

# SOLUTIONS IN ACTION

PACK EXPO 2008



Reverse-roll Coating Machine  
from New Era Converting



## Booth No. E-9501

From simple components and sections to fully integrated high-speed automatic process lines and systems, **New Era Converting Machinery** is a world leader in processing equipment for the web-converting industry. Based in Paterson, N.J., New Era offers a wide variety of web-converting equipment, including winders, unwinds, coaters, laminators, embossers, dryers, drive and control systems, roll-handling equipment and web-handling systems.

At PACK EXPO 2008, New Era will be displaying sections from two of its machines, including a **turret winder and a reverse-roll coating machine**. The high-performance winder allows for continuous winding of multiple webs with automatic on-the-fly transfers from one roll to the next. This process allows for minimal waste at the core of the roll and utilizes a traveling knife cutoff mechanism to minimize debris generation.



Allen-Bradley® ControlLogix®  
Programmable Automation Controller

The winder uses an Allen-Bradley® ControlLogix® programmable automation controller (PAC) from Rockwell Automation to manage all control functions. The Allen Bradley PowerFlex® variable frequency drives provide the precise motor control needed to help ensure smooth, reliable winding performance. Operators have a window into the machine through an Allen-Bradley PanelView™ Plus touchscreen human-machine interface.

“Standardizing on Allen-Bradley products from Rockwell Automation gives a number of benefits,” said Ray Simpson, vice president, Drive and Control Engineering, New Era Converting Machinery. “The high level of familiarity and ease of programming of the ControlLogix controller help us reduce startup and design time while providing end users with increased changeover flexibility and lower maintenance costs.”



Allen-Bradley® PowerFlex® 4  
Variable Frequency Drive

New Era can custom engineer a solution to meet specific web-handling needs, whether an application requires multiple spindles for manual transfer of a primary web or a variety of spindles for winding multiple webs from a process. The company also offers single-position winding stations ranging from automatic tension-controlled units to more complex units with automatic guiding and shaftless chucking.

# Solutions in action at Pack Expo 2008

At PACK EXPO 2008, New Era will also display a section of its reverse roll coater. This precision machine is designed to deliver low coat weights and uniform coating across the width of the film. Precise speed control provided by the high-performance drives helps ensure a high level of accuracy and consistency in the coating process.

As part of the display, New Era also will feature a complete control-system panel for a converting line. The panel includes 17 PowerFlex variable frequency drives and a ControlLogix PAC as part of an integrated, fully configured drive system. The six-bay enclosure includes a glass-panel front that allows a clear view into the wiring, electronics and overall configuration of the control cabinet.

New Era offers its customers comprehensive service and support capabilities, including in-house mechanical and electrical support, as well as remote diagnostics, which allows engineers to monitor and program drives, controllers and operator interfaces from a dedicated workstation at New Era's facility. The workstation is equipped with access to vendor documentation, schematics and software for the equipment control system.

"By augmenting our support capabilities, Rockwell Automation gives us the reliability and performance we need in a control system," Simpson said. "Whether it's through their quality products, global support team or extensive distributor network, we know we can count on Rockwell Automation to meet our needs."

**For more information, contact:**

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