

Automation, Innovation & Presentation: Packaging Flour for Retail in the 21st Century

- The new FAWEMA FA 217 fully-automatic packing line -



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Challenges of Flour Packaging

Retail Flour Chain



But what is packaging?

“All products made of any materials of any nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the user or consumer.”

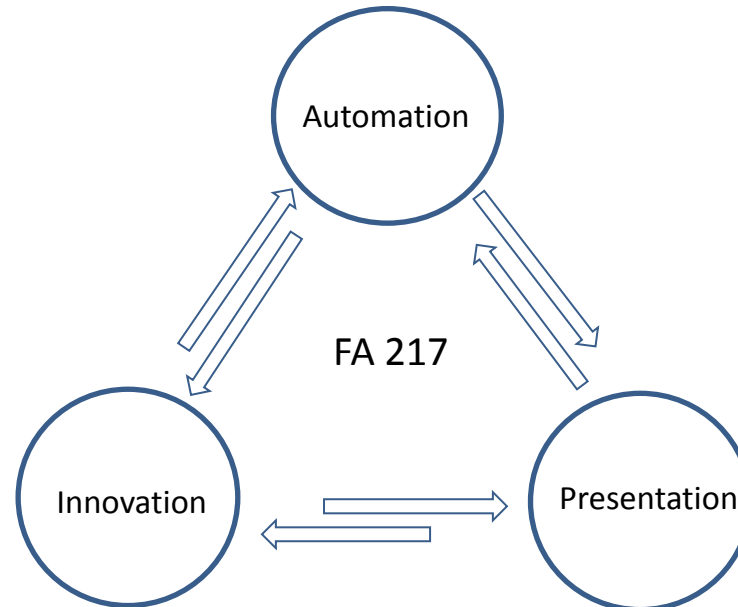
Challenges of Flour Packaging

- Not so long ago, packaging had only one duty – to contain, preserve and give limited information about the product.
- Today, packaging is required to do this and also a lot more, especially in the commodity food industry:
 - Business is becoming more and more competitive.
 - The supermarket giants will continue to grow and squeeze margins on retail packs relentlessly.
 - Producers and suppliers must ensure that their operation is streamlined, cost-efficient, low on wastage and high on quality and throughput volume.
- ▶ Packaging is under constant pressure to change, adapt and positively promote brand names and the ambitions of the marketing experts within flour milling organizations.
- ▶ FAWEMA addresses these challenges with one of the largest varieties of packers for powdered flour applications, both in paper as well as plastic film bags.

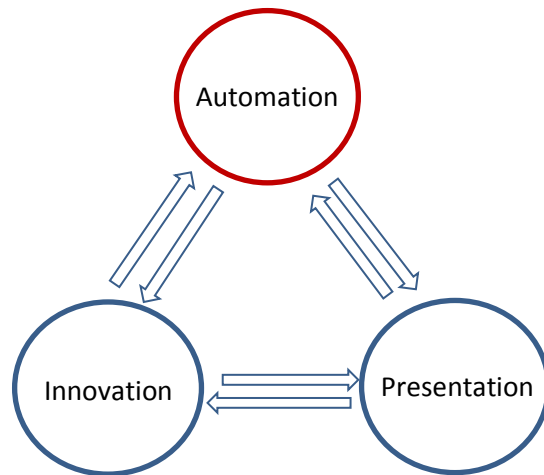


FAWEMA – Packaging Solutions

- To achieve success in a modern, 21st century flour packaging facility, FAWEMA puts enormous importance on the following **three elements** :



Automation



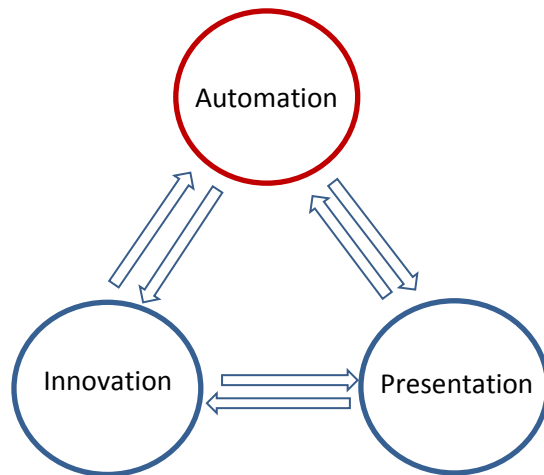
Automation enables you to ...

... improve tonnage throughputs while maintaining a constant level of quality and consistency throughout the whole packaging process.

FA 217

- Total automation throughout is guaranteed via the integrated PLC system.
- The design of the machine means that the user-friendliness of the system is of an incredibly high level.
- Responsibility is taken by the machine itself through its unique control and command software program
 - ▶ problems due to human error cannot occur.
 - ▶ positive results on production capacity.

Automation



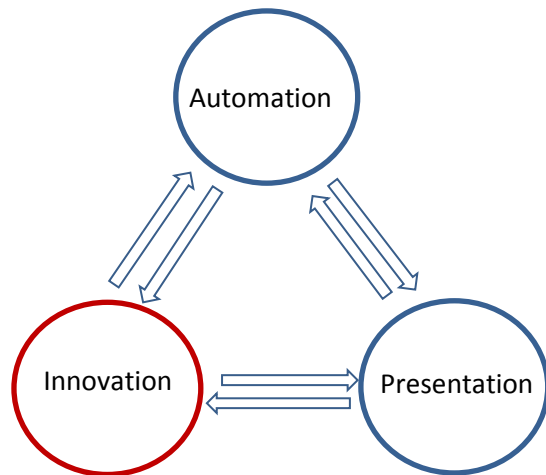
Challenges:

- Automation of a packaging plant needs to be planned correctly.
- The movement of finished products needs to be reduced as much as possible.

- Each machine must be logistically projected, so that the complete process ...
 - is seamless,
 - engages the minimum of floor space,
 - allows for free passage of personnel and fork-lift vehicles,
 - guarantees total safety for the personnel working in that section of the plant.
 - helps to avoid bottlenecks.



Innovation



- To stay ahead in the industry, both for producers and for suppliers of equipment, means they need innovation.
- FA 217 flour packing line delivers to the buyer a truly modern and innovative system

- FAWEMA engineers set about to design a machine that incorporated everything which mill production managers wanted to see and eliminated every negative aspect that users were not completely satisfied with.



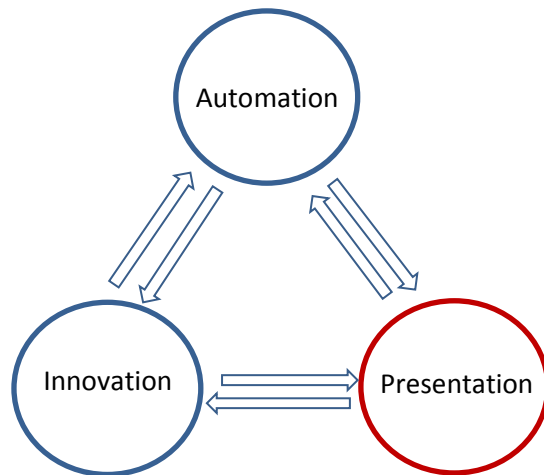
Innovation

FA 217 In-Line Fully Automatic Flour Packing Line

- Benefits and advantages:
 - Extremely low maintenance requirements.
 - Reduced spare parts requirements > lower running cost.
 - High speeds. 105 bags per minute.
 - Increased productivity due to less downtime
 - Increased versatility – all sizes from 500 grams to 5kg on a single machine
 - Rapid-change times when changing bag sizes on the line.
 - Total safety for the operator / supervisor.
 - Improved product settling inside the bag prior to closing meaning a more compact bag of flour.
 - Savings on materials (empty bags).
 - Perfect and secure bag closure by means of hot melt glue.
 - No need for lubrication hence no risk of contamination with the material to be packed.
 - Improved accessibility to all parts of the machine.
 - Improved visibility for the operator or supervisor to all areas of the machine.
 - Improved dust aspiration ducting inside the packer.
 - Very low noise level.
 - Reduced power requirements.



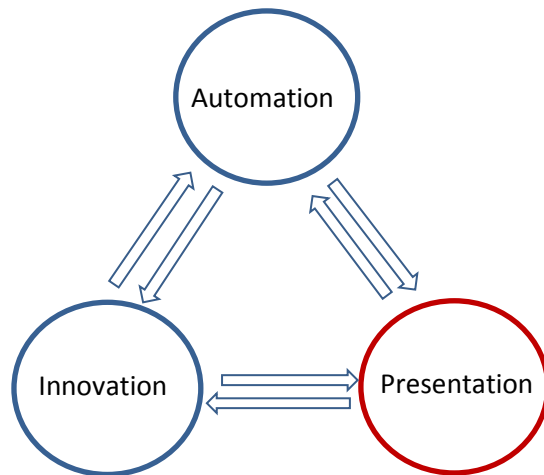
Presentation



- “Retail is detail” and to achieve success, your packaged products must present themselves in the right way to the consumer.
- The new FA217 line includes as standard, key technical features, which guarantee perfect presentable packets of flour.

- Improved posing, bag pressing and the possibility to fold and close directly at the final product fill height, ensures that bags
 - are compact, tight, properly closed,
 - have no leakage,
 - are attractive and eye-catching,
 - are of correct stated net weight,
 - have very sharp and well-defined corners that assist in palletizing and ensuring excellent product presentation on the supermarket shelves.

Presentation



Attaining perfect presentation is actually quite simple and straightforward if you follow some basic rules:

- Choose the right packaging machinery for the job required.
- Choose the right machine manufacturer who will assist and advise you in selecting the right packing machinery for the job.
- Consider your packing facility as the primary area of your plant and plan upstream from there.
- Select good quality packaging materials to work with from reputable suppliers.

- ▶ If you're able to plan and deliver flour for retail which is packaged in a cost-efficient fully-automated fashion, offers innovation in terms of packaging styles obtained from innovative packing machinery and maintains high levels of product presentation, then you will have laid down the foundations for a successful business model.
- ▶ All this in mind, we wish good luck to you all in any future packaging projects that you might have.

Thank You Very Much for Your Kind Attention and Consideration!

Please find more information at:
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