

We are pleased to present to you our latest "Focus On FILAMATIC" eNewsletter - Volume 1, Number 11

FOCUS ON FILAMATIC®

Solutions FOR THE LIQUID PACKAGING INDUSTRY



Vol 1, No. 11

March 2005

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Changing Demographics and Their Effect on the Packaging Industry

The U.S. population is changing. Baby boomers are maturing, nearing retirement age, and focusing on pharmaceutical aids to further expand life cycles. The X generation, the group of more than 47 million people born between 1965 and 1975, continues to grow in numbers and not coincidentally, to affect new products and industries with their ready to spend disposable income. Throughout the world, people travel more and many countries, including our own, are hosting multi-nationals. More than ever, there is a sharing of ideas and concepts and a readiness to accept new products.

Along with sensitivity to our ecosystems and limited resources, more attention has been placed on the importance of individual well-being. Renewed focus on self – new interest in Chinese herbal medicine, holistic remedies, creams and potions to reduce the skins' wrinkling - all have opened doors for a feel good, look better mentality. And vendors and suppliers have worked hard to provide what the public wants through new products promoted in attractive containers and individual sized packets for personal care products. So much so that, skin care products have become a rapidly rising sector of the personal care industry. Much of the interest in anti-aging products is due directly to our aging population and the quest to look young, longer. But aging is not a concern for just those over 65 years old, but rather representative of a growing segment of the

Filamatic® is Proud to Introduce its Newest Technology - the *Mini-Monobloc Filling System*

A packaging system ideal for the pharmaceutical, diagnostic and biotech industries. With its compact,

yet simple design and easy to use features, the Mini-Monobloc is the logical choice for those with limited production requirements.

To read more about this innovative, new design, see the link below. Be sure to click on the video icon to enjoy a short [video clip](#) of the actual machine in operation.

National Instrument Company continues to provide state of the art equipment in its Filamatic® Filling Systems. Each filling system is carefully crafted to provide excellence in design, with special attention to ease of setup and flexibility for rapid product changeover.

www.filamatic.com Website Update

- [Press Release](#) on the Mini-Monobloc Liquid Filling System
- Updated [Specification Sheet](#) on the Molten Filler. This newest version contains information on the Model H-730 and the H-748.
- Addition of [Spanish Website](#) portal for our Spanish speaking audience.

Interphex 2005

Interphex 2005 will be held at the Javits Center in NYC on April 26-28, 2005. Stop by Booth #2863 to see our newest technology - the Mini-Monobloc Filling System. This compact unit easily fills, plugs and

US population that finds itself in the 35 to 64 year old category and even younger. And those age groups cover millions of Americans.

But, personal care products are not for the female sect only, as young males have become increasingly interested in hygiene and grooming and prove that by flocking to purchase items geared to cleanliness and personal products like never before. Overall interest in shower gel products has increased in recent years, but within the male teenage sector, sales have quadrupled. Expand that interest to other product lines such as deodorant, pre-shave products and hair gels and we see a market open to new and inventive products.

The public is ripe for the convenience of disposable products. As more and more women work outside the home, families are smaller. Convenience is the keyword in daily multi-tasking that includes family, work and personal time. With increased disposable income, more emphasis has been placed on products focused on hair care, shower and bath products and tooth care. Sales of these products have skyrocketed over the last ten years. Increased sales growth has become evident not only in the U.S., but also worldwide as disposable income grows and buying habits change.

Many products have been introduced on the market in direct response to real needs. With families on the go, items such as sanitizing hand gels are a welcome solution to grimy fingers when soap and water are not readily available. Fabric softener dryer sheets make washday quicker and neater with individual sheets easily tossed into the dryer. There is no longer a need for pouring and measuring of liquid fabric softener. And let's not forget the liquid soap detergent that is quickly diluted in the washer. This concept originated with the need to have the soap product readily mix with water, nearly eliminating a powdered detergent that oftentimes leaves a soap residue on clothes when not mixed properly.

Through creative packaging, the public is treated to a constant introduction of newly shaped containers, some that represent the human body or some other clever message developed in the marketing boardroom. Other packaging includes a retro look, a glance back to the 50's, 60's or 70's, each as a throwback to simpler times. The packaging speaks to the buyer's past and stimulates pleasant memories. With concern for the environment, container designs, including product shape, outside wrap and graphics often provide the user with an image of cleanliness and outdoor freshness.

Changing demographics have prompted manufacturers to provide innovative products that have responded to trends in better health, hygiene and overall wellness. Sensitivity to what the public wants is not accidental. The packaging industry is listening and continues to hear what the public wants in convenience and on the go services. National Instrument Company supports this demographic change in each and every liquid filling system that is manufactured. Our technology easily accommodates new products and changes in package designs. And this is a good thing as we move forward, challenging old concepts and packaging processes to define new technology that demonstrates innovative solutions to evolving markets.

caps small vials, tubes and microtubes and is ideal for laboratory settings. Also featured will be a semi-automatic benchtop filler and additional media, demonstrating various multi-processing filling systems.

To schedule a personal appointment, contact Mary Burchard at mburchard@filamatic.com.



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Did you Know –

The U.S. Census Bureau reports –

- For the year ending September 30, 2002, almost 1.1 million immigrants were admitted to the United States. The three (3) leading countries from which they came were Mexico (219,380), India (71,105) and China (61,282).
- The number of foreign travelers to the United States dropped from a high of 50.9 million in 2000 to 41.9 million in 2002. Travelers from the United States showed a similar trend: 60.9 million Americans traveled abroad in 2000 and 56.4 million in 2002.

Sidney Rosen, Founder of National Instrument Company

It is with great sadness that we announce the death of Sidney Rosen, Chairman of the Board and Founder of our company. Sidney passed away on February 15, 2005 at the age of 91.

As reported earlier in "Focus on Filamatic®", one of Sidney's first products was the model AB Filamatic filler, a single nozzle filling machine. The company's future product line developed from this machine. An updated version of this machine is still being sold today. Sidney held 22 patents relating to liquid filling machinery, and he coined the name "Filamatic®".



Sidney Rosen 1913 - 2005

Sidney built his company based on the following principles:

1. Understand what the customer wants, and satisfy his needs better than anyone else.

Do you have any comments or suggestions regarding this eNewsletter or a specific feature of FOCUS on FILAMATIC? Please forward any comments or suggestions to [Mark Bennett](#), or call 1-800-526-1301 extension 219.

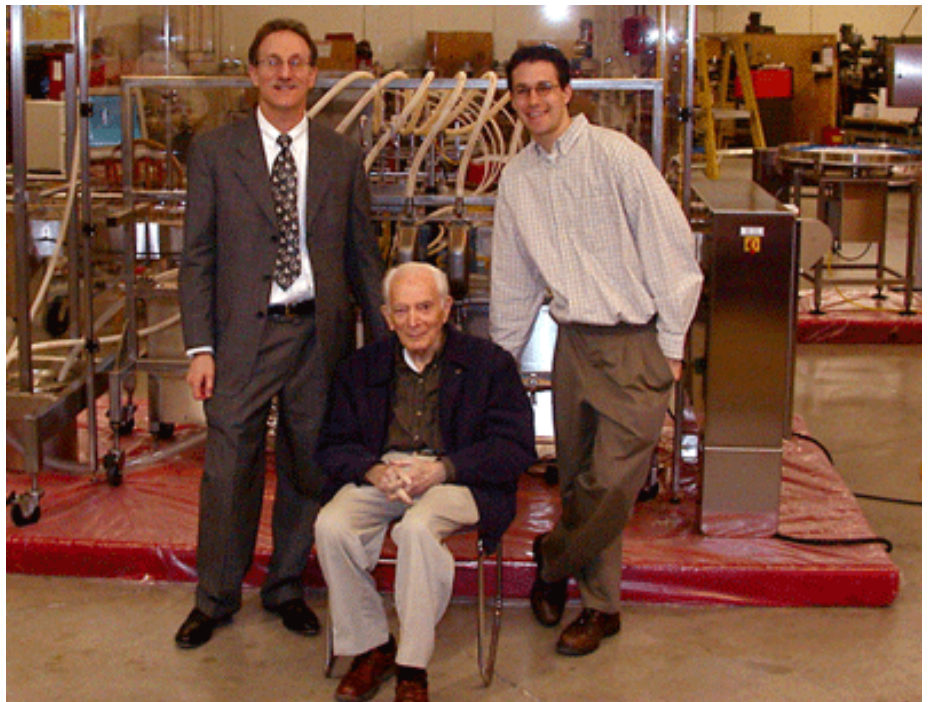
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2. Provide the best possible service to the customer.
3. If for whatever reason we disappoint the customer, correct the problem as quickly as possible to the customer's satisfaction.
4. Follow the Golden Rule: "Treat others as you would like to be treated yourself". This applies to customers, employees, and suppliers.
5. Strive at all times to make the best possible products and provide customers with exceptional value.
6. Strive to do the best you can. "Good enough" is not good enough.
7. Be passionate about your work.

Sidney loved his work and took great pride in the development of new products. He continued to work full time until he was 85 years old when illness ended his career.

Sidney enjoyed hiking, canoeing, traveling, photography, as well as listening to opera and classical music. Above all, he enjoyed spending time with his beloved wife, Esther.

Sidney was predeceased by his wife of 55 years and is survived by two brothers, two sisters, three sons, and eight grandchildren. His son, Robert, succeeds him as CEO/President of National Instrument Company.



From Left, Robert Rosen, Sidney Rosen, and Josh Rosen

We at National Instrument Company are dedicated to perpetuating the ideals that Sidney instilled in us. Sidney's legacy will continue to live and thrive within our company.

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