

**TECHLAB**   
*Safe packaging Saves money*

# MAG



**NEWS FROM  
THE PACKAGING  
WORLD**

**ROBOPAC** 

**TOPTIER** 

*Companies of AETNAGROUP*



# THE IMPORTANCE OF BEING A “PARTNER” AND A “MARKET LEADER”

Machines are **durable goods** which must satisfy the customers' expectations in terms of **performance and reliability over time**. Naturally, the purchase price is an important factor when choosing a product; however, a careful comparative analysis of the performance with respect to that provided by alternative suppliers is essential. It is therefore necessary to carefully assess **the economic, financial and organisational reliability** of the manufacturers.

It is not a foregone conclusion that we all always follow this approach when making a purchase, but we do predominately tend to trust the **better known brands and market leaders**, as they provide us, with the peace of mind to choose a “partner” with recognised visibility and characteristics from the main operators within the sector. The role of “**partner**” that we ask to our suppliers **is also offered to our customers**. We are aware that the products that we sell must always perform at their best: for this reason, we provide a **technical assistance and spare parts service** that guarantees the usability and perfect operation of the machinery for the entire lifespan of the product.

To ensure that we are in close contact with the market, we have **over 110 technicians** who are always ready and willing to serve our customers in a timely manner. We also provide **assistance centres at all of our worldwid branches**.

Our understanding and this **sense of responsibility** have enabled our customers to recognise us as their “partner” and we are proud say that **those who choose Robopac are purchasing from the “market leaders”**, who are always nearby, ready to provide assistance and serve them wherever they are in the world.

Thanks to the close attention that we pay to our customers' requirements and to our **continuous investment in research** Robopac has can to present innovations: a important example is our **TechLab**, a very advanced laboratory. Which works for a **continuous innovation of products and processes for our customers**.

In order to be closer to our customers, we created new branches that offer a **quick and reliable technical assistance and spare parts service**, in some countries such as **Brazil and Usa** we found necessary to produce some of our machine models/prototypes directly inside of some well-know companies which operated in 4 field complementary to ours.

We have a **clear entrepreneurial vision** and a well-defined mission for each of our brands within our four strategic dimensions: customer, market, human resources and finance. It is precisely thanks to all of these elements that **we can head towards the future with a growing sense of motivation and optimism**.

*Enrico, Alfredo e Valentina Aureli*



# LETTER TO THE INDUSTRY

We have a long standing relationship with American market: **we start our activity in the backangng machinery buying 1984 the pantent of our robot by J. Goldstein the californian inventor.**

We produced and market the robot **worldwide and since 1985 we are marketing our machines in USA.** In 2002 we moved our branch in Duluth GA next to SCM GROUP (established in 1971) to be more and more close to the North American market we need a stronger manufacturing position and in **2015 we made a joint venture with TopTier**, a leader in palletizing machinery, based in Portland OR.

At Pack Expo we will be displaying first examples of Semi Automatic technology machines being manufactured in Portland, with the same program being extended to the Automatic range equipment in 2017.

To further strengthen our commitment to this market, Robopac is relocating to a new facility in Duluth GA just north of Atlanta. The **new facility comprises 38,00** sq ft. will carry the largest inventory of

spare parts outside our Italian Headquarter and supporting a team of qualified professionals to assist our customers with 24/7 technical support, service and sales.

**The show room will display our top technological products within the range of shrink, stretch and palletizing applications.**

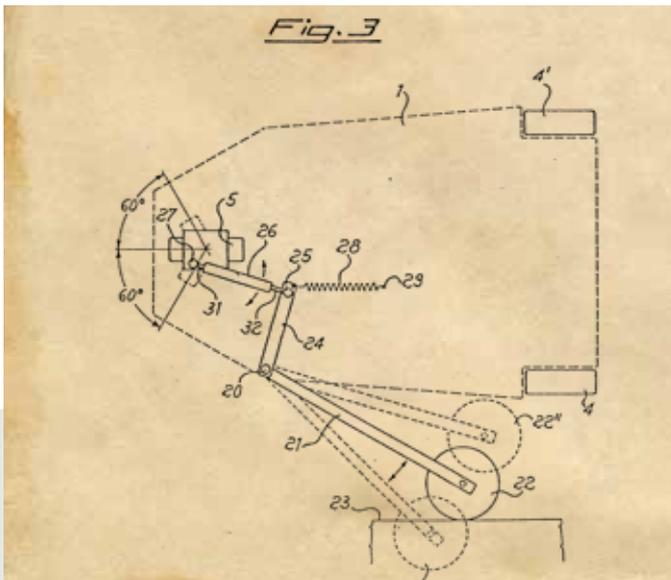
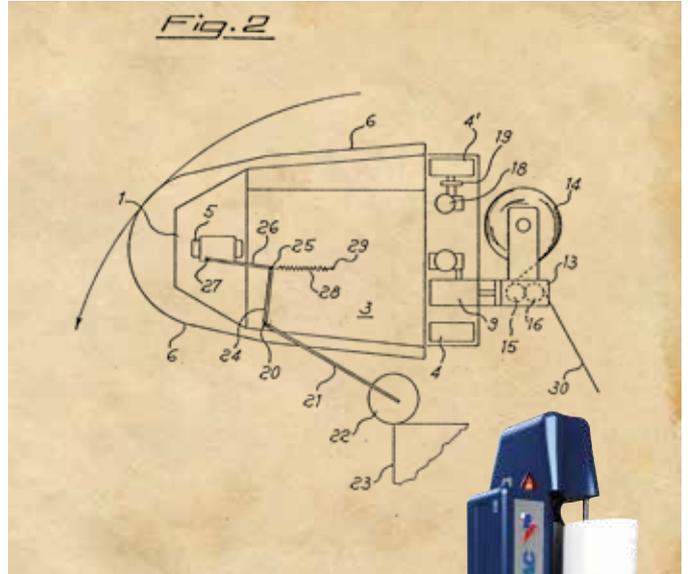
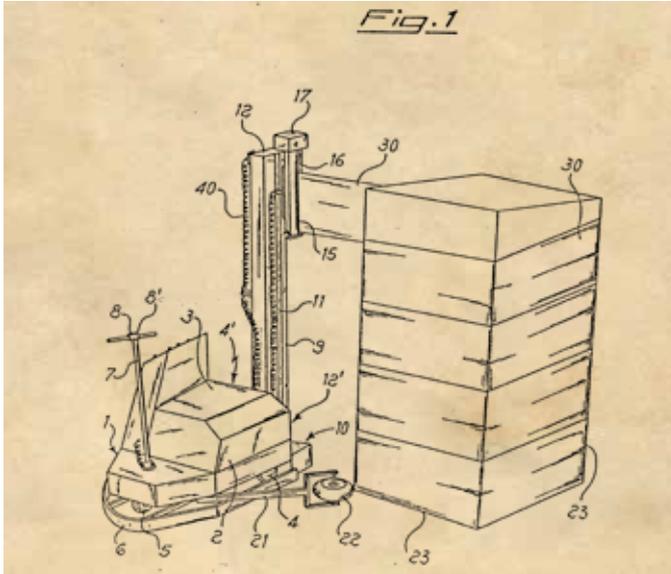


Alfredo Aureli  
President



John Gangone  
Robopac USA President





Adjacent to the showroom, our **Techlab** is in display, **unique to the industry that simulate the impact of the road, rail, air and sea transportation on your load**. Our team of experts are ready to recommend and allocate the right containment force to improve your particular load integrity.

With our detailed analysis, **we are able to delivery substantial film saving thereby significantly improving the return on your investment**. **John Gangone is our newly appointed CEO** who has been associated with our group (SCM GROUP, a woodworking and advance material machinery, leader in USA with more than 100.000 machines installed in North America) for almost 40 years.

His focus has been on the development and importance of a Distribution network as well selling to the industry top accounts. He will be adopting the same strategy to support Robopac current efforts and growth strategy.

**We thank you for visiting our booth at Pack Expo, and we are looking forward to welcoming you to either our Robopac Duluth facility in Georgia, or our TopTier in Portland with a manufacturing facility, service, large inventory of spareparts and showroom.**

**Alfredo Aureli**

## ENRICO AURELI ELECTED NEW PRESIDENT OF UCIMA



*A prestigious award for the Aetna Group CEO, who will lead the Italian Packaging Machinery Manufacturers Association in the next four years. It is an excellent opportunity for a greater visibility of the company.*

The Annual General Meeting of shareholders UCIMA (Italian Packaging Machinery Manufacturers Association), which met in Modena headquarters, has elected for the next four years, **Enrico Aureli at the Presidency of the National Category Association.**

UCIMA is the national association that unites, represents and serves the Italian Packaging Machinery Manufacturers Association, grouping inside more than 100 companies, among the most representative of the sector and spread over the entire national territory.

In front of a large audience of businessmen and journalists, the Aetna Group CEO presented the guidelines of its mandate:

*"We will work together for a continuous grow of the association and*

*our companies - said **Enrico Aureli** - providing services and tools to our international development, through uman skills improvement, in order to pursuit an important growth of our companies"*

A special engagement of the neo - President, will be an International Development with a focus on **fairs participation, events and networking activities**; in additional it will be provide the relaunch of **IPACK-IMA** trade show and the further growth of the membership base.

The unanimous election of Enrico Aureli is undoubtedly a self prestigious recognition by all UCIMA colleagues and, at the same time, an excellent opportunity for a further national and international increasing of visibility for Aetna Group.

# TOP TIER AND ROBOPAC: GROW TOGETHER IN THE US MARKET

Since signing the Joint Venture agreement with Robopac, TopTier has made a concerted effort to refine our US operations to increase compatibility with those in Italy emphasizing two important aspects: manufacturing and product development to increase efficiencies and operational synergies between the Joint Venture companies.

Product development focus has been co-engineering with our colleagues from Robopac the adaptation of Robopac equipment for production at our Portland manufacturing facility. TopTier's ability to initially produce some Robopac models for the North American market locally is an emphasis of Robopac founder Alfredo Aureli. Concurrently parallel joint engineering efforts are being made to adapt TopTier palletizers for sale and manufacture in Europe for their local then expanded international marketplace. Both product development related efforts will be enhanced by changes being made in our manufacturing procedures to align with Robopac's world class operations.

## DECISION TO ENTER INTO A JOINT VENTURE

Over many years as a business owner I've been approached several times by different companies looking to purchase, start a joint-venture or some other type of business relationships with TopTier. Continued interest of other companies is due to Top Tier palletizers providing a unique solution worldwide. When Robopac inquired, for the first time I listened carefully to their proposal because TopTier palletizer products perfectly filled the gap between Robopac case packers and stretch wrappers.

I also believed that Robopac stretch wrapping technology is vastly superior to current wrapping technologies available in the US. I am very excited about the challenge to help Robopac increase their mar-

ket share in the world's largest packaging market. In spite of economic up and downs inherent with all capitalist markets, I am confident North America will remain strong in the future for Robopac and TopTier products due to the universal need for Joint Venture solutions throughout nearly all industries.

Current strong market conditions and the familiarity of TopTier with the North American market should provide an ideal time for Robopac success. Our already established close cooperation will assure increased growth for the Joint Venture as synergy potential is increasingly maximized.

## EXPORT

TopTier has always been open to export opportunities and has benefited from international customers seeking our unique concurrent wrapping and palletizing solutions. Due to such interest and because machine safety is a priority for TopTier, our designs have been compliant with CE regulations for many years. With the marketing power of Robopac outside North America, I have no doubt export opportunities will increase dramatically. International demand existed for our palletizing solutions before the Joint Venture.

The combination of the Robopac broad sales channels and manufacturing capabilities outside the US will surely provide exciting opportunities for increased TopTier palletizer export sales. Competitors will surely arise in the concurrent palletizing and stretch wrap market at some point and having Robopac as a Joint Venture partner will ensure TopTier technology retains its current market leadership in the market niche while opening opportunities for sales of non-concurrent wrapping machines outside the US.



# TOP TIER AND ROBOPAC: GROW TOGETHER IN THE US MARKET



Steve Heston  
TopTier

## COMPANY VALUES

In terms of company values and ethics, there was nearly instant mutual agreement between the principals of both Joint Venture partners about high business integrity and customer relation focus. That strong starting position was enhanced by similar beliefs about the future even after the principals decrease their day to day activities.

In Europe there is a very strong tradition of family ownership of companies that manage the generational transition while maintaining their success. There are always exceptions, but many American companies do not survive generational transitions as well. One important consideration for me after meeting with Robopac founder Alfredo Aureli was meeting and getting to know his children Valentina and Enrico. It is the abilities of their generation that will determine the longer term future of the Joint Venture by sustaining then building upon the successes Alfredo and I established.

It was quickly apparent Valentina and Enrico have the qualities and

professionalism needed for future success. After spending extended time with them I was fully confident the future of TopTier as a Joint Venture partner was assured for the benefit of my employees and the legacy of TopTier which I founded. The fact that Alfredo and his children are such fine and enjoyable people to be with was a bonus of entering into the Joint Venture.

## EXCELLENCE IN SERVICE

It is a truism in business that one failure can overwhelm twenty successes. Availability of spare parts and prompt service is essential to end users that entrust their production capabilities to an equipment vendor. TopTier enjoys very high repeat order levels from customers after their initial purchase because we have always emphasized both equipment performance and service. One of the first subjects Alfredo emphasized when we talked was his desire to have spare parts in Portland for Robopac equipment and his emphasis of the importance of customer service. Being likeminded about such a critical business

consideration was important for me when considering the Joint Venture.

Portland is already a depot for Robopac finished goods and spare parts with the intent to grow capabilities from both coasts that includes Robopac's Atlanta office. TopTier field technicians are in the process of being trained to service Robopac equipment which will enhance existing services capabilities from Atlanta. I strongly believe the Joint Venture cannot grow long-term without an emphasis on customer service. It was gratifying to learn that Robopac, an international company has the same beliefs because some international companies are less attuned to service after a sale.

### COMPETITIVE ADVANTAGES

TopTier makes stretch wrappers and we are familiar with other US manufacturers of stretch wrapping equipment. I believed our technology was strong until I learned more about Robopac's leading edge capabilities. No other company I know of has the expertise and technical knowledge of Robopac.

Stretch wrapping is fundamentally a method to protect product during transit between production point and final destination. Failure of wrapping while in transit leads to product damage that costs much more money than film. Consequently in the US loads are often wrapped with extra film in a belt and suspenders approach to achieve load integrity.

Robopac utilizes sophisticated testing to achieve a science based outcome for securing loads during shipment with a first emphasis on critical load integrity retention. Load integrity is what all stretch wrapper companies emphasize.

Robopac's approach called **Cube Technology** incorporates proprietary quantitative analysis of TechLab results to also maximize efficient use of stretch film.

The combination of proven load integrity backed by documentable data guaranteeing results also saves 35% to 50% in film costs. Such solutions will provide a clear competitive advantage in the North American market currently unfamiliar with wrapping expertise that saves significant consumable costs. I cannot envision how Robopac will not be equally successful in North America as they in the rest of the world where they are the unquestioned leader in pallet load stretch wrapping. Being able to be part of a Joint Venture that can bring such a strong message to a new market is very exciting.

TopTier built a palletizer business based on unique capabilities related to layout flexibility, safety and concurrent wrapping, a technology TopTier is a world leader in. Those attributes that led to TopTier's success in the US will be equally valid aggressively expanding sales internationally with the strength of our Joint Venture partner Robopac.

Similarly, but on a much larger scale Robopac built a business that is the world leader in stretch wrapping outside North America employing technical innovation that secures loads for shipment with superior load containment at lower cost. The Joint Venture between TopTier and Robopac is the ideal business relationship between likeminded innovators equally excited to expand their markets into new areas. Jointly, TopTier will help Robopac in North America and Robopac will assist TopTier outside North America for the mutual success of the Joint Venture and an exciting future working together.

*Steve Heston*

### ROBOTIC PALLETIZER



# LEADERS IN THE BRAZILIAN MARKET WITH IMSB AND ROTAC

Market presence, “local-for-local” production, a complete product range, an ever more efficient technical service. On implementing the company guidelines, in June **Aetna Group** defined the acquisition of the majority shares at the Brazilian companies **IMSB** and **Rotac** (with headquarters in Bento Gonçalves, Rio Grande do Sul), thus adding an important stepping stone that will allow us to increase our presence on the Brazilian market.

IMSB and Rotac are companies specialised in the design, production and assembly of packaging machines within the detergent, Home & Personal Care and cosmetics sectors.

Thanks to this undertaking, Aetna Group will have the possibility to produce its products locally, using the tried and tested organisational system, the experience and the know-how of IMSB and Rotac, inte-

grating complementary technologies in order to offer **personalised and cutting-edge solutions**.

Together with its local partners Judenor Marchioro and Valter Scarmín, Aetna Group has devised a development plan, which will allow for a **consistent increase in sales**, favouring penetration within the Group’s product and solutions market.

*“Since we founded the company in 1998”, states **Judenor Marchioro**, general manager at IMSB, “we have tried with great determination to continually respond to market requirements. Today we are the market leaders in Brazil in the Home & Personal Care sector and we are renowned for our quality and the service that we offer. This partnership allows us to aspire to become the largest and best company within this sector throughout Latin America”.*



# WHY ROBOPAC

Stretch wrapping is a packaging technology that secures a significant percentage of packaged goods in shipment, but is seldom given the value focus deserved. Simply stated, stretch wrapping is the protector of nearly all transported commerce.

Yet, ineffectively wrapped loads too often considered a cost of doing business cause hundreds of millions of dollars in product damage annually. **Robopac became the world's largest supplier of stretch wrapping solutions** because they found it unacceptable to sell wrapping machines incapable of securing loads effectively. Now, **Robopac is expanding into North America with their technologically superior wrapping solutions** to support a market that has too long accepted losses from defectively wrapped loads.

North American packaging companies will appreciate Robopac's scientific approach to load wrapping that is so different than marketing hype of competitors. Only Robopac, using sophisticated testing from their proprietary TechLab can evaluate load containment needs defining wrapping methods that assure load containment. While doing so, **Robopac also focuses on efficient use of film often defining wrapping procedures that result in reduction of film costs by 35% to 55%.**

Such assured load containment and film savings is only possible using Cube Technology, Robopac's wrapping technology available across their diverse product line. Cube Technology is uniquely capable of varying film pre-stretch and force to load dynamically while wrapping to maximize film application efficiency. Loads are wrapped to meet the scientifically derived results from TechLab where different elevations of the load require different film application methods. **TechLab results prove the accepted methods of competitors that promote uniformly wrapping a load creates containment failures that lead to costly product damage while in transit.**

Now, North American packaging companies will be able to benefit from superior wrapping technologies available from **Robopac, a company that sells more wrappers than all North American competitors combined.** Like the world leader Robopac is, **Robopac is entering the North American market in a world class way with spare parts and service available from both coasts** and domestic manufacturing of wrappers that will grow in diversity. Visit PackExpo booth N-4732 to experience TechLab in a 3D visual environment and see selected wrappers from the world leader in Stretch Wrapping.

## SAVES 35% TO 55% FILM USAGE



# TECHLAB, AN INSIGHT INTO THE FUTURE

Robopac Techlab® provides an insight into the future: it is of extreme importance, in fact, that the customers gain first-hand experience with the most innovative solutions proposed by the Group's brands and **personally test the machines that will be produced for them**.

This precious opportunity is also available to those who cannot physically visit Aetna's premises, thanks to the possibility to perform the tests remotely in all parts of the world.

Thanks to the Techlab®, Robopac solutions no longer only represent the final stage of the production process, but **the first and strongest in the logistics chain**: in fact, precious consultancy is provided concerning both the most suitable type of packaging for integral product preservation right up until the moment of consumption and

the palletising scheme most appropriate for the package to be transported, with **very relevant advantages in terms of savings and rationalisation of costs**.

Food is subject to damage during the various transport and logistics phases, leading to losses of up to 25%. This is where Robopac steps in, through its research and the development of innovative technological packaging solutions. We need to simply consider a few examples: **Walmart**, the largest distributor of foodstuffs in the world, states that it records losses equal to 2.4 billion dollars per year as a result of product damage and deterioration during the various phases of the logistics process. Robopac looked into how it could contribute **to the reduction of these losses** through research studies. Our company is the only one in the world to have built a research laboratory, in collaboration with film manufacturers and a University, able



to **reduce stabilisation costs and secure the palletised load, thus avoiding any eventual damage to the merchandise.**

Another significant example is a well-known company that produces **mineral water**, which has to transport pallets of glass bottles from the European Union to the world's many restaurants. The percentage of products subject to deterioration was very high, but thanks to the research conducted in Robopac Techlab®, **solutions that have substantially reduced these losses have been identified.**

At the same time, **the costs relative to the packaging material have been reduced by 40%**, with a **pay-back on the investment of less than a year.**

This technological contribution has been presented at various **international conventions** (Germany, China, the USA, etc.) which, in addition to researchers, also attracted the participation of important multi-national companies. The great success observed has led Robopac to design other Techlab® throughout the world, allowing the company to be closer to its customers and enabling them to empirically experiment with the proposals on a scientific level. **The next Techlab® has been set up in the USA.**



# EVER MORE EFFICIENT WITH PORSCHE CONSULTING

Improve productivity and maintain competitiveness, generating profits to feed our plans for growth and reinforce our goal towards complete customer satisfaction. The close collaboration between Aetna Group and Porsche Consulting, which began seven years ago, has been subject of a case history in June published in “**Porsche Consulting – The Magazine**”, the official magazine belonging to the prestigious consultation company.

**A reduction in the “time to market”**; transparency in the state of progress of the job order, **guaranteeing delivery with certainty**; an increase in **product quality**. These are the results that have been obtained with the introduction of the Lean Production methodologies: a hefty investment determined in 2008, during a period of tough economic conditions, and achieved in 2012. Thanks to the optimisation of the work stations, not only has productivity seen a boost,

but the ergonomic conditions for our associates has also improved. The consultancy services were then extended to other departments, launching a **Lean Office project** with the aim of optimising the influxes, identifying and reducing waste and re-investing in activities of value for the customer.

**The optimisation of the assistance and growth strategy** constitutes two sides of the same coin: together with the Porsche consultants, the Group has finally developed a 2015-2018 business plan, which outlines a precise development strategy, defining requirements, principal areas and 60 strategic projects. The objectives are clear: **Complete customer satisfaction** the world over; an increased understanding and greater internal excellence; an improvement in financial results in terms of profitability and the doubling of our turnover.



## KINGSPAN CHOOSES ROBOPAC SISTEMI WRAPPING MACHINES

Kingspan, one of the world's leading high performance insulation panel manufacturers, has chosen Robopac Sistemi technology to delicately and flexibly wrap its products.

Spiror rotating ring automatic horizontal wrapping machines were, in fact, deemed the best way to meet **Kingspan's** production needs and three machines, we delivered in the spring of 2016

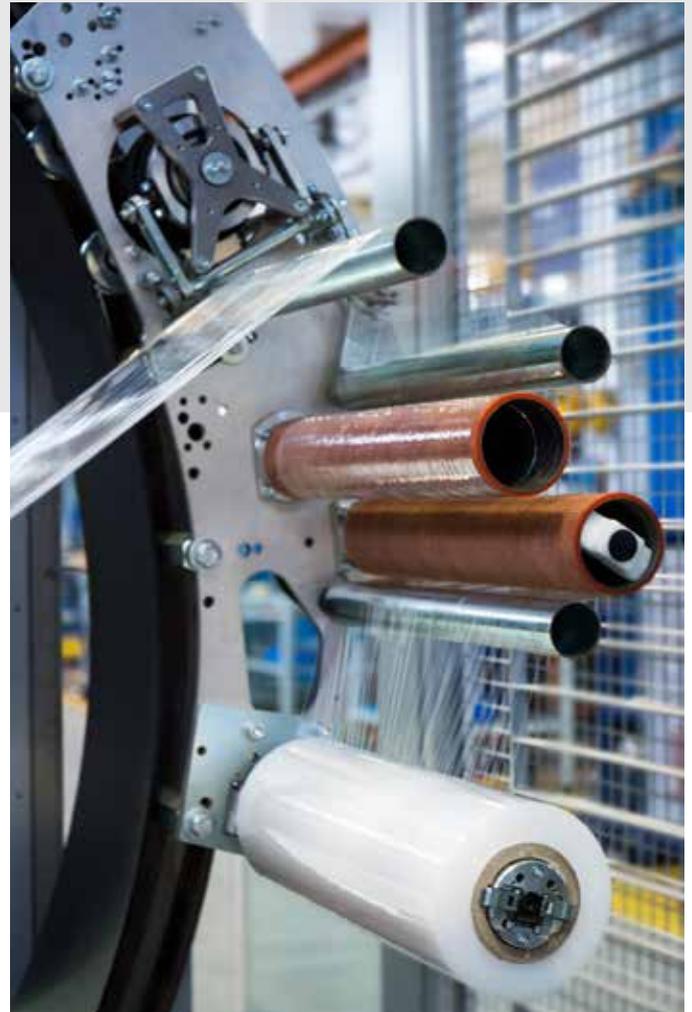
The multinational construction giant - **with production facilities in Europe** (strong presence in Ireland and the United Kingdom), **North America and Australia**, with annual income near 2 billion Euro - already chose other Aetna Group machines in the past. Thus, this is a consolidation of Robopac Sistemi's position as one of Kingspan's privileged partners in load protection and stabilisation and an important confirmation that will lead to other projects.

Wrapping flexibility and product integrity are also possible thanks to the **MPS pre-stretch carriage** (patented system) **installed on the Spiror wrapping machines**. The fixed ratio carriage is able to pre-stretch film without using an on-board motor since it is mechanically powered by machine ring rotation. It allows film to be pre-stretch at wrapping start and is equipped with an automatic system that controls the quantity of film supplied near product corners.

Robopac Sistemi, thanks to this project, thus gained the customer's trust while also beating out its fierce competitors.



SPIROR FW



ROBOPAC SISTEMI CASE HISTORY

# GENESIS CUBE **ROBOPAC** SISTEMI



GENESIS CUBE

# ROBOPAC SISTEMI VERTICAL WRAPPING MACHINES FOR COCA-COLA USA

A highly prestigious reference for Robopac Sistemi in the United States. A Genesis Cube rotating ring vertical wrapping machine manufactured by Robopac Sistemi was installed in a **new complete bottling line at the CCR** (Coca-Cola Refreshments USA) Indianapolis factory in the fall of 2015 and defined by the customer's technicians as: "The best stretch film wrapping machine ever seen on the market".

His conclusion was supported by the benefits of **Cube Technology™, the worlds most advanced stretch wrapping method.** Cube based film application is derived from testing of actual customer pallet loads to define **maximum load containment with minimal film use.**

Science based testing results utilized by Robopac Sistemi proves different elevations of a load require varied film amounts and different film pre-stretch values when wrapping.

**Only Cube Technology™ is capable of achieving specific wrapping required for each load** to assure transportation **with minimal risk of product damage.** Cube Technology benefits were also critical for Coca-Cola's purchase decision where established

USA competitors were unable to compete with the solution of Robopac Sistemi.

Once again, a multinational of the calibre of Coca-Cola confirmed the efficiency and added value guaranteed by the technological solutions provided by the Villa Verucchio company, choosing the new generation Genesis Cube wrapping machine for its plant.

**This highly productive machine also includes the patented external pre-stretch carriage drive device which allows the maximum film wrapping force to be defined from the switch-board.**

The film pre-stretch value applied on the load, continuously variable for all range values up to 400%, is extremely accurate, with the consequent higher guarantee on film consumption. In brief, the solution adopted by Coca-Cola guarantees:

**In brief, the solution adopted by Coca-Cola guarantees:**

- **Cost savings from reduced film use**
- **Cost savings from increased wrapper uptime**
- **Cost savings from reduced risk of product shipping damage.**



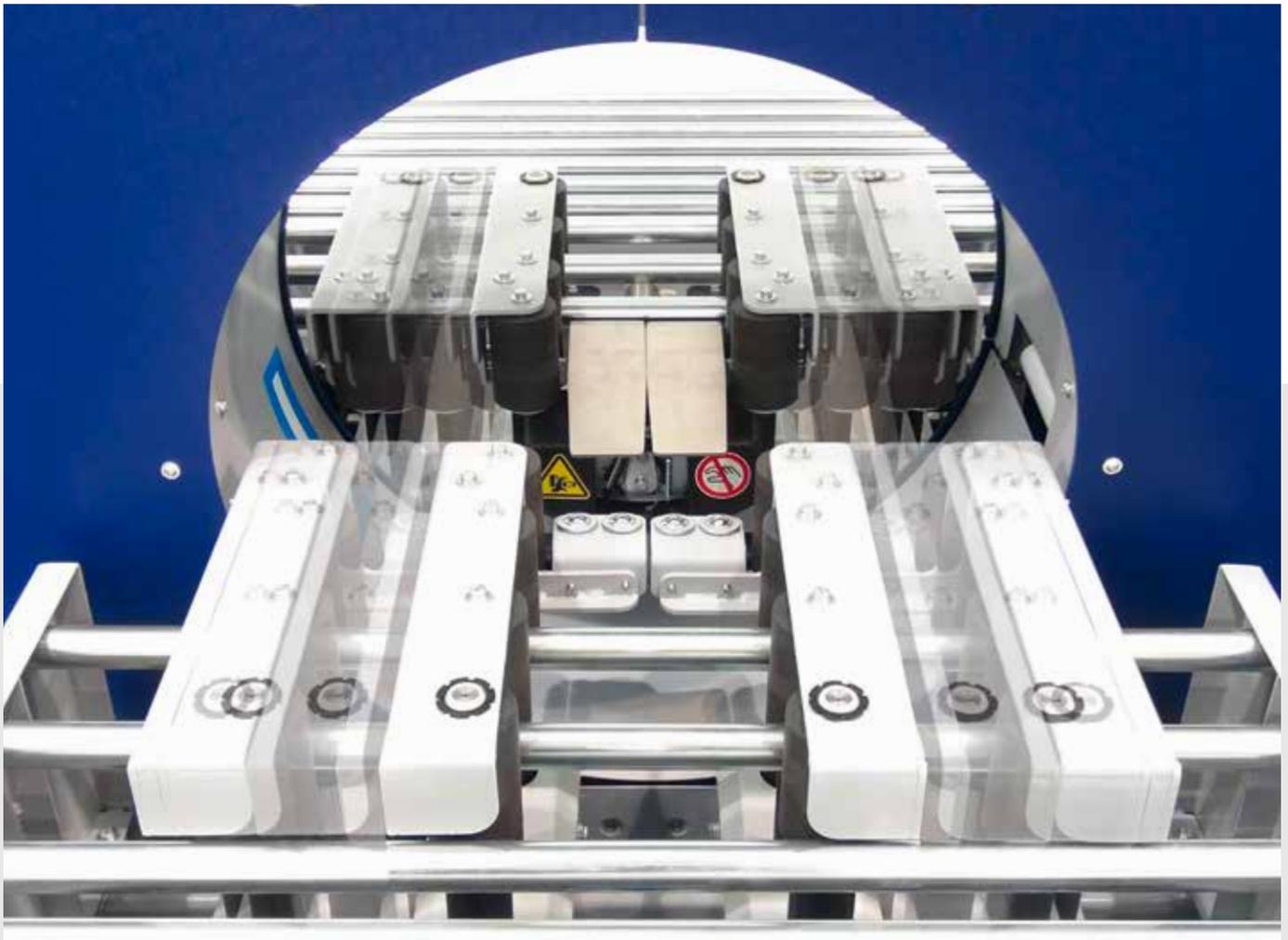
## ROBOPAC FOR TUCKER ROCKY: FASTER AND MORE CONVENIENT PACKAGING

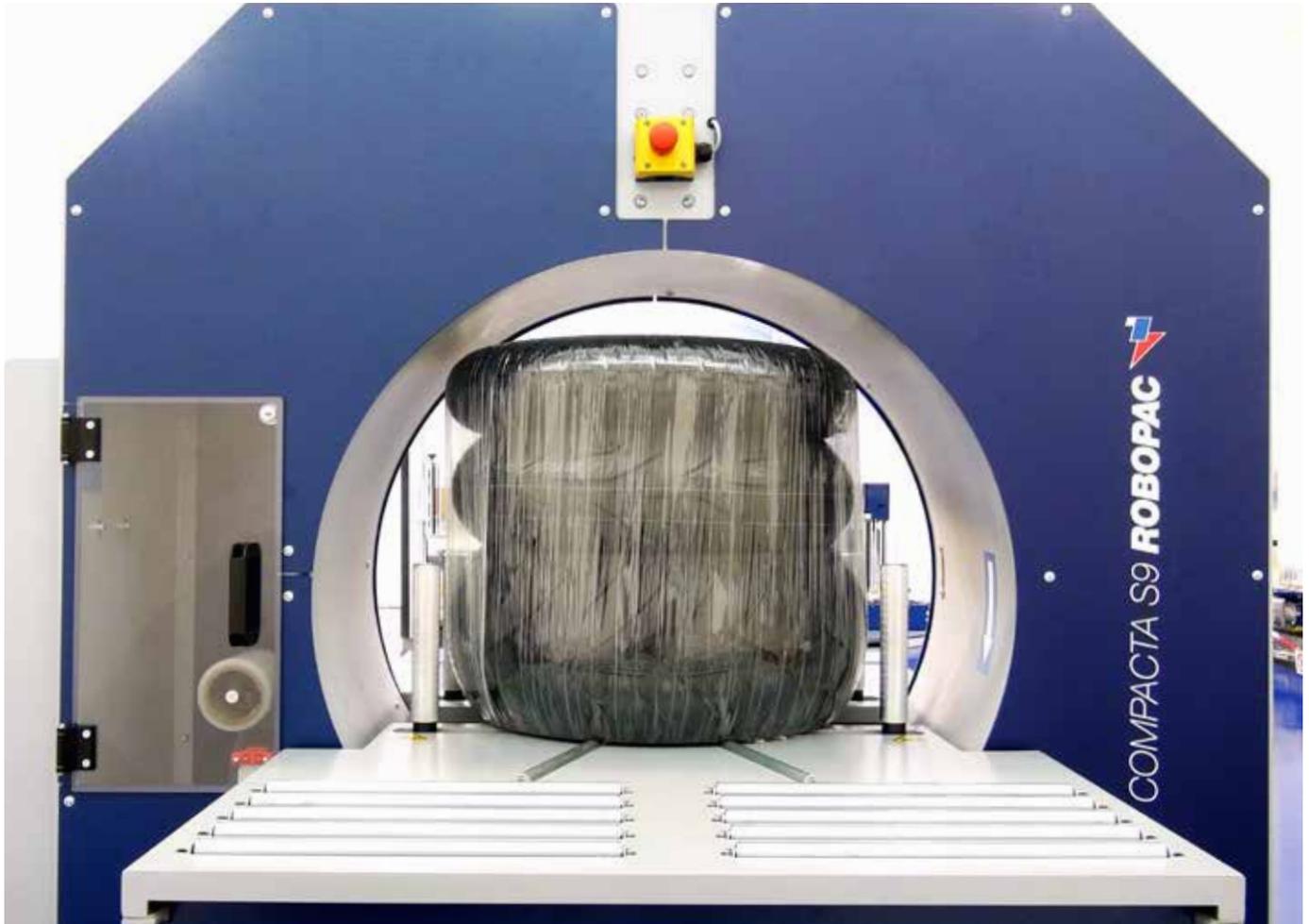
Tucker Rocky, an American company and leader in the distribution of quality clothing and accessories for motorcycles, chose Robopac as partner for tire packaging which it markets across North America. The company from San Marino successfully met this challenge: the wrapping machine from the **Compacta S** range, which uses horizontal stretch film wrapping technology, was in fact developed and adapted for a this previously unexplored market.

Tucker Rocky contacted Aetna Group to improve its tire packaging system, both in operational and aesthetic aspect, as well as the reduction of costs and timings. Previously, packaging involved the application of two pieces of cardboard cut to size and applied to the two sides of the tire before eventually being strapped. An operation that required too much time and was not *user-friendly*. The company's objective was also to consistently provide its customers with perfect tires. Together with Robopac, an alternative solution was therefore sought.

The Robopac staff thoroughly studied the technical data and the machines available, weighing the different options. At the end of the preliminary stage, the most convincing proposal envisaged semi-automatic tire packaging with stretch film. During machine development, the collaboration with the customers proved to be very important, with them arranging to send all the samples to Italy, participate in the tests and agree on the modifications necessary to render the solution perfectly suited to the type of product in question. After receiving final approval, Tucker Rocky made an initial order of **nine machines**.

The new system is initiated by the operator who stacks the tires on the conveyor belt. A conveyor, with inclined idle rollers, conveys them to the machine, which places them in rotation to achieve full wrapping with the application of stretch film. The *feedback* was immediately very positive with Robopac machines successfully achieving what they were designed to do.





Numerous **advantages** have been observed:

- consistent **time savings**, which translate into **greater productivity**;
- better **protected** tires, which are therefore subject to **less damage**;
- the possibility to **easily apply a label** onto the stretch film and improve shipping **through the monitoring of each batch**;
- easy transportation of the batches, with **improvements in logistics**;
- packaging with stretch film, which is **a lot more flexible** than cardboard;
- **aesthetic improvement** of the batches, in addition to the reduced **cost of the packaging materials**;
- significant **advantages in the storage and disposal of consumable materials**.

In light of the results obtained, and a recent merger, Tucker Rocky has requested another five machines with a larger diameter (1,200 mm) working envelop.

Robopac has already taken on the task of studying additional solutions to **render the entire process even more efficient**, improving the general logistics with the insertion of ever more automated lines, so as to become persistently faster and more effective. The new system should provide a motorized infeed conveyor that leads tires into the wrapper. Once packed with stretch film, the conveyor will bring them back to the operator, who will apply the label and record the load.

# INDIA, A COUNTRY FULL OF STARS

Nowadays India exceed China in terms of GDP, but this trend was predictable because, already from a decade, macroeconomics data pointed out India as a target country for every global firm interested in international market development.

Crossing consumption data with the increasing of multinationals firm investments in beverage sector, it's clear that don't follow this root it could be a dangerous choice.

As much dangerous could be not consider the critical issues which Indian market has got. The story, the distance, the size of country set up a particular business situation, highly fragmented both in cultural and religious terms but also in the specific needs due to different standards of target customer.

All this point made us think and plan a strategy, in order to tread in the best way this important development stage, giving an immediate and complete answer to all market issues.

The firsts moves to enter in Indian market, were to operate on two type of project, the first is cooperate with line integrators which sup-

ply completely lines and the second type was working with end users on specific secondary packaging projects.

With the acquisition of many Pepsi Cola project, we set up a wide-spread post-selling service, and made a organized spare parts point. This approach was immediately appreciated by market confidence, increasing market reputation and we gain the confidence of other key market leader as Varun Beverage (the first bottler of Pepsi India). Star machines of Dimac line have immediately collected positive validation by consumer, especially for their flexibility to work with many types of products in a different configurations, for their user friendliness and for their capacity of adapting to all packaging equipment standards.

Regard to our specific product features and to previous market actions, today Dimac is considering a market landmark for the shrink wrapping machines world, with more than 50 installed machines, which the 70% of this amount sold to Pepsi Cola plants who symbolize a warranty and a reference to the entire market.



STAR



# ULTIMA FOOD

Ultima food is a company located in the south of Quebec, with more than forty years of experience in the sector of dairy, especially yogurt that represents its core business. Ultima Food's market place basically is based on the quality of raw material to provide a healthy and delicious products; for achieve its mission Ultima needs a continuous innovation process to have a ready response to the costumers needs. Prasmatic was involved in an important project and was asked to compiled a North American high quality standard, for which is able to handle a tailor-made solution: we provide a full end-line equipment, personalized by a stainless steel and wash down configuration in order to pack a bottles of special smoothie yogurt called "IÖGO". As the layout shows, the line is composed by some technical features:

- special accumulation and link belt designed to avoid the falling of instable bottles.
- A dynamic FIFO buffer which works only in case of need.
- HSW 600 CW, high speed shrink wrapping machine, producing pack with tray and film configuration or only film double lane configuration.

- MSW450T, medium speed tray packer machine.
- The stacker unit, located at the exit of MSW450 T, which function is to stack trays on two layers.

### Functioning

According to the production's needs, the operator can choose between two different configurations: if HSW is in tray and film configuration, the MSW machine is off and works as a simple modular belt. Otherwise if HSW is set by only film configuration the MSW machine works as double lane tray former, and the stacker unit make a double layer pack. Wherever trays are formed the stacker have the possibility to form a double layer or not.

The advantages of this solution is the flexibility and quick response to different production needs. Another point of strength is the possibility to accumulate products into buffer avoiding line stoppages.



HSW 600 CW

# SHAPING THE FUTURE TOGETHER

## 360° VIRTUAL TOUR

**Aetna Group USA will demonstrate our exciting TechLab and Cube Technology during PACK EXPO International, November 6-9 in Chicago.**

Exhibition visitors will be able to gain an understanding of the power of these technologies in a virtual reality environment. They will be able to see the TechLab's unique process for optimizing pallet load stability while minimizing material usage. Load integrity, load stability

and stretch film wrapping optimization will be demonstrated using high definition 360° camera and display.

The Robopac TechLab and Cube Technology represents the most advanced stretch wrapping research laboratory and technology currently in the packaging industry. The TechLab load testing system is designed to evaluate the integrity, stability, and efficiency of loads under stress conditions. The test findings, together with Cube Tech-



nology, is fundamental to maximize load integrity, while at the same time optimizing film usage.

This proprietary process along with the integrated Cube Technology has been successful in achieving greater than 20% film savings in across more than 600 evaluations as well as waste reduction.

Robopac TechLab will be available to North American customers starting in November 2016 at its exciting new Atlanta facility. Book your TechLab Test now for a better return on your investment.

To schedule your Load Test study please contact us: [sales@aetnagroupusa.com](mailto:sales@aetnagroupusa.com)



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