

retail focus



Spreading the retail ready good news

The rationale for Retail Ready Packaging (RRP) is beyond debate in modern retailing but there are still lingering questions about the sustainability issue.

RRPs are generally smaller and use approximately 12 per cent more material for the same amount of product. But improved re-cycling regimes at retailers, and the fact that RRPs are easier to handle than traditional cases are overcoming these environmental concerns.

In addition 'less handling means less product damage' and, together with some high impact designs for the shelves, the case for RRPs is overwhelming. But are they an economic and practical proposition for all suppliers to the major stores?

According to one major machinery supplier to this market, Bosch Packaging Technology, while the biggest multinational manufacturers are able to totally automate case-packing, most small- and medium-sized manufacturers are still reliant on

manual techniques. The most obvious problems are speed and efficiency.

But other factors are now coming to the fore. Most secondary packaging is now being presented to the consumer as RRP, so case packing needs to look good. Yet manual packaging inevitably looks uneven and can affect the aesthetics of the primary packaging. Manual packaging can also result in product being miscounted.

For these reasons manual packaging can, in fact, be expensive and result in slower output and more variable quality packing. The maximum capacity achieved with manual packaging methods is 60–70 bags/minute, says Bosch.

Packaging design and changes in legislation are also helping to put pressure on manual packaging of many products. As manufacturers seek to achieve enhanced shelf presence, their marketing teams are developing primary packages with innovative shapes and finishes. These need

to be case-packed carefully to produce minimal effect on the aesthetics.

As all involved in packaging design are aware, European legislation is causing rationalisation of packaging, pushing the use of lightweight materials of varying descriptions. Although materials technologists are seeking to achieve equivalent barrier qualities from lighter weight materials, case-packing needs to be gentle to eliminate any possibility of pack damage.

There is, according to Bosch, a clear 'gap in the market' for machines that can undertake accurate case-packing at a speed closer to the requirements of small and medium output production lines, yet also capable of working at greater capacities if required. They and several other manufacturers are now designing and building equipment to meet this need.

On the following pages MU looks at some equipment made with retail ready in mind.

retail focus - round-up

RRP RULES

1. Easy to Identify

- Clear information about brand / variant / size
- Position of brand / variant / size information
- Bar codes on outer packaging
- Seasonal codes or indicators

2. Easy to Open

- Highlighting position of key opening features (e.g. tabs)
- Physical opening method - safe opening practice
- Safe / reasonable maximum weight per outer case
- Retention of product in RRP during opening
- One person should be able to open
- Opening should not require a tool or cutter
- Ensure that tape does not obstruct opening
- Product should not fall out of RRP

3. Easy to Merchandise

- Shelf size, depth & height
- Number of consumer units per RRP pack
- Facing width at front
- Number of RRP packs deep on shelf
- Number of RRP packs to be stacked on shelf
- Height of RRP packs
- Flexible merchandising - long or short side to the front

4. Easy to Shop

- Brand, variant, size, identity
- Dietary data, USPs
- Best before date

5. Easy to Dispose / recycle

- Use of single materials or no mixed materials which cannot readily be separated
- In line with Essential Requirements Regulations
- Materials used must be recyclable

Taken from the IGD's Retail Ready Functional Guidelines.
www.igd.com

Packer at the ready

Engineers at Bosch Packaging Technology developed the CCV 6400 BA robotless case-packer specifically for small and medium-sized manufacturers. The machine is capable of packing various case sizes up to a weight of 25kg in regular slotted cartons, half slotted case trays and display case formats.

It can also handle stand-up block-bottom bags and equivalent packages or boxes between 200 x 80mm and 400 x 610mm through a simple change of size parts, claims the company.

It facilitates up to 100 packs/minute from a single row or 120 packs/minute from two rows. A maximum of 15 cases/minute can be filled.

Initial outlay is minimised as Bosch designed out the use of robotics. Instead, packs are collected and positioned on a trapdoor from which they are slid into the case.

The CCV 6400 BA has a very small factory footprint, with dimensions of 1600 x 1250 x 1600mm and is easy to install, requiring only power and a five-bar compressed air supply. It can be equipped with a right- or left-hand bag infeed and operating panel, facilitating integration



with existing production lines. It is controlled from a normal PLC that can retain 100 case-packing configurations. The company believes this adaptable machine can satisfy production peaks and is suitable for small, varying batches. The operating panel of the CCV is a colour touch screen with graphic display that improves communication with the operator.

T: +44 (0) 1332 626262

E: pagbbosch@bosch.com

Wrapper reduces damage

Rockline Industries has recently expanded the number of Rotoplat 507 power pre-stretch pallet stretch wrappers it operates to four machines. Supplied by Aetna Group UK the machines



handle pallet wrapping operations at the plant, which produces several million wet wipes/month in RRPs for leading private label and brands.

All shipments from the plant are palletised and while the majority are for the UK and EU markets some can go as far afield as New Zealand. Tom Ahern, warehouse manager for Rockline explains, "This means we work in wide temperature ranges as well as long transport times.

"Aetna's machines have enabled us to use 15 micron film at the edge of its working tolerance over five 24-hour shifts and two 12-hour shifts." Thanks to the programmable controls operators simply chose the correct program, which is 'locked', and push the start button."

As a lot of the wipes are now packed in Retail Ready Packs (RRP), it was very important that the tension was absolutely correct to avoid damage to them, but strong enough to contain the loads, normally between 300 – 800kg, secure.

Ahern estimates that savings on materials has reduced overall costs per pallet by 75 per cent.

T: + 44 (0) 1234 825050

E: colin.barker@aetna.co.uk

retail focus - round-up

Cost- efficient and compact



The FW750 two piece display case packer is the latest addition to the Cama range of FW Automatic machines.

The new model includes the same technical features of the higher speed FW749 series redesigned into a more compact and cost competitive machine.

It is capable of automatically handling all types of two piece tray-and-lid packs up to speeds of 10 cases/minute. In operation it packs various types of products inside a case formed by separate tray and lid, starting from two separate flat blanks.

Featuring electronic controls and servo-motor drives, the machine is capable of handling a wide range of products including sachets, Doy Packs, Quattro bags, flowraps and cartons, while meeting customer requirements for shelf ready packaging.

T: +44 (0) 1793 831111

E: cama3@camagroup.com

Trepko now handles RRP

Trepko Group has added machinery for Retail Ready Packaging to its range following the acquisition of Swedish end of line company Mecopak, which has become Trepko AB.

Its 700 series handles trays with hoods, display boxes or open top cases. Pack patterns are taken to a folding station where folding tools lift the blanks around the pattern; a perfect angled box is said to be achieved.

T: +44 (0) 1427 612244

E: info@trepko.co.uk

www.machineryupdate.co.uk

Life is liquid. (2)

Do the
maths first,
for no
regrets later.

High operating costs are the delayed vengeance exacted by short-sighted investments. That's why we put all our cards on the table beforehand: you simply tell us what you want your line to do. And we map out a concept designed to maximise long-term affordability. We can't, of course, take your investment decision for you. But we can make it as easy for you as possible.

Find out more at:
www.krones.com/en/solutions

 **KRONES**

retail focus - round-up



Shrinking beauty sits on the shelf



introducing our latest tray sealing machine...

the new Proseal **GT2** and **GT2 TWIN**

proven performance and reliability

- **single lane** up to 90 packs per minute
- **twin lane** up to 120 packs per minute
- **rapid tool change** and space saving compact design



designed and manufactured in the uk | contact us for more information

Proseal uk Ltd Adlington Estate Adlington Cheshire SK10 4NL
 telephone 01625 856 600 fax 01625 856 611 email info@prosealuk.com website www.proseal.com

Yorkshire Packaging Systems has recently completed a triple installation of Rochman's shrink wrapping machinery at the Bradford factory of Hallam Beauty, a leading contract manufacturer of own and private label cosmetic and hygiene products for many popular branded items.

Hallam Beauty, formerly Harmer Personal Care, instigated a full review of all its packaging in order to increase efficiencies and reduce costs and chose shrink wrapping as it produced good presentation, as well as flexibility of pack size and remained secure during the distribution process, says Yorkshire Packaging Systems.

A major benefit of the shrink wrapped pack format is that it also provides a shelf ready pack, which is becoming a much more regular customer requirement.

The initial order was for one unit with a new, built in pack clamp and backup sensor, to give flexibility by producing both trayless packs as well as products in trays.

A third unit was recently commissioned, less than 10 months after the first, with almost 95 per cent of the factory's output now being shrink wrapped, according to the company.

Hallam Beauty's managing director Max Costantini said, "The equipment is performing beyond our initial expectations. Our packing costs have decreased and efficiencies are far greater than before. We are a happy customer!"

T: +44 (0) 1924 441355

E: enquiries@yps.co.uk

retail focus - round-up

Versapack gives retailers the edge

A new variant of the Versapack™ case erecting and packing system from Endoline and Quin Systems, unveiled at the PPMA Show recently, is aimed at the expanding 'shelf-ready' market.

Specifically designed for packing products into RRP's, the combined case erector/packer is available with an 'On-Edge' infeed. It has the ability to pack products flat or on edge with the capability to provide packing formats with multiple rows, columns, or layers.

Versapack™ systems have been installed at several leading food manufacturers, including the McVities plant in Harlesden, where they have replaced manual operations.

McVities site engineering manager Mark Springer said, "While performance has remained on a par with manual methods the overall reliability has resulted in the release of two heads per shift, ensuring a swift return on the investment."

Mike Webb, managing director, Quin Systems explained, "Products can be packed in almost any orientation, including the new 'On Edge' option, so presenting the product to its best advantage on the supermarket shelf."

"Case designs and packing formats will vary with the product type, requiring both vertical and horizontal solutions. So automation for end-of-line packing needs to be able to meet these requirements and provide flexible formats."

Shelf-ready cases are traditionally smaller than their shipping case counterparts, which increases the required packing throughput. The new system can erect and pack the smaller cases without any problem, claims Quin and Endoline.



The combination of Quin's high speed Rtheta picking head and an Endoline 220 series case erecting machine, the system has the ability to run at very high pick rates and case throughputs. The small footprint means it is suited for use in restricted areas.

The flexibility of the infeed also allows products to be packed across the case and parallel to the case; something that food manufacturers now find important in the preparation of RRP's. This added capacity comes without any significant increase in the machine footprint compared with the standard Versapack™.

Bespoke picking heads are available to handle cartons, sealed trays, flow-wrap packs, sleeved trays, flexible packs and roll-wraps.

The machine has the option to seal the base of the case with adhesive tape or hot-melt glue. So far the latter seems to be favoured in RRP applications. The top of the case is then normally sealed with tape, although a glue option is available.

T: +44 (0) 1767 316422
E: sales@endoline.co.uk



Fast, Reliable and Easy to use Semi Automatic and Bespoke Fully Automatic Labelling Systems

- Programable Stepper IP55 & IP65 Label Heads
- In-line Applications & Cross Web Labelling Systems
- Project Management, Design
- Servicing and Spares
- Desktop Printers
- In-line coding and consumables
- RFID labels & solutions
- Plain & printed labels



Atwell
self-adhesive Labellers

18 Bolney Grange Business Park,
Stairbridge Lane, Hickstead,
West Sussex, RH17 5PB, UK

Tel: +44 (0) 1444 239970
Fax: +44 (0) 1444 246609

E-Mail: sales@atwell-labellers.co.uk
www.atwell-labellers.co.uk

The UK launch pad for your products



converting
conveying
pack design
bulk handling
logistics robotics
forming filling sealing
raw materials
testing & tracking
processing
printing labelling
containers chemicals
ingredients
coding packaging
outsourcing

The Complete Processing & Packaging Event

25-27 May 2010 | NEC Birmingham

Now is the time to plan sales lead generation. 69% of processors and packers are expecting an upturn in the economy in 2010*. Ensure you get in front of these companies as they equip their businesses for increased demand:

- Meet more prospects than your sales team could in a year!
- Sell to 11,109 visitors[†] – the UK's largest audience of its kind
- Penetrate brand new markets

What better way to generate a very large number of sales leads over just three days!

Food & Drink / FMCG / Cosmetics / Chemicals / Pharmaceuticals / Food & Drink / FMCG / Cosmetics / Chemicals / Pharmaceuticals / Food & Drink / FMCG

To exhibit, call Graham Earl
on t.+44 (0)20 8910 7890

Featuring



www.totalexhibition.com

*Reed Exhibitions Survey, July 2009 | [†]Total registered visitor attendance to the last event in 2007