

Flexible case packer for licorice bags.

The Panda brand is a mainstay in the portfolio of Orkla Confectionery & Snacks Finland AB. The Finnish company belongs to the Oslo-based Orkla Group, which totals 70 brands comprised of a wealth of consumer goods companies. The Vaajakoski site is home to Orkla's confectionery production, including chocolate and licorice. With its tasty licorice creations, Orkla Confectionery & Snacks mainly targets the markets in Scandinavia, the UK, the US, Canada, and Central Europe.



CHALLENGE

Having multiple export countries means different packaging requirements. Due to changing transport conditions in the US and Canada, Orkla had to switch from packing two products side-by-side to packs in a row while increasing the production capacity. To save

space, a new case packer should be compact and able to handle ten different case formats, while operating at double the speed compared to the previous case packer. Quick changeover times are required to efficiently switch between the different formats.

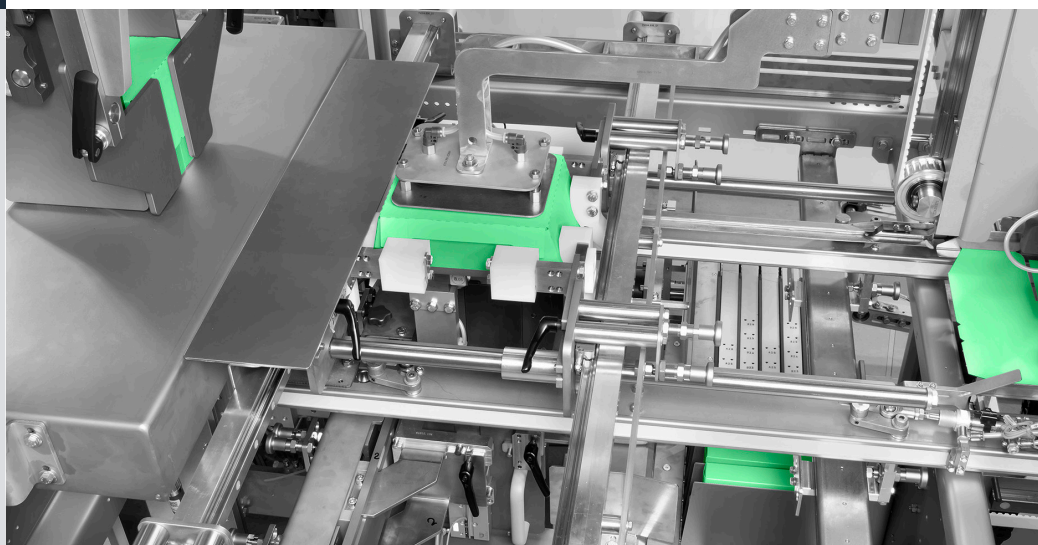


PROJECT

"The new case packer would have to merge lanes, collect bags, form the cases, and close them according to the retailers' packaging and export conditions," explains Arto Liimatainen, Orkla Confectionery & Snacks's technical manager. With full wrap-around pack styles, Orkla achieves a double advantage: the cases are easy to open – saving time – while also creating an appealing presentation of their own brand on the shelf.

To meet the requirements of international exports, Orkla has invested in the Elematic 3001 WA Compact. This space-saving and flexible case packer allows the packing of ten formats with infeed performance of 150 bags per minute.

Elematic 3001 WA Compact is the small foot print solution for one piece shelf ready packaging.





The machine packs ten formats, runs every day, and is changed to a new format twice a day on average.

“This fruitful cooperation has not only benefitted our production. We also built a strong bond with Syntegon which we are eager to maintain for many years to come.”

Arto Liimatainen, technical manager of Orkla Confectionery & Snacks Finland AB



SOLUTION

The Elematic 3001 WA Compact achieves higher performance, replacing two previous two case packers, which brings significant advantages in the optimization process at the Vaajakoski site. Additionally, the Elematic click system enables a fast, tool-free, and fully reproducible format changeover.

Thanks to the new machine, Orkla was able to revamp its production line without having to expand its footprint. “We are very pleased to have secured our competitiveness with a much leaner set-up,” says Arto Liimatainen.



USPs

- Format change concept with Elematic click system
- Compact machine design
- Format flexibility
- High output performance



BENEFITS

- One case packer replaced two machines at Orkla Confectionery & Snacks Finland AB
- Packaging line output increased by 50 percent
- Small footprint with a high performance
- Quick, easy, and reproducible changeover allows several changeovers a day

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