

A woman with short brown hair, wearing a dark blue jacket and a green and yellow patterned scarf, is standing in a grocery store aisle. She is reaching out with her right hand to touch a white milk carton on a shelf. The shelves are stocked with various milk cartons and other products. A red shopping cart is visible in the foreground. The background shows more aisles and shelves, slightly out of focus.

BRANSON

Global Packaging Solutions

Branson's plastics joining expertise keeps you at the forefront of packaging innovation



EMERSON
Industrial Automation

Packaging Solutions for a Changing World

The dynamic and ever-changing plastics packaging industry continues to bring out the strengths of Branson. For more than 50 years Branson has been developing and refining plastics joining technologies, creating a culture of innovation that helps companies overcome the most demanding package-sealing challenges.

Branson's broad capabilities and global presence enable equipment builders and product manufacturers throughout the world to quickly and economically adapt to new trends affecting the plastics packaging industry. Current issues include facing international competition in the global marketplace; eliminating chemicals, recyclability, and other environmental concerns; minimizing weight and waste by reducing the ratio of packaging material to product; the use of new materials or new combinations of materials; shorter product life cycles and speed to market; plus unique designs with more complex functionality. And, as always, we provide assistance to companies looking for ways to increase production efficiencies and lower operating costs.



More Plastics Joining Technologies for More Applications

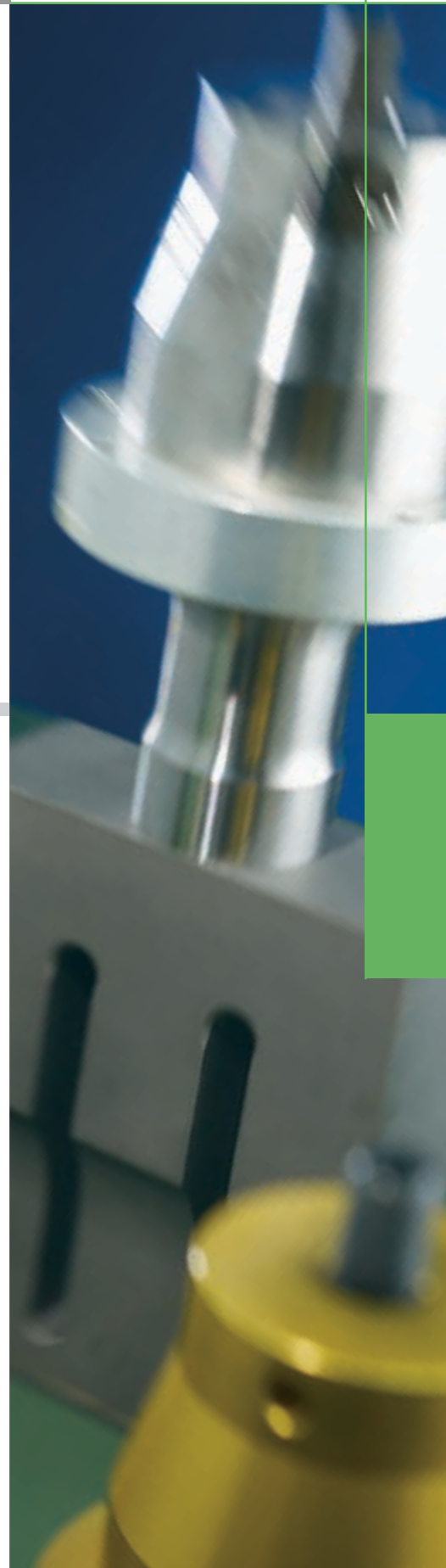
Branson's application knowledge and technical expertise are unsurpassed. Not only do we have more plastic package joining experience than anyone in the industry, we also offer the broadest range of welding technologies:

- Ultrasonic Assembly
- Infrared Welding
- Vibration Welding
- Thermal Welding
- Hot Plate Welding
- Laser Welding
- Spin Welding

Unrivalled Global Resources

With technical centers and sales and support offices throughout the world, Branson is always close by, wherever you are. Our understanding of local markets, knowledge of local regulations and large staff of application specialists help keep projects moving swiftly. Whether you need assistance for a single manufacturing operation or require multicontinent collaboration, Branson has the in-depth resources to quickly respond to your needs.

Product manufacturers the world over count on Branson's capabilities to resolve packaging problems and support new packaging concepts. Branson is committed to meeting or exceeding customer expectations with packaging that can be produced economically, provide maximum reliability and increase distribution efficiencies, adding real value from the beginning to the end of the package life cycle.



Everything Begins With the Application

Finding the best processing technique for your application begins with a thorough assessment of all the packaging parameters. From design and functionality to materials and processing speed, everything is carefully evaluated to ensure that the final product meets all performance specifications. Working together at the earliest stages of application development enables us to find the best processing solution faster, allowing companies to more rapidly move from concept to full-scale production.



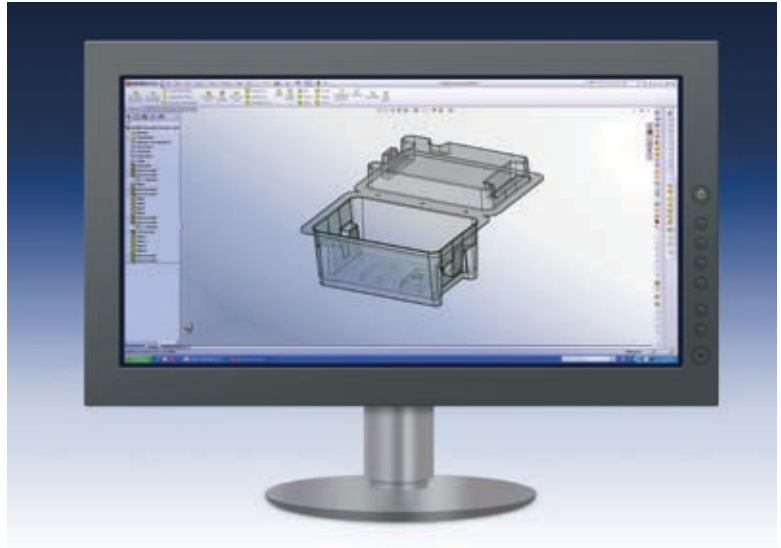
Plastic Packaging Applications

Shown here are a few examples of the extensive variety of plastic packaging applications developed by Branson for the diverse packaging market.



Dedicated Packaging Applications Labs

To help companies meet their needs for special packaging products, Branson's dedicated applications development labs quickly provide the solutions. A thorough analysis of the weldability of materials combined with our unmatched applications know-how ensure a successful implementation of the design. Projects generally begin with customer-supplied design drawings and material samples, and often include exacting specifications for strength of seal, maximum weld time, size of weld area and more. The labs are strategically located around the world, making it easy



for customers to participate in the development and trials of their package concepts. All work performed is held in the strictest confidentiality.



*Pad welded into
tray for meat
packing.*

Partnering for Success

Branson does more than design and sell superior plastics joining equipment. We develop close, long-term working relationships with our customers who know we are always ready to provide the guidance and hands-on support they need. From engineering assistance to staff training, from parts development to preventative maintenance, from troubleshooting to repairs, Branson provides a complete range of highly valued customer services. Working with integrators and manufacturers, we develop OEM equipment that can be installed seamlessly and integrated into automated systems.



In addition, our customers appreciate how much we understand their need to create packaging that has real impact in the marketplace. Whether it solves an environmental issue, provides special functionality, or offers a new and exciting aesthetic experience, great packaging can be used as an effective



Blister and clamshell



marketing tool to build a brand and enhance a corporate image.

Branson is part of the Industrial Automation division of Emerson, a diversified international manufacturing and technology company committed to developing technological breakthroughs that advance

the performance of a wide range of products and processes. Driven by Emerson's proactive corporate philosophy, Branson utilizes its exceptional capabilities and global reach to develop and implement custom solutions that meet our customers' specific needs.

Cross-seam pouch

More Plastic Packaging Applications

Examples of packaging sealing and clamshell welding manufactured with Branson's Ultrasonic technology.



Preparing Today for Tomorrow's Needs

Branson maintains its innovative leadership through continual investment in R&D. One of the technologies we're perfecting is the special tooling and processing techniques required to weld ultra-thin film materials. It promises to yield a variety of significant packaging products

including multilayer packaging, flexible and rigid thin film products, with lightweight, high-strength, thin-wall designs. Other materials being studied and tested for their ability to expand the range of packaging design and functionality are high-density fiber and coated paperboard.

With our unmatched application experience, technical expertise and responsive service, you can rely on Branson to help you turn your next plastics packaging challenge into an opportunity for marketplace success.



*Thin-film material
ultrasonic welded*

Americas

Branson Ultrasonics Corp.
41 Eagle Road
Danbury, CT 06810, USA
T: 203-796-0400
F: 203-796-0450
www.bransonultrasonics.com

Europe

Branson Ultraschall
Niederlassung der Emerson
Technologies GmbH & Co. OHG
Waldstrasse 53-55
63128 Dietzenbach, Germany
T: +49-6074-497-0
F: +49-6074-497-199
www.branson.eu

Asia

Branson Ultrasonics (Shanghai) Co., Ltd.
528 Rong Le Dong Road
Song Jiang, Shanghai, PRC, 201613
T: 86-21-3781-0588
F: 86-21-5774-5100
www.branson-china.com