, the “Best of the Best,” presented in five categories: flexographic printing, offset litho printing, combination printing, letterpress printing and digital printing.

“We’ve won hundreds of awards — and 23 WLAs, including a ‘Best of the Best,’” McDowell says. “But in order to compete, you have to enter that label in the TLMI awards!”

McDowell’s winning entries build staff morale — but just as importantly, they’re key to branding.

“Absolutely! Absolutely! Absolutely! We’ve had people contact us because they’ve read that we’ve won an award,” he says. “We’ve had people contact us and say, ‘Man, I really like this label you won an award for. We’ve been trying to find someone who can print a label like that for us!’ The benefits never end!”

Enter to Win

Advice for aspiring award winners from the judges.

Awards Committee Chairman Paul Teachout, Nilpeter USA, admits that some converters win the TLMI Awards year after year. If you want to be one of them, take his advice.

There are three things successful TLMI Awards entrants do, Teachout says.

- 1. THEY ENTER.**
- 2. THEY ENTER MULTIPLE CATEGORIES.**
- 3. THEY USE HIGH-QUALITY EQUIPMENT AND TECHNOLOGIES.**

“If you can print a tag or label, you can enter in this awards competition,” Teachout says. The benefits include prestige, recognition and media attention.

“I consider it like our Grammy Awards,” Teachout says. “Why wouldn’t you want to be part of it? The converters that produce the samples are the pioneers of the technology, pushing the envelope to see what the ink, the technology, the image, etc., can do.”

“This is the biggest recognition you can have among your peers,” adds Awards Committee member and fellow judge Steve Schulte, Mark Andy Inc. “It drives team building within your companies, morale within the team. You’re taking pride in the products they’re creating.”

Schulte tells entrants to read and follow the rules carefully, and to pay special attention to completing the “challenges” section of the entry.

“It’s a golden opportunity to convince the judges why your entry is worthy of winning,” he says.

Still debating whether your work can win? Think of it this way: Winning an award begins with entering the competition — which any converter member can do.

Deadline for entry
in the 2017 awards
is June 16, 2017.

Applications will be available
beginning in March.



TLMi Timeline

The new strategic plan will keep TLMi moving into the future, but it's our history that's made us strong.



1930

1933

Industry leaders organize the Tag Manufacturers Institute (TMI) in response to the National Industrial Recovery Act (NRA). Frank H. Baxter takes on roles of secretary-treasurer and executive director.

1933-1935



TMI focuses on creating and complying with an NRA "Code of Fair Competition."

1934

June: TMI conducts its second Annual Meeting.

November: TMI members consider, and reject, a logo to identify tag manufacturers in compliance with the Tag Industry Code.

1935

TMI responds to NRA directives with the Tag Industry Agreement (TIA).

1940

1949

TMI wins the Tag Decision of 1949, a benchmark in relations between the industry and the Federal Trade Commission.



1950

1958

TMI members select the first TMI logo.

1959

TMI introduces its Market Extension Program, which includes its member newsletter, "Tagline."

1960

1964

TMI expands to include label converters and is renamed the Tag and Label Manufacturers Institute (TLMi).

1966

Membership opened to suppliers (Associate Member Division).

1970



1973

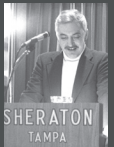
Management Ratio Report introduced.

1975

Membership opened to Canadian and Mexican companies.

1976

Membership opened to international members.



TIA discontinued.

1978

TLMI Awards Competition launched for converter members.



1979

TLMI Scholarship established with \$1,000 award to Rochester Institute of Technology.

1987

TLMI cosponsors first Converter of the Year Award with packagePRINTING magazine.

1989

TLMI cosponsors Labelexpo with organizer Tarsus Group.

World Label Assn. Awards, a joint effort with TLMI, FINAT, and the Japan Label Printing Federation.



1990

2010

1980

2000

1990

Annual Meeting



1991

TLMI becomes "self-managed" and moves to Iowa City, Iowa; Carol Godiksen is Executive Director.



1994

TLMI releases its first North American Label Study.

TLMI hosts first joint meeting with FINAT in Williamsburg, Virginia.



1996

TLMI headquarters move to Naperville, Illinois. Former board member Bud Gray is Executive Director.



1997

Frank A. Sablone becomes TLMI Executive Director.

1998

The TLMI Board revamps TLMI Scholarships.

2000

Annual Meeting at The Breakers



2001

TLMI Scholarship Fund reaches \$500,000.

2003

TLMI Supplier of the Year Award & Environmental Leadership Award established.

2007

TLMI launches "The Quarterly Index & Trend Report"

2008

TLMI offices move near Boston.

Label Initiative for the Environment (LIFE) certification established.



2009

First LIFE certifications presented to 10 members.

2010

Board awards Honorary Lifetime Memberships to Pat Hague, Frank Gerace, Gary Smith, Terry Fulwiler, and Roy Webb.



2014

Annual Meeting sets attendance records.

2016

TLMI President Frank Sablone retires.

TLMI moves to strategic Alexandria, Virginia, location.

Mark Tibbetts hired as President.

Board adopts new strategic plan.





Mark Tibbetts

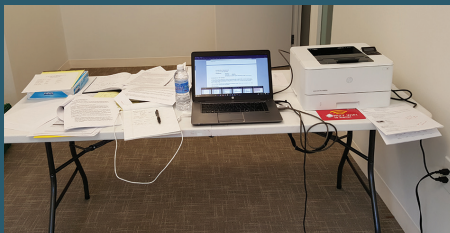
...in his own words



We've done a ton! We've written a really, really good strategic plan.



At TLMI, it's personal. People, like the board and volunteers, are so vested in the organization. It's our biggest asset.



I'm learning the business and industry and what our members' core priorities are — and I'm keeping the ship running while I do.

Since joining TLMI as president and CEO in January, Mark Tibbetts has been learning about the labeling industry and leading TLMI through a strategic planning process. Here's a little more about him — in his own words.

■ TELL US ABOUT YOURSELF.

I moved to the Washington, DC, area in 1996 for a job at the Commerce Department. My wife, Courtney, and I are both transplants ...I'm from Massachusetts; she's from Oregon. We have three children, twin 10-year old daughters and an 8-year old son.

■ WHAT I LIKE BEST ABOUT TLMI

I love my new job! There is an energy and excitement that's palpable here. TLMI has an amazing asset: the people and their personal commitment to the organization. ...The relationships are part of the value. It's the thing I'm most sensitive to and one of the reasons I'm so happy I joined the organization.

■ WHAT ARE THE BIGGEST ISSUES FACING THE INDUSTRY AND TLMI MEMBERS IN THE NEXT FIVE YEARS?

We need to address environmental issues head-on. Our industry creates too much waste. ... We're also looking at an evolving workforce.

... Converters are getting larger and consolidating ... that's going to change the industry and TLMI. Our job is to grow and expand to meet the needs of the future.

■ WHAT ARE YOU MOST PROUD OF ACCOMPLISHING SO FAR?

One of my proudest accomplishments is walking away from our board meetings with a forward-looking strategic plan.

■ WHAT CHALLENGES ARE YOU FACING?

First, there's the sheer volume of learning that comes with being new to an industry — the industry, its people, and the history of TLMI. On a deeper level, I have to strike a balance between the idea-a-second energy I bring to the table and the tempered approach I need to take. The strategic plan gives me a lot of understanding and direction for what we need to focus on in the next three to five years, but if there's anything you can teach me (and I'm betting there is!), I'm all ears.

And there's one more challenge. In January, I traded in my iPhone for an Android, and I'm still trying to figure out how to use the darn thing!



TLMI reaches new members at record-setting Labelexpo America



**LABELXPO
AMERICAS 2016**

Not only did Labelexpo Americas 2016 (Rosemont, Illinois; Donald E. Stephens Convention Center; Sept. 13–15) report high-water marks for attendance and square footage, but it gave co-sponsor TLMI a chance to connect with current members and reach out to new potential members.

The event registered its largest show floor to date (201,000 square feet), 455 exhibitors and more than 17,400 attendees, an 8.5 percent increase over the last edition. Show organizer Tarsus Group also reports 100 new exhibitors and more new product launches than Labelexpo Americas has ever experienced.

By the end of the show, six companies had submitted applications for TLMI membership.

"Our booth was a mechanism to increase recognition of TLMI and what we do for the industry. It was also a great place for the new staff to meet current members," says Sarah Perkins, marketing and communications manager, TLMI, noting that member volunteers helped staff the booth. "The member volunteers were key to success, as they could speak from experience about the benefits of a TLMI membership."

The strength of networking opportunities was a common theme among exhibitors.

"Kocher + Beck experienced a very successful Labelexpo Americas 2016, with a high level of attendees visiting our booth and interest generated during the show. The level of quality conversations

and connections made with both existing and new customers was significant," says David Morris, president of TLMI member Kocher + Beck.

"TLMI has been a co-sponsor of Labelexpo Americas since 1989, and it's been a very important partnership for the association," says Mark Tibbetts, president, TLMI. "This year's event gave us a chance to get in front of our members, to meet new members and to forge connections that will support our path to the future."

He adds, "This year was a knock-out success, and I'm deeply appreciative of the time our volunteers and staff invested in making it so."

LIFE OF THE ASSOCIATION

TLMI members are showing their commitment to best environmental practices at 57 LIFE® Certified member facilities. Congratulations to the two latest LIFE Certified members!



Constantia Flexibles
Mason, Ohio



Precision AirConvey
Newark, Delaware

WELCOME TO THE BREAKERS!

This year's Annual Meeting is hosting **400 attendees** from **178 member companies!**

TLMI welcomes new members



Adcraft Labels
Anaheim, California



Eagle Image Corporation
East Peoria, Illinois



Esterlam International Limited
Ivybridge, Devon, UK



Eurostampa
Cincinnati, Ohio



Inteplast Bags & Films Corp.
Morristown, Tennessee



OMET Americas, Inc.
Elk Grove Village, Illinois



QSPAC Industries, Inc.
Santa Fe Springs, California



Univacco Technology Inc.
Tainan City, Taiwan

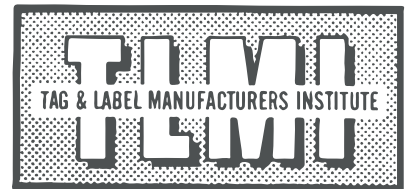


510 King Street | Suite 410 | Alexandria, VA 22314

tlmi.com

LOOK BACK

LOGO



Among the boxes that came to light during TLMI's office move was a large, plastic bin, a de facto time capsule, filled with artifacts nearly as old as the association itself. The collection includes the history of TLMI's first two logos, instituted in 1958 and 1962.

Today, it's unlikely any business — trade association or for-profit — would operate without a logo or insignia for two weeks, let alone 25 years. To be fair, founding members of the Tag Manufacturers Institute did consider an insignia members could print on their tags to show compliance with the Tag Industry Code. However, the idea was voted down in November 1934 for being overly costly and difficult to implement due to "manufacturing difficulties."

In January 1958, the Eastman Tag & Label Company submitted 13 insignia designs for consideration by TMI members at the General Meeting. The winning design — shown here — was modified, finalized and put in place until 1964, when TMI expanded to include label manufacturers and became TLMI.