QUICK
INFO PACKAGING

JANUARY 2012 - N° 0

Open the curtain!

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ILPRA®
VIGEVANO - ITALY

1955 ILPRA DESIGNS AND CONSTRUCTS THE FIRST ITALIAN THERMO-SEALING MACHINE

1982 THE FIRST MAP PACKAGING MACHINE WAS BORN

SINCE THEN WE HAVE INSTALLED MORE THAN **14000** MACHINES WORLDWIDE

OVER **25000** DIFFERENT TYPES OF TRAYS HAVE BEEN RECEIVED FROM OUR CUSTOMERS TO CUSTOMIZE OUR MACHINES

129 DIFFERENT NUMBER OF COUNTRIES WORLDWIDE WHERE WE HAVE INSTALLED ILPRA MACHINES

WWW.ILPRA.COM

WE PACK EXPERIENCE

BY:
MAURIZIO BERTOCCO
PRESIDENT

Editorial

Dear Readers, this year ILPRA presents a series of initiatives and innovative products that will only help to consolidate its renowned position on the market.

It is with great pleasure that I write this first issue of our new magazine "Quick Info Packaging", an important step ahead for communication strategy.

Quick is a tool that our company had always wished to create so as to keep in contact with friends by opening a window onto the world of packaging.

In this first edition we have focused on our ILPRA group and its strategic partnerships, highlighting companies, technologies, novelties, research and particular information on packaging processes.

The content of these pages is meant to guide the client towards new solutions for his business, offering the opportunity of capturing much information and innovation.

We have recently created a synergy with the Department of General Chemistry, Inorganic Chemistry, Analytical and Physical Chemistry (GIAF), of the University of Parma in order to begin a continuous confrontation on packaging research.

The articles from the University of Parma which are published in this magazine, focus on two particular matters: the introduction of a new coating applied on food packaging that creates a barrier against gases and an analysis on the contribution of marketing in the packaging field.

A section that we are convinced will be of particular interest to readers, is that of the ILPRA High Tech Department. The Project Management has developed several projects on the matter in order to meet current market needs.

Under this item we have included the improvement of new technologies such as special denesters for trays and cups, volumetric dosing systems for liquids and creamy products, packaging lines with multi-head dosing, robotic systems (ABRIGO is a leading company in the sector) and high quality printing (with Eidos).

The year 2012 will be characterized by the presence of our group in many exhibitions world-wide, in order to promote our products and our brand and to welcome our customers both existing and potential, in pleasant, technologically advanced environments.

A very important event is the Ipack-Ima - scheduled for late February in Milan - where we will present the latest results of our analysis specifically concerning lines, thermoforming machines, robotics applied to packaging and interesting promotions on machines and materials.

The second part of this year will be particularly demanding due to the challenges we will be facing: new studies and new solutions will place our companies among the most sensitive to the consumer problems. During times like these of international crisis, strategies to reduce customer costs and improve production efficiency will be faced.

In the light of what has been said, we intend facing the future with optimism and with the solemn promise to support our customers in difficult times of national and international market competition.

I wish you all to enjoy reading the first issue of Quick Info Packaging. ●

In this issue:

INSTALLATIONS

INFO PACKAGING

QUICK
INFO PACKAGING

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ABOUT THE COVER:
OPEN THE CURTAIN ON THE FIRST ISSUE OF QUICK INFO PACKAGING!

Ilpra Group

THE POWER OF A COMPLETE SERVICE

Thanks to specialized companies, ILPRA has grown through national and international markets by offering a complete and customized service to its clients.

ILPRA production is designed to meet different requirements: from state-of-the art, full optional, totally automatic machines to films and trays that can guarantee our clients the highest packaging quality.

ILPRA consistently invests in R&D and product innovation aimed at improving the performance of our machinery.

Sustainable growth

The ever higher concern of ILPRA to energy-saving problems and cost containment has brought our Group to conceive new solutions in complete respect of the environment. To do this, we normally use recyclable raw materials and e-mec technology, based on the electro-mechanical motion of working stations and the reduced noise pollution. In addition, the company consistently implements the research to improve the efficiency of its products and reduce the ecological impact. ●

ILPRA machines in Australia

A LONG WAY FROM ITALY - BEAUTIFUL DESTINATION... SOME 'SPECIAL' APPLICATIONS...

PDP Foods of Sydney Australia is a premier producer of rice puddings and desserts; distributing to the major supermarket chains and smaller independents primarily on the Eastern Coast of Australia.

Paul Polly the MD of PDP Foods traded in an Ilpra Opti300 for an Ilpra Rotobasic V/G machine in March of 2009, and today continues to produce over a 16 hour period each day rice pudding and dessert products.

It's an understatement that PDP certainly tests the Rotobasic's reliability, with long production cycles and a vacuum and gas flush applied every time with 4 containers in the chamber each cycle – all serviced and supported by Jet Technologies Australia.

PDP's application is quite unique, with the ability to completely automate their process difficult. When considering rice pudding, the product is dosed hot into a PP container and then blast chilled.

jettechnologies
your perfect partner

Once chilled the product is dusted with cinnamon, then placed into the Rotobasic for vacuuming, gas flushing and then sealing with a 38 micron aluminium lid. The cinnamon encourages bacterial growth substantially. With PDP adopting the above sequence of V/G flushing and sealing processes, it has enabled Paul to increase his shelf life some 14 days when comparing production using an Opti300 sealing machine.

Paul is currently evaluating the feasibility of commissioning an Ilpra Foodpack line to increase his production capacity via a faster Ilpra machine for the long term.

For Jet Technologies in Australia as Ilpra's exclusive partner, we continue today to develop our presence in the market, expanding on our existing installations for large and small Fill Seal, Opti, Foodpack and Rotobasic machines. ●

Your perfect partner.

Global reach, local expertise.

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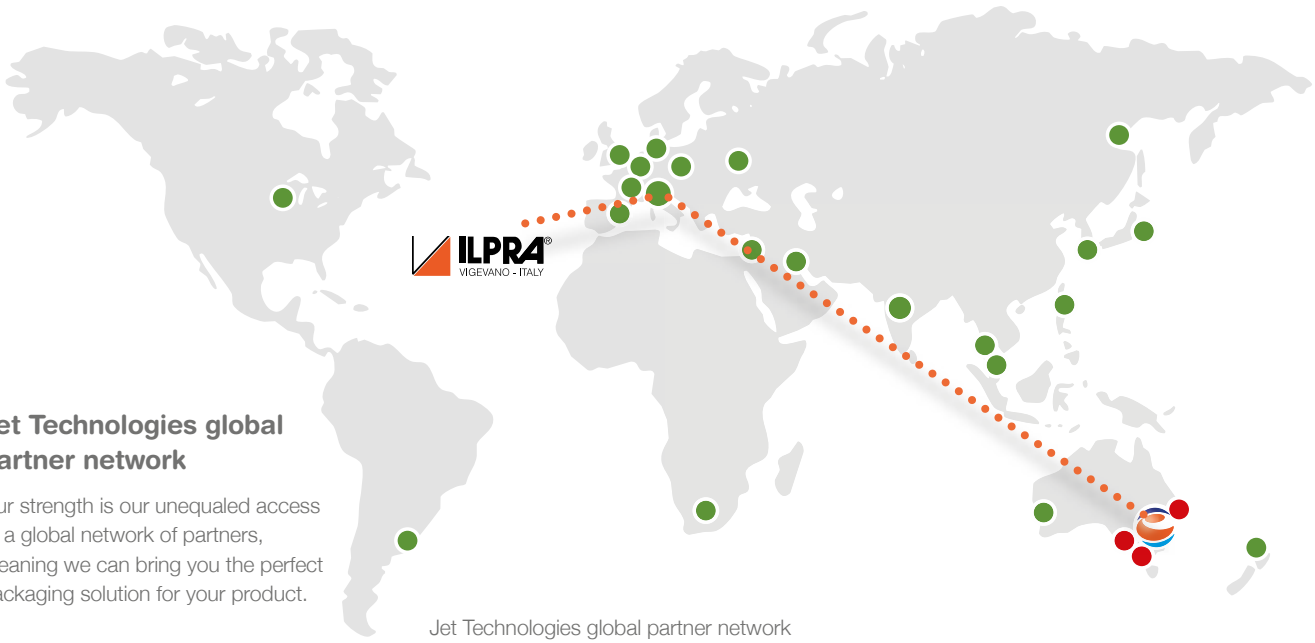


Jet Technologies global partner network

Jet Technologies global partner network

Our strength is our unequaled access to a global network of partners, meaning we can bring you the perfect packaging solution for your product.

Jet Technologies

Jet Technologies is a specialist importer and distributor of products to the rigid and flexible packaging industry, the industrial manufacturing industry and the print and finishing industry.

A rapidly growing, medium sized enterprise, we have been a leader in our fields for over 20 years. Our staff are industry experts, with the knowledge and practical know-how to provide premium quality products, along with outstanding customer service.

One company, three divisions, many products and services

Rigid & Flexible Packaging Systems

Vegetables, salads, meat, dairy, deli, seafood, bakery or non-food, we package it all. Wet or dry, whether it's headed for the refrigerator, freezer, microwave or conventional oven, Jet Technologies can create the perfect packaging solution for you, that will have your product on the shelves at its freshest, and looking its very best.

Industrial Solutions

The 'Industrials' division is Jet's oldest, producing more than 30% of the Company's revenue today. The division supports the Australian markets mainly with Aluminium foil to 6um; sheet, coil and extrusions; tin plate, papers, woven fabrics, chemicals and resins.

An in-house metallurgist and engineers can help both technically and commercially in market segments that may include roofing, insulation, architectural, transport, marine, blow moulding, can making, cable manufacture, detergents and shampoo manufacture.

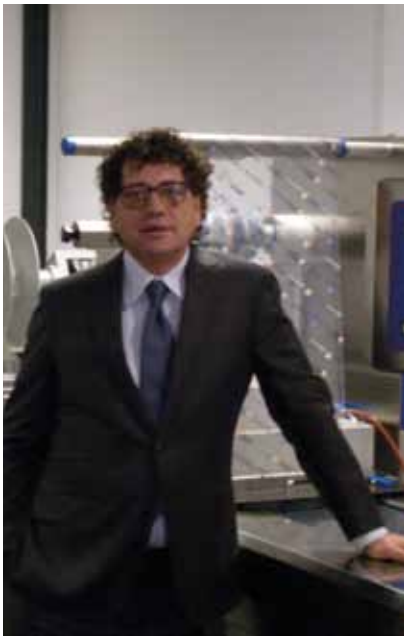
Print & Finishing

Jet Technologies Print & Finishing division is a market leader in the supply of consumables and machinery to certain niche printing and finishing fields.

With extensive knowledge across various printing fields from the largest litho or flexo print houses right down to the smallest narrow web printers, Jet Technologies has invested a great deal of time and money in order to ensure that our clients are well supported and perfectly informed.

As the print industry becomes more and more competitive, we work with our clients to focus on efficiencies and technologies that will assist them in their chosen field.

www.jet-technologies.com.au



BY:
LUC TIMMERMANS
BRANCH MANAGER

ILPRA BENELUX

Runs a successful growth

"ILPRA IS A BIG FAMILY", SAYS LUC TIMMERMANS OF ILPRA BENELUX ABOUT THE ITALIAN MOTHER COMPANY. HE IS ON FREQUENT BASE IN ITALY, SINCE HE WAS EIGHT YEARS AGO APPOINTED AS A STATUTORY DIRECTOR. BEFORE HE WAS THREE YEARS COMMERCIAL MANAGER. THIS IS REMARKABLE BECAUSE TIMMERMANS' CAREER STARTED AS A COOK, THROUGH JOBS IN THE CATERING BRANCHES HE CAME IN CONTACT WITH PACKAGING-CONCEPTS AND FINALLY JOINED ILPRA.

SPECIALISM IMPORTANCE

Timmermans is convinced that a producer, above all, should be a specialist. "That's the power of ILPRA". Already in production, we distinguish. The smaller tray sealing machines are built in another factory than the bigger one's. We make nearly all parts ourselves and the parts we buy has to be easily available worldwide. We can ensure that anywhere in the world we will deliver those within 48 hours. "ILPRA builds from small to large, from a budget Form Fill & Seal systems and tray sealers to large industrial machinery." Still Mr Timmermans underlined that the company especially in the SME segment is strong.

PERSONAL CONTACT

The director of ILPRA Benelux underlined the personal contact with the customers is, from his point of view, the most important. This is also the philosophy of ILPRA in general and is also the reason that ILPRA prefers to have their own branch offices, as in the Benelux.
"At fairs this becomes more and more important. Our stands will be a little smaller, because it is about customer contact. The customer doesn't need only a good machine, they need a good package as well. For ILPRA maintaining contact with the customers is very important. The sales managers regularly call their customers or visit them when they are in their area."

TRENDS

Asking about trends in the market Mr. Timmermans sees the increasing of small packages, particularly in the convenience segment. "Recently I saw six mini sushi in a beautiful transparent packaging.You also see an upgrading of old familiar products presented in a new look. Recently we installed at Zwanenberg's a tray sealer for the famous Kip's Tea Sausages, previously they were packaged in a small bowel, now they fill it up in a small cup". He also notice that from a marketing perspective many new plastics are coming on the market. Often materials that are hardly to work with in an industrial process that causes a higher cost price. Also we see A-Pet as an upcoming material because of the transparency and good characteristics.

INCREASING SUCCESS OVER THE YEARS

Despite the crisis ILPRA Benelux has experienced a successful growth along the years.
On the question, how this is possible, Mr Timmermans answers: also ILPRA Benelux experienced a stagnation of the order flow because of the European crisis. At that moment we sat down together and looked critically to

our own performance. We decided to do things differently, such as going directly to the source of original products and try to acquire new customers. This approach has led to so many orders, that we were barely able to comply with all the requests.

INNOVATION

ILPRA distinguish themselves, by innovation, means Mr. Timmermans. "In our approach the product of the client is central, not the packaging machine. We need to find a packaging solution for the product. These details makes the difference. For many problems, we have a simple solutions." Often it´s in details on the Speedy, our smallest automatic tray sealer, we have studied the injection of the gas and what we can win by working on it. The ProGas-system provides a new way of vacuuming and gas injection. There we found the benefits. The machine now reaches a output of 10 cycles a minute with a gas consumption of only 8 litres. Before it used about 30 litres.
Recent innovations from ILPRA are a compact thermoforming machine Easyform and the Speedy e-Mec, a mechanical version of the Speedy model.

DO WHAT YOU SAY

What do you expect in the next five years for ILPRA Benelux?

"Say what you do and do what you say, that remains our motto" says Mr. Timmermans, who expects sales will be 30 to 40% higher than today.

"We will continue expressing our customers that ILPRA has a fair solution. We are not saying that we are the best in the world . Our people makes the difference. Our purpose within five years is a stable market position and a wider reputation.

People need to know us as a reliable partner". ●

WWW.ILPRA.NL

ILPRA®
VIGEVANO - ITALY

ILPRA in the world

A modern commercial network

ILPRA addresses the global market which owes its success mainly to its sister companies in various countries around the world as well as the entire sales network. Sister Companies, Agents and salesmen are a highly motivated operational group which assists customer requirements.

Modern marketing strategies, adequate support and a complete site are the tools this labor force uses to keep the customer informed on all offers and promotions. This commercial network allows to offer a wider range of products, both in Italy and abroad while guaranteeing careful, professional guidance.

Plus de 14.000 machines dans le monde - Más de 14.000 máquinas en el mundo

UNIMEC
packaging systems

Our main resource is the customer

"The customer and his satisfaction as the sole good of the company"

UNIMEC has always based its philosophy on this principle; since 1994, when it was founded, it has never lost sight of its customer's needs creating a series of products that make it a leader in the field of the large and small scale retail.

Absolutely innovative, versatile and reliable solutions are adopted for the large and small scale retail, where UNIMEC has made inroads with the table top EASYCUT and automatic lines such as SLYPACK and BAG-LINE.

The series EASYCUT is ideal for both supermarkets and small shops or laboratories as it does not require compressed air and uses a voltage of 220 volts; profile cut of the package which gives an image of high aesthetic level, and the patented system GAS FLUSH, which allows to extend the life of the product, makes EASYCUT a highly successful product.

The series SLYPACK, especially in the MINI version, and BAG-LINE are the ideal solutions for sliced salami in supermarkets. SLYPACK packs the product inside containers with MAP technology, while the BAG -LINE is the right solution for the sliced salami inside a bag, packed in both MAP and VACUUM only.

Following to the experience achieved with SLYPACK the latest model of the series was born: the Sly Pack LARGE EVO. UNIMEC operates into the small and medium industries as it offers a highly technological and able to meet all needs in the areas of sliced salami, deli, meats and fish. Especially in the fish sector there comes the need to get SKIN packages as an alternative to MAP ones. UNIMEC wasted no time and has developed the SKIN mould that just the SLYPAC LARGE EVO runs, achieving great success. UNIMEC SKIN technology is aesthetically and technically perfect and can reach competitive speeds of production for the market in which it arises. ●

WWW.UNIMECSRL.COM

UNIMEC
packaging systems

Easyline

TCF TECNOFOOD PACK

A packaging abreast of the times

TECNOFOODPACK HAS BEEN FOR YEARS A POINT OF REFERENCE FOR THE ITALIAN AND INTERNATIONAL FOOD PACKAGING

The increasingly demanding requirements in the packaging market guide us in the continuing search for the best production techniques. In 2009 was inaugurated our new production wing that extends over an area of 5,000 square meters, inside of which were adopted technology solutions to cutting-edge products to provide our customers with high standards of quality and safety. This is also due to our quality control department that follows every step of our process, from purchasing materials to shipping the finished product.

The main aim of the company is to provide total flexibility to our customers that allows us to create a totally customized packaging to meet even the most demanding quality and aesthetic requirements. We offer injection molding and thermoforming containers in different plastic materials in order to respond to different ways of packaging that food products require today.

The IML (in mould labeling) is an important example of how the company is constantly engaged in finding solutions that allow our customers to have a product with a high quality design.

Since 2010, our new subsidiary in Poland TECNOFOODPOL allows us to expand our offering by including round containers made of polystyrene and polypropylene for packaging yogurt and products of our gastronomy.
We offer our 50 year experience on markets to be your ideal partner in selecting suitable packaging to your needs. ●

TCF

TECNOFOOD PACK

Plastic packaging food trays

www.tecnofoodpack.it

tecnopack
HIGH PERFORMANCE PACKAGING

High performance packaging

OUR QUALITY GUARANTEES THE SUCCESS OF YOUR PRODUCTS. PACKAGING PLASTIC FILMS.

Since 1991 TECNOPACK produces and sells packaging plastic films. During these 20 years, the attention to the quality of our products and customer needs has led us to an international growth.

Today we serve customers around the world, exporting 70% of our turnover.

Our mission is summed up in attention to the quality certification ISO 9001:2000, the attainment of the BRC, and a well-equipped laboratory are reason for some of the results in these years.

2011 was a crucial year for TECNOPACK, which has further consolidated its experience with major investments. ●

FLEXIBLE PACKAGING

www.tecnopack.it

tecnopack®

HIGH PERFORMANCE PACKAGING

The "Top" for FLEXO printing.

PACKAGING CUSTOMIZATION

A new print department with FLEXPRESS 15

An equity increase, together with the burn of the restyled Printing Department with the new FLEXPRESS 15 system are the ingredients for the success of our company.

In order to be ready for our customer's needs we have improved our printing department with the new STAMPA FLEXO process: this is the passage from traditional and neutral film to new printed film.

Our aim is to reduce the stop production period to increase the output and the quality level. We have now decided to integrate our department with the STAMPA FLEXO: to avoid waste of printed materials and inks.

Thanks to the experience of our graphic team, we are hoping to become your partner and give you the best value for your products. ●

SABALPACK

Engineering to optimize

Leopard arctic bagging machine

Sabalpack construct vertical packaging lines and multi-scale dosing systems, conceived for MAP packaging in bags of oven and dry products either fresh or deep-frozen, powders and grains.

LEOPARD ARCTIC

The Leopard Arctic machine is designed for fresh and frozen food. The profile and the finishing have been studied to match the highest hygienic standards. The machine is fully servodriven and equipped with vacuum dragging system.

REJECTING BELT SYSTEM

The main task of this system is to reject frozen products in case the machine stops working for any reason.
The line is also equipped with a re-feed conveyor for the rejected products, that can be manual or automatically connected to the rejecting system.

COMBINATION WEIGHER

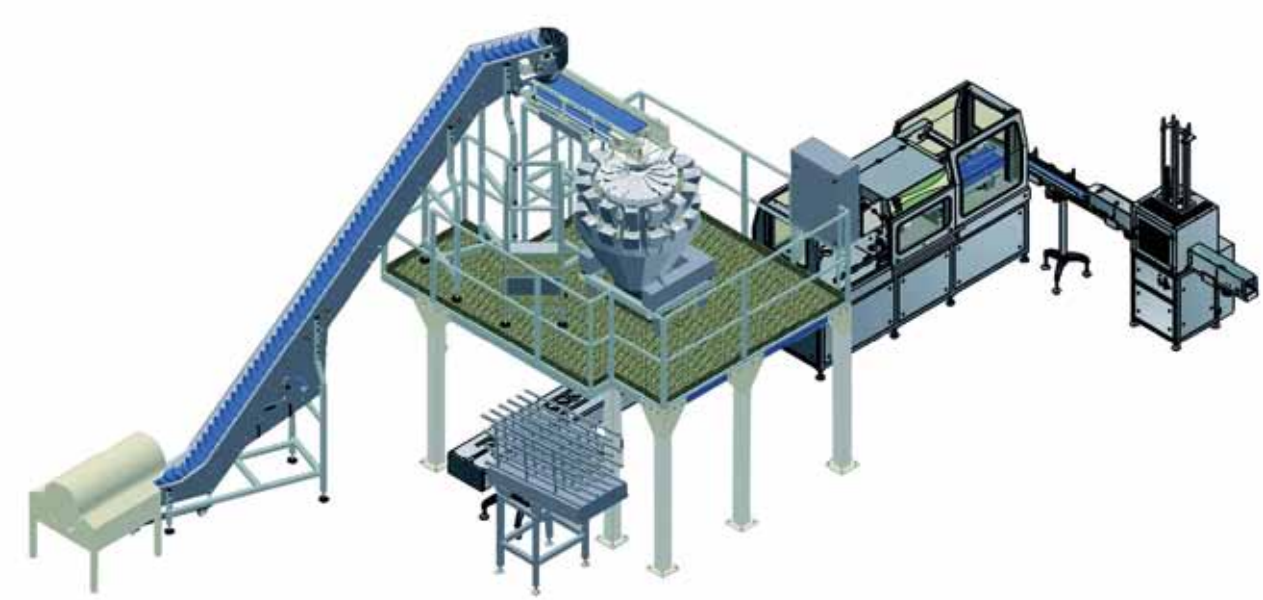
Wet environment version (Protection class IP65 protection rate, therefore water-jet washable);
Weigher electronic with weighing and counting software;
The frame is manufactured from stainless steel. Electrical cabinet laterally integrated in the frame
Vibrating feed channels with Vibration capacity up to 4mm. Floating vibration unit.

HYGIENIC PLATFORM

Platform is designed and realized with high hygienic standards. Wiring is also realized according to the most qualified international rules. Platform and belts systems are fully customized according to the customer's requirements.

TECHNICAL FEATURES

- Execution: version for harsh environments
(IP65 protection degree, therefore washable by water jet).
- Vibrating channels with vibration intensity up to 4mm. Camloc locking system. Vibration floating unit.
- Double opening Springless baskets with a capacity of up to 8lt
- Driven by a tight-locked servomotor with mechanical kinematics.
- Off-loading slides with 45 ° or 60 °angle which are easy to position and remove.



- Scale structure constructed of Aisi 304 stainless steel tubing and integrated, electric side-cabinet.
- Dryer for the prevention of condensation in the central tower.
- Electronic parts with specific software for weighing and counting.
- 14.4 "color touch screen.
- Weight regeneration time 0.9-1s.
- Decentralized hardware structure for the optimization of wiring and space.

SOFTWARE CHARACTERISTICS

The operator sets 3 parameters: weight, speed and tolerances and the scale will regulate itself automatically:
- Intensity and duration of vibration for linear channels (Automatic feeding adjustment function)

Sequential opening of the baskets in order to avoid any obstruction in the packaging moulding tube.
(Automatic discharge control function)
- Best number of baskets in combination with the possibility of continuous variation
(Automatic combination control function)
- Differentiation of weight in different areas
(Automatic filling control function)

SABALPACK

www.sabalpack.it

CLEANROOMS

THE PRODUCTION PROCESS IN THE CLEANEST CONDITION

Several production processes require maximum air cleanliness. To meet such requirements, industry developed new plant-engineering solutions that led to the realisation of controlled contamination environments, normally called cleanrooms.

Within these rooms temperature and humidity are evaluated and controlled, as well as the parameters concerning the filtering degree, environment pressures and air flows.

The main fields of application in the food industry are:
- Slicing and packaging of meat and salamis.
- Cutting and packaging of cheese.
- Preparation and packaging of ready dishes, sandwiches and fresh food.
- Processing and packaging of salads and perishable vegetables.

The purpose of these plants is creating the most suitable conditions to ensure and preserve as long as possible the organoleptic characteristics of packaged foods, thus prolonging their "shelf-life".

Cleanrooms can belong to different Classes, determining the maximum achieved contamination limit according to the product to be treated and to customer requirements.

American FED standards and ISO standards have defined a series of classes, ranging from 1 to 100,000, establishing the maximum quantity of contaminant particles in air for each of them.

EXAMPLE OF FIBREGLASS UTA

These are not the only factors that affect belonging to a given class:
- The room shall be built so as to minimise penetration, formation and retention of particles inside it.
- The room pressure shall always be higher than that of subsidiary rooms.
- Subsidiary rooms shall be conditioned and treated with clean air; their pressure shall be higher than that of adjoining rooms; air shall always flow from the cleaner room to the less clean room.
- The introduction of products to be sliced and consumables, as well as personnel access shall be regulated.
- The lighting system shall be designed so as to ensure maximum comfort for operators. Due to their location these rooms rarely have any windows that allow natural lightings.

To ensure room sanitation, the conditioning system shall always be running, even when it is not used (pause phase).

DETAIL OF VISUAL INSPECTION PANEL AND AIR INTAKES

Designers shall also take into account that the main pollution sources are:
- People present in the room: every minute the human body emits at least 450,000 particles with a diameter of 0.3 micron and 100,000 with a diameter of 0.5.
- The renewal air (required for operators) fed through the conditioning system.
- Activities carried out by operators.
- Infiltration from subsidiary rooms.

When designing a cleanroom, therefore, a general study is required, taking into account the flows of personnel, materials and products, as well as external air conditions and specific conditioning machines.

Personnel shall receive specific instructions about behaviour

regulations; even work pauses shall be scheduled appropriately.

Even worker clothing is very important: it shall consist of specific clothes, to be put on in the dressing room next to the cleanroom, allowing direct access to the cleanroom itself.

NORMALLY OPERATING CLEANROOM WITH WORKING PERSONNEL

Besides designing and installing the plants, through its customer service Frigomeccanica can certify the cleanroom qualification and periodically check its belonging to the design class.

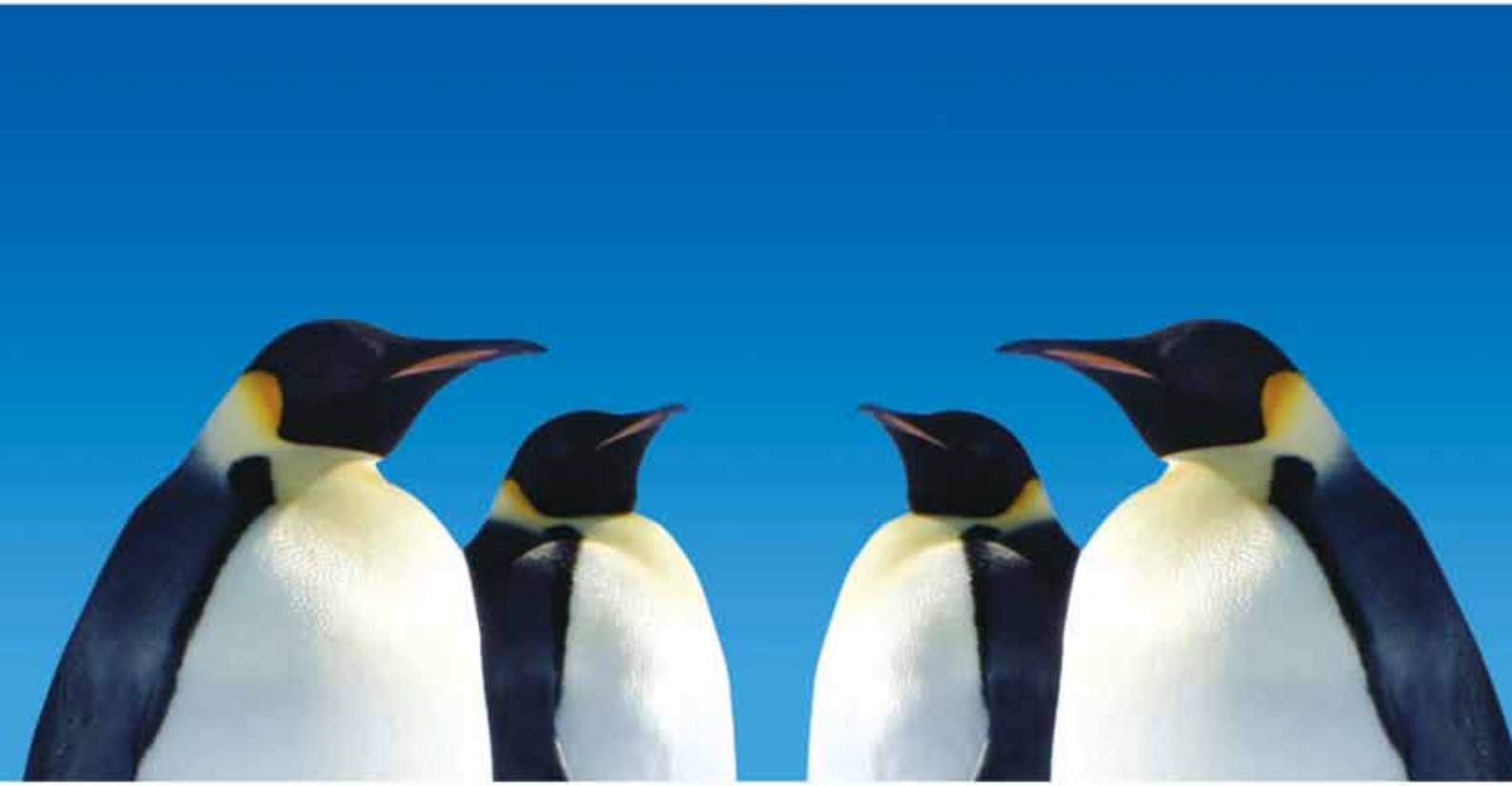
The main factors we take into account are:
- check of air cleanliness (particle count);
- filter effectiveness;
- check of pressure difference;
- check of air flow.

The periodicity and total number of the checks to be carried out inside a cleanroom depend on the class and on the specific features of each room.

The checking protocol specifies:
1) The adopted methodology, as per ISO 14644 or FS209E.
2) The room status during check:
- as built (ready for use cleanroom, without equipment and personnel);
- at rest (ready for use cleanroom, with working equipment and without personnel);
- operational (normally operating cleanroom with working personnel).
3) The instrument used.
4) Adopted parameters.

Leveraging the great experience it has gained in the last few years, Frigomeccanica can supply full turnkey plants and collaborate with customer technicians to implement whole lay-outs. ●

CLIMA NATURALE



CAMERA BIANCA

STAGIONATURA

ASCIUGATURA

CELLA FRIGORIFERA

La nostra produzione:
Condizionamento locali di lavorazione
Salagione, Riposo, Asciugamento
e Stagionatura
Scongelamento
Centrali frigorifere
Controllori di processo
Gestione computerizzata
Stufe per mortadelle

Cicli completi di stagionatura e lavorazione per:
Salami, Prosciutti crudi, Prosciutti cotti,
Culatelli, Coppe, Pancette,
Speck, Bresaole, Mortadelle, Salumi tipici,
Formaggi, Prodotti Ittici.

FRIGOMECCANICA
Impianti Frigoriferi Industriali

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UNIVERSITY OF PARMA

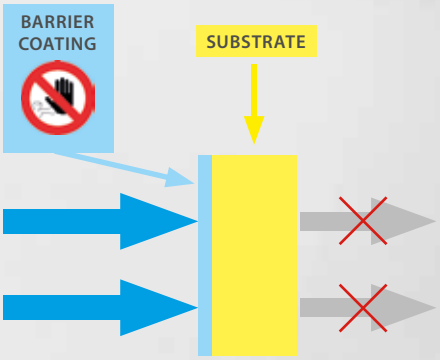
BY:
MARCO ROCCHETTI[1,2] AND ANGELO MONTENERO[1]

Barrier without barriers, a quality leap for biopolymers

One of the main problems afflicting the world of packaging is the preservation of some types of products over time and different storage conditions. In the food, pharmaceutical and cosmetic sectors, each product is sensitive to gases (oxygen and carbon dioxide), water vapour (humidity) and light at various degrees, An uncontrolled exposure to these factors alters the chemical, functional and organoleptic properties, compromising their life yield.

The gas barrier effect is the ability of a material not to be passed through by such substances, in our case, to reduce the passage between the inside and outside of a package (flexible or rigid packaging) both for food products and products of another nature. This operation demonstrates how to increase the oxygen barrier of synthetic polymers and "biopolymers" by applying a coating which has been developed and patented at the Department of General Chemistry, Inorganic, Analytical and Physical Chemistry (GIAF) of the University of Parma, currently purchased and industrialised by PSP Ltd Bibbiano. (RE), which, has been partner for some years now with the GIAF department for further developments and new research.

COATING FEATURES AND ADVANTAGE



OX-SiL technology is based on a patented, water-based coating of a nanometric, cross-linked structure, is applied for deposition by means of normal printing machines and acts as a passive barrier on the bidirectional exchange of gas, without the use of photoionizators.

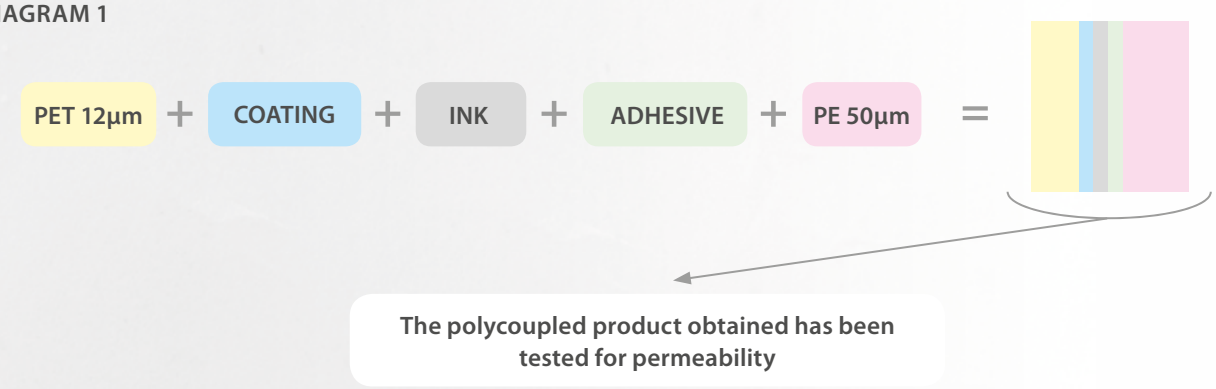
These coating properties are to be considered hybrid, compared to common, current barrier materials as they associate high barriers to gas silicified materials with flexibility and resistance to flex-cracking of common organic polymers.

In addition to increasing water resistance of the most common plastic packaging, OX-Sil has the following advantages:
-Improvement of barrier properties is obtained by the deposition of a film which has a thickness of about 1 micron, thus allowing a reduction of material used, as compared for example, to that of co-extrudes, offering both economic and environmental benefits.
-Use of more economical common reagents and deposition of the barrier for 'spreading' make the process economically viable compared to the current methods used to obtain a "barriered" film.
-Coating is easily spread and coupled.
-Thanks to the reduced thickness of the barrier layer deposited, composed of plastic substrate and coating, this product is to be regarded as a single material.
The barrier effect to oxygen remains stable over time.
-The coating derives from water-based solutions.
-The coating will not lose its effectiveness due to breakage before, during and after the processing phases.
This coating has been registered and certified for food safety.

COATING APPLICATION FOR SYNTHETIC POLYMERS

The results reported in Table 1 refer to packaging produced by manufacturing processes (diagram1) and composed as follows:

DIAGRAM 1



PLASTIC SUBSTRATE	PERMEABILITY cc/(m^2*day) 23° C, 0% R.H.
PET (12µm) COATED OX-SiL 1 um	0,05 - 0,5 (standard = 30 - 90)
Nylon-6 (20µm) COATED OX-SiL 1 um	0,02 - 0,5 (standard = 20 - 40)
PP (20µm) COATED OX-SiL 1 um	0,5 - 1,5 (standard = 1500 - 2500)

TABLE 1

Permeability with ~ 1µm thickness of coating applied, the permeability values shown in brackets indicate the same polymers without coating

The table clearly demonstrates how the treatment carried out leads to considerable improvements in the barrier properties of the polymers tested, these properties confer to the most common plastic packaging materials with the application of only one micron of lacquer that does not have a significant effect on the total packaging weight.

APPLICATION OF BIOPOLIMER COATING

"Biopolymers" constitute a large and interesting class of materials that could replace conventional plastics deriving from petrochemicals in various applications, with huge and indisputable environmental benefits. Furthermore, their use is now limited by a non-economic competitiveness, essentially due to a reduced production and their poor performance, when compared with conventional plastic materials according to the basic requirements that packaging should have (eg barrier properties to gases: O2, CO2).
Transfer of the solution which originates the coating on substrates at an industrial level is done through the use of normal machines or printing technologies.

In questo lavoro, dopo l'attivazione superficiale si è passati all'applicazione del coating barriera avvenuto tramite "Hand Coater" per simulare una comune stampa a fondo pieno.

The Hand Coating is a simple but effective way of applying printing ink, varnish, etc. many substrates including paper, cardboard, plastic film, etc.

The substrates tested in this case were:
1 film of about 30 µm in Polilactic Acid - (PLA);
2 foam films in PLA used in the application of thermo-shaping - (PLA-foam);
3 "biopolymer" films obtained from a shopper which is available at GDO - (SBP).

The coating was deposited on the substrates in a single phase or in two phases, in order to reduce the possibility of any coating defects, mainly on the PLA foam, maintaining a total average weight of 0.9 g/m2.

Tests were carried out to determine the proper adhesion of the coating by means of the Scotch Tape Test method, all samples gave excellent adhesion results.

The (O2TR) barrier measurements were performed by means of a "PermeO2 permeabilimeter of ExtraSolution" on standard substrates and treated in the two methods described above. These values are reported in Table 2.

BIOPOLYMER	Permeability to oxygen UNTREATED PLASTIC cm^3/m^2 day atm - 23° C, 0% R.H.	Permeability to OX-SIL TREATED cm^3/m^2 day atm - 23° C, 0% R.H.
PLA	500	1 - 5
PLA- foam	~163000	5400 (a treatment) 540 (two treatments)
SBP	1600	2 - 6

TABLE 2
Biopolymer permeability values- Standard and treated with barrier coating.

The table shows how the treatment carried out leads to significant improvements in barrier properties of "biopolymers" enough to make them look like the common plastic packaging, but with the advantage of being and remaining environment friendly.

The materials treated with this coating acquire remarkable impermeability to oxygen, becoming excellent candidates for applications in packaging for easily degradable products. The absence of solvents in the initial lacquer, the low thickness and weight of the coating applied, bode well for the maintenance of the environmentally sustainable features of the substrate on which it is applied.

CONCLUSIONS

During this operation, we applied OX-SiL, coating which was developed and patented at the GIAF Department of Chemistry at the University of Parma and manufactured by PSP Ltd., for polymers of natural origin to increase gas barrier properties.
The results reported in Tables 1 and 2 have shown

how performance improvement of the barrier for both synthetic polymer and "biopolymers" tested, is significant enough, as in the case of biopolymers, to bring these materials from a supporting role to protagonist in packaging for easily oxidized products as the can combine a high performance barrier to the proverbial "environmentally sustainable". In the case of synthetic polymers, on the other hand, the scarce thickness of the barrier layer could allow considerable material saving in terms of weight and number of polymers without losing performance.

Attention to environment is complete, considering that:

1) The realization/application of OX-SiL consumes low energy due to the fact that "coating" is a simple process when compared to co-extrusion and co-injection and boasts a significant reduction in the use of raw materials and respect to the above mentioned processes it is possible to obtain a reduction in thickness and package weight even by 3 times;

2) The use of water as a reagent, and the absence of organic solvents make the process more convenient than the currently used methods, both from the economical and environmental point of view. ●

NOTES

1 Department of General Chemistry, Inorganics, Analytical and Physical Chemistry (GIAF) and Interdepartmental Packaging (CIPACK)-University of Parma

2 PSP Packaging System Projects - Department of General Chemistry, Inorganics, Analytical and Physical Chemistry (GIAF) and Interdepartmental Packaging (CIPACK) - University of Parma

REFERENCES

[1] K. Van de Velde, P. Kiekens, Polymer Testing, 21 (2002) 433-442

[2] A. K. Mohanty, et al, Journal of Polymers and the Environment, 10 (2002), Nos. 1/2

[3] The phenomenon of permeability: laws, unit of measurement, T and RH influence

Bollate October 30, 2007 - Luciano Piergiovanni- STAM University of Milan.

BY:
ANDREA ZINI
PROJECT MANAGER

ILPRA Project Management

From the “machine” to the “line”

Organization of the packaging stage in a rational and efficient way from a technical and economic point of view is one of the key factors for the success of a product on the market. Increased automation and research of integrated and compact solutions are the objectives that many customers are aiming at for the coming years.

In addition, packaging of the future will not only be a means of extending the shelf-life of a product, but also improve its commercial appeal. Today innovations made in this field offer additional features: guaranteeing no foreign body intrusion (bone or metal fragments or splinters etc..), traceability of packaging, certification of cold chain process etc.

Systems that reduce manual operations and can preserve the technical and aesthetic features of the packaging, higher hygiene, control of defectiveness of the package or product, become important features for the development of new packaging technologies.

ILPRA Project Management has made an effort to combine the traditionally proposed solutions for packaging of food and nonfood products with technology and items that are able to satisfy the changing needs of their customers.

The ILPRA range has always produced various types of products that can integrate with each other such to form complete lines even keeping on presenting new technical solutions and items. The philosophy is that everything is produced within the group or by the exclusive collaboration of selected partners which are chosen among the most successful companies both in Italy and abroad. This approach offers complete control over product quality and their perfect integration. Therefore ILPRA can undoubtedly stand security towards customers as far as the whole line functionality is concerned.

Complete line for minced meat

SPECIAL CUP AND TRAY DENESTERS

ILPRA supplies a full range of solutions for the automatic feeding of trays onto its packaging lines:
- auger denester.
- sucker denesters.
- independent denesters.

The various denesting systems can be equipped with a large storage capacity so as to eliminate machine downtimes during tray loading.

Research and development of new technical solutions is continuous, starting from the consolidated reliability gained through years of experience on the market and on thousands of various containers.

VOLUMETRIC DOSING SYSTEMS FOR LIQUIDS AND CREAMIES

The production of volumetric dosage units is one of the ILPRA Group's historical products. The experience gained in this field includes a variety of products which is constantly expanding its range with new technical solutions aimed at improving the efficiency and accuracy of dosing, easy cleaning, rapid adaptation to different types of products and cups. All designed to aim at ergonomics and space saving.

ILPRA-SABALPACK PACKAGING LINES WITH MULTI-HEAD DOSAGE

ILPRA designs and manufactures packaging lines matching its packaging machines with multiple filling systems – both simple or complex (shuttle devices) which are fully manufactured by Sabalpack, a company belonging to ILPRA group.

The advantage obtained on the choice of an internal manufacturer is the perfect integration between the filling and packaging machine as a result of one designing.

ILPRA/ ABRIGO ROBOT SYSTEMS

The idea of a joint venture which combines ILPRA's know-how in food packaging and Abrigo's thirty year experience in automated handling systems for products and packaging offers the advantage of all the potential technical synergies of both companies.

The new collection ranges from the possibility to perform automatic, robotic positioning of products to be packed, to the final end-line, complete with robotized package grips, secondary packaging for boxes and palletizing robots.

Each solution has been studied with the intention of integrating all systems within a single constructive concept as regards materials, compactness, reduction of encumbrance and components used whether they are mechanical electrical or electronic.

AUTOMATIC PRODUCT LOADING SYSTEMS

A typical example of this joint effort is the I-Load island which was presented at Ipack-Ima in Milan (February 28, 2012 - March 3, 2012). This is an automatic loading system for various types of products which undergo random positioning onto a belt by means of a robot which is controlled by a sophisticated vision system that detects both the position and the dimensional characteristics of all products as well as the automatic rejection of any defected products.

Unlike other systems currently on the market, this system loads from a belt which is placed above (and not laterally) on the packaging line, thus significantly reducing installation space.

Besides I-load, it is also possible to create different customized solutions for automatic loading for the specific needs of a product, whether the product is coming in single row, in step sequence or randomly, without any order and orientation.

END-LINE SYSTEMS

ILPRA and ABRIGO also collaborate on global solutions for robotized end-lines which are connected to one or more packaging lines. The systems include a package picking robot, auxiliary machines (welding inspection, X-ray inspection, metal detectors etc..), coding / labeling systems and palletizing robots.

Customer requirements for complete management of plants and end-lines are resolved by means of equipment that includes various systems, each dedicated to one single function and all are coordinated in order to satisfy any request.

EIDOS-ILPRA PRINTING SYSTEMS

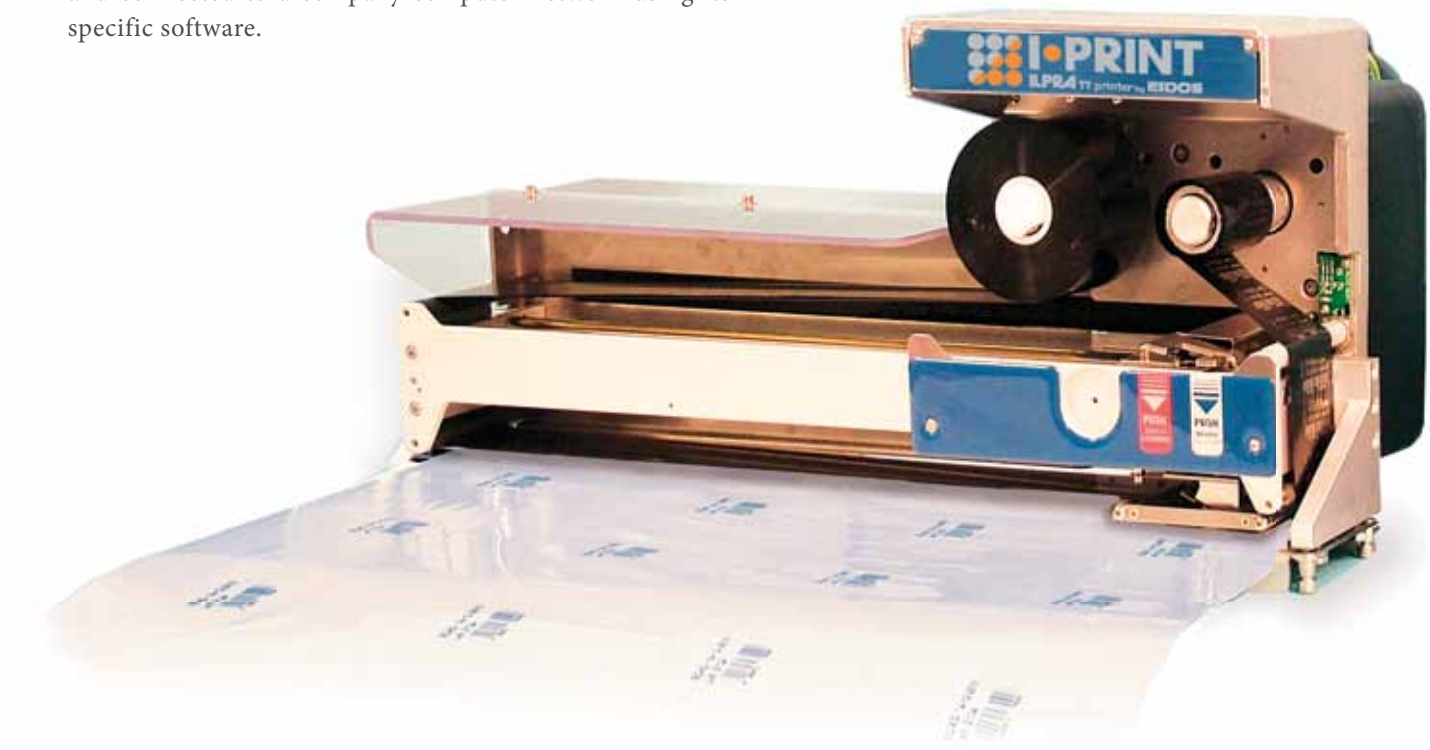
The amount of information to print, printing quality required and the need to reduce change over times to a minimum should always favor the choice of electronic printing systems rather than traditional mechanical coders. Unfortunately however, the amount of capital required for this investment often forces customers to opt for traditional systems.

In order to overcome this problem, ILPRA and Eidos made a brave choice by starting a large-scale production of I-Print which is an electronic thermal transfer printer that can be sold at a very competitive price, compared to that of the traditional mechanical systems.

The cross web printer has an intermittent print with a 300 dpi definition on an area of 400 x 53mm and the possibility of inputting variable data, barcodes and logos. The printer is easily programmed by means of a USB key and connected to a company computer network using its specific software.

EXTERNAL COLLABORATION

In collaboration with leading international partners ILPRA is able to integrate its own systems with complementary systems such as portioning machines, slicing machines, dosing systems, labeling machines, ink-jet coding systems, metal detectors, X-ray inspection, weighing/labeling systems, sealing control systems, etc. ●



WE PACK EXPERIENCE

ILPRA®
VIGEVANO - ITALY

BY:
PAOLO ALBERTI
SPARE PARTS MANAGER

ILPRA service

Services and assistance in the foreground

ILPRA offers professional advice which guides our customers through the full service; from the beginning with helping on the decision of the machine, to the installation and up to the efficient maintenance. With our experience in this sector we are able to provide many years of consistent and successful performance.

QUALITY CONTROL

The Company operates according to ISO 9001:2008 compliance standards and its organization of production is fully internal. Before delivering, each ILPRA machine undergoes rigorous inspections and internal test procedures. All carried out with the packaging materials received from customer. This procedure also verifies that the product is in compliance both with the regulations in force and the company's quality standards. All test procedures are carried out through certified devices. The results are then made available at the customers' disposal.

INSTALLATION AND TRAINING

The installation process is carried out by our engineers to ensure proper operation of equipment and train the staff who will be using it.

There are training programs for staff dedicated to maintenance that may be carried out at the customer's site or at our facilities.

ASSISTANCE

Proper and efficient assistance from our side is the best way to protect the tranquility of your investment and ensure many years of reliable performance from our machines.

ILPRA Customers can take advantage of free telephone advice by a team of qualified technicians able to solve possible troubles and to enable customers to minimize possible production downtime. In case you needed a technical intervention ILPRA offers 8 technical support systems and spare parts centres located throughout Italy, which allow us to intervene promptly at an efficient price over the whole nation.

In order to ensure constant peak performance over time and reduce the possibility of risks arising from malfunctioning, we offer scheduled maintenance for our products. Truthfully, careful maintenance is the least expensive and at the same times the most profitable system to ensure efficient operation and reduce maintenance costs.

Our service department is always available to help, even in little things such as a simple guide of advice, or a customized maintenance plan according to your kind of machine and your specific needs.

SPARE PARTS

All ILPRA spare parts come from our factories and are made in compliance with our standards of quality. The innovations made available by the technological development and by the studies of our specialist engineers are

included, preserving the interchangeability at the same time.

There are over 10,000 codes that can be promptly delivered, both from our production stock and components of the highest level, in order to ensure a fast and efficient service that cancels or minimizes the risks related to production downtime.

Over 60% of orders for spare parts are processed within 8 working hours from receipt.

Our technical department is at your disposal to recommend spare parts kits, tailored according to the specific needs of each customer. ●

Orders processed in Italy in 2011

In 2011 the 82% of orders were fulfilled in 3 days at the latest.

Medusa: innovation and category leadership in gourmet seafood

Tasteful and eye-catching products

Ancient tradition meets modern business vision. Regnoli – founded in 1861– since the 1980s has broadened its traditional seafood recipes with new generation products, tailored for fish counter or as takeaway items, through its historical Medusa brand.

Regnoli, fish and seafood production specialist for more than 150 years, is one of the major player on the European ready-meal scene and a frequent choice for large-scale retailers looking for a "category captain". Medusa continues to perform very well on the domestic market. Thanks to its shrewd positioning as a high innovation product range and responding to precise consumer demand, the brand has maintained its leading fish-delicacies position in retail industry. Moreover, export keeps growing despite the current economic climate.

KEEPING THE WIND IN ITS "SALES"

Two factors dominate the marketing mix of Medusa range. Firstly the product. Extreme care is paid to quality and display: ultra-fresh, tasty recipes with appealing ingredients, flavors and textures, result of an advanced production technology and a significant R&D input, are core characteristic to get new, attractive products. Furthermore, it helps to ensure the brand's premium product status. Secondly, the distribution policy is carefully organized to achieve increasingly intense market penetration – gradually introducing its products to more stores and more regions – as part of a highly precise strategy aimed at rationalizing stocks and optimizing shelf space.

CATEGORY-ENHANCING SEAFOOD

Medusa continues to innovate: at the delicatessen counter (with the new octopus rings), on the store shelves (where it recently introduced two new innovatively-packaged 150/200 g series) and at the fishmonger counter. Keeping going with its vision, new shelf product ideas have already shown

their potential creating interest due to good turnover rates they are generating. Additional booster to shelf sales comes from "Antipasti di Mare" range, selection of ready-to-eat recipes such as anchovy fillets, seafood salad, octopus salad and the grilled recipes based on cuttlefish, mussels and mackerel fillets.

FULL STEAM AHEAD TOWARDS NEW MARKETS

While performances are growing year by year, Medusa continues to work straight on its positioning thanks to a policy based on continuous technological upgrading, reengineering operations, product innovations and product range rationalization. These driving forces are core energies to optimize production and marketing of fresh, high-quality seafood delicatessen. In addition Medusa boasts a number of strategic strengths: the industrial operating scale, the level of standards achieved through its process care (certified by BRC and IFS, top grade), the depth of its product range and the way it gears itself to market demands and specific retailers requirements.

This explains why, having gained good sales performances in Italy, it is now able to enhance its presence on the international. The products that are generating the most interest among foreign consumers are the famous seafood salads, anchovy fillets, carpaccios dishes and the new fresh, fish-based sauces. Levels of production for export markets are expected to grow considerably over the next few years thanks to decisive contribution of international trading strategy based on achieving a direct presence in-target-countries. "Real time direct interaction" - said Carlo Aquilano, Medusa sales director - "is the main driver to offer an efficient support to maximize value transmission downstream and upstream, and guarantee a fully integrated services portfolio to clients". It represent the real opportunity to combine expertise from each step and better monitor whole supply chain. These are core premises to consider Medusa as reliable partner with considerable expertise in its category. ●

Seafood salad Mediterranea

Five ingredients plus one, our history.

Since 150 years we select only the best raw materials in order to process and recipe them in accordance to tradition and to guarantee our partners and consumers premium products. Our seafood salad has become a market leader in Italy and in Europe thanks to extraordinary care we put to offer a round and fresh taste mix.
High quality and sustainability allow us to cooperate with the most important retailers in the world.
This is our company vision and the secret of our success.

Dal 1861
MEDUSA®
150°
1861 - 2011
www.regnoli.it

BY:
LIHATUKKU HARRI TAMMINEN OY
PASI TAMMINEN MANAGING DIRECTOR

From meat processing to the package

Clearness and traceability

Tamminen Oy was established in 1994. Though the company is relatively young, it is not lacking in history: When I took on the duties of managing director, in 2010, the third generation of the Tamminen family took the helm in our contribution to the meat business.

As the pioneers of our trade, we are on our way to the future, with Finnish pedigree cattle as the cornerstone of our development work. We were the first in Finland to make our supply chain fully open and transparent – not because we had to but because we wanted to. We believe in complete transparency and traceability in production, and we want to offer our clients ethically produced, high-quality Finnish

meat. We have led the way in many areas.

Furthermore, we bring a new kind of culinary culture to Finland and educate consumers about the characteristics of pedigree cattle. I hope that in the coming years, meat will be selected for dinner as carefully as wines are today!

We adapt traditional meat production and processing methods to today's needs, taking into account all applicable quality, hygiene, and other requirements. We have worked with ILPRA for more than a decade now and can always count on ILPRA's packaging machines, of which we currently use four.

We have proved our will, reliability, and willingness to serve for our clients, and we have a good reputation. The next step is to become more widely known in Finland. We want Tamminen to be the obvious choice within a few years for homes that wish to select clean, high-quality meat that is domestically produced and fulfils the ethics requirements of the critical consumer.

Responsible, ethical production and the honest desire to create conscientious and sustainable operations that will endure for generations to come are fully possible in this line of business too. This is how we work at Tamminen. ●

TAMMINEN

lihatukku-tamminen.com

H. VAN WIJNEN
SINCE 1864

The "best taste" in Europe

Smoked salmon: superior quality, tradition and sustainability

In 1864, H. Van Wijnen salmon smokers officially opened its doors as one of Europe's oldest & most respected smokehouses.

Standing the test of time we have succeeded in developing into one of the most modern & well known companies in the business, combining modern technology, the highest quality standards (HACCP, BRC higher level A & IFS) and a bicentenary old tradition to reach the famed fine taste spoken of & admired throughout Europe.

Fresh raw material is purchased the world over and delivered daily to our production plants.

All raw materials are strictly tested on arrival and total traceability can be fully guaranteed.

Our R&D team works in close co-operation with a number of national & internationally operating catering companies and chefs to constantly develop new–easy to use, delicious high quality products.

Superior quality, old fashioned service & a passionate approach to sustainability and respect for the environment are the pillars on which the modern day H. Van Wijnen Salmon Smokers is built.

In the mid 90's, as one of the first, H. van Wijnen Salmon Smokers started packing their smoked fish products in pre-formed trays. At around that moment in time the contact with Ilpra was made though the branch office in the Netherlands.

For small productions of smoked salmon they started with a FP800 VG.

During the years they were happy with the Ilpra approach and started discussing the possibilities of having a more automated production for the salmon and other smoked fish products such as halibut, trout, tuna, etc.

In 2005 The FP 1402 VG was installed. 1 of the first new types of in-line tray sealing systems.

In 2008 they also bought a FormPack F4 for the vacuum packed smoked salmon which sold throughout Europe and the USA.

Each specific salmon sort or fish sort bought, is treated according to its origin and own individual characteristics, bringing out the exceptionally delicate flavor that can only be described as Van Wijnen's "Taste of Wild Waters".

We can offer a complete range of traditionally smoked salmon products From Norwegian & Scottish farmed salmon to wild Alaskan Red Sockeye & Chum

From Easy to use Portion Controlled sandwich sliced salmon to hot smoked salmon sides and everything in-between.

WHAT SORTS OF SALMON ARE AVAILABLE

For the record and your information H. Van Wijnen is passionate about the environment and the environmental resources used in our delicious smoked products.
Therefore we only purchase sustainably farmed salmon where our suppliers can guarantee the welfare & environmentally friendly process applied.

The same goes for our wild salmon. We only use MSC certified salmon guaranteeing that the world quotas are respected, only fish that is caught in a sustainable fashion with the greatest respect of the environment equilibrium is processed in our plant.
Our salmon sorts are both cold or hot smoked but let's explain the difference:

COLD SMOKED SALMON

Before the smoking starts the fresh salmon filets are sprinkled with salt (the so called dry salting technique), the filets are then set to ripen and the salt slowly marinates the filets; the filets are then washed clean of any salt residue, dried for a couple of hours and the smoking may commence.

The salmon is gently & carefully smoked on a mix of several wood sorts.

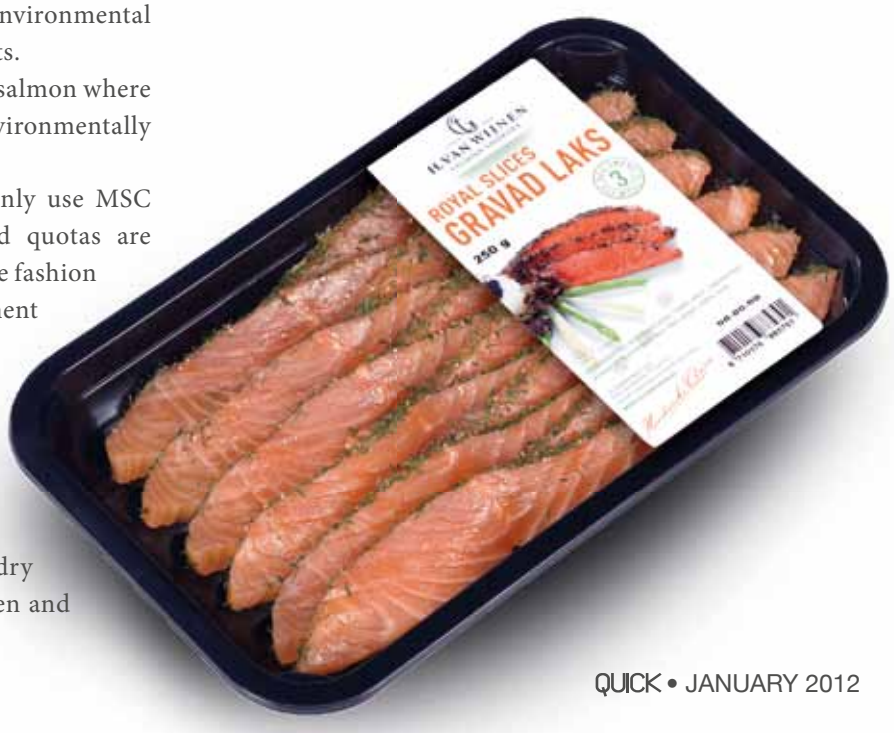
The smoking takes place at a temperature of under the 24° C degrees (this explains the name Cold Smoking). The time involved in the smoking process can vary substantially according to the weight, size and fat content of the salmon. The smoking varies between 8 & 16 hours (all of the above mentioned artisan process, performed by highly skilled employees contribute to ensure that you receive the finest & most consistent smoked salmon on the market today).

HOT SMOKED SALMON

Most of the initial process is very similar if not identical to the Cold Smoked process. The big difference occurs in the temperature and time used to smoked the salmon. To make hot smoked salmon a different mix of wood chips is used subtly altering the taste, the salmon filet is then smoked at much higher temperature, around the 70° C and you could say that the salmon is effectively cooked through this process according to an ancient Dutch recipe. The time used to smoke also varies according to the size, weight & fat content, (this process takes between the 3 & the 5 hours).

The resulting flavor is delicate and the product is slightly more flakey than cold smoked salmon but definitely worth a try. Hot smoked salmon can be eaten both cold & warm.

Why not try them all and taste the difference, to make things a little more complicated. We also have a choice out of several other smoked delicacies from smoked Trout to smoked Eel & from Smoked Tuna to smoked halibut. ●



H. VAN WIJNEN

SINCE 1864

www.hvanwijnen.eu

The difference is in the quality

THE LABORATORY AVAILABLE TO CUSTOMERS

In order to ensure to maintain a high level of service and a high quality product, it is necessary to have both human resources and proper items of equipment. Thanks to continuous investments we have provided ourselves with dedicated instruments in complete product control, along the entire production process.
Moreover, Research & Development are a priority of our laboratory activities.
We believe that a visit to the production area is very important to allow people to fully understand our policy and we consider the laboratory our strength. We like to show how much effort we put in the manufacturing of products in compliance with high-tech standards.
Our goal is to give satisfactory solutions to our customers in order to make them even more competitive.
We believe that quality is the right instrument to grow and properly manage resources, in order to make a client a faithful customer, to ensure a continuous evolution of products, service and resources, to emphasize the respect of the sector regulations and customers' health, to offer a complete and adequate support, satisfying their request.

New packaging

Fill Seal, an evolution in modified atmosphere

The Fill Seal line, characterized by thermo-sealing machines for the packaging of liquid and doughy products, has reached a high standard, preparing the machines for the vacuum as well as vacuum/gas. Our customers producing yogurt, cheese, sauces, jams, soups, honey etc. will gain enormous benefits from the use of our machines. ●

SEAL

WWW.ILPRA.COM

ILPRA
VIGEVANO - ITALY

BY:
VELKA MARTELLI
MARKETING & COMMUNICATION MANAGER

IPACK-IMA MILAN

A significant presence

This Exhibition is one of the most important moments for us to make contact between ourselves and our target customers. All the insiders know: to attend a trade fair as an exhibitor may involve significant investment, both in economic terms and in terms of commitment of corporate resources, which are involved in the preparation, construction in the days of the fair and in the subsequent fill of requests, orders etc. It is time to directly exchange information, impressions, suggestions and requests between the Company, potential customers, existing customers, competitors and industry experts.

For ILPRA group to attend a trade show is always an important choice: it is a valuable communication tool, because those who participate chose to stay at the forefront and launch a very precise message to its customers. Today, the values and principles to communicate are many, all deriving from a firm commitment to be closer to customers by offering complete solutions.

The completeness is that, next to the offer of machines for packaging food and non food and advice on the choice of materials (trays and film), ILPRA is able to offer customized solutions for each type of packaging line. This is also the aim of the new project management office.

"Ipack Ima 2012", From the 28th February to the 3rd March 2012 will be held in Milan (Italy). An important international event on the packaging, processing and logistics side. The last three editions have recorded a steady growth of visitors that rose from 45,000 in 2003 to 54,000 in 2009, an increase of 20%. Foreign operators have contributed to this growth. Now they form 25% of the total number. It is therefore an event that ILPRA could not fail to contribute in terms of innovation and technology solutions in the field of food packaging and more. ●

ILPRA FAIRS 2012

Our next appointments with ILPRA:

Fruit logistica 2012
BERLIN
8-10th FEBRUARY
STAND C-19
HALL 3.1

West Pack 2012
ANAHEIM
14-16th FEBRUARY
STAND 4705
HALL A

Ipack Ima 2012
MILAN
28th FEBRUARY TO 3rd MARCH
STAND A38/B33
HALL 15

Cfia 2012
RENNES
13-15th MARCH
STAND D1
HALL 4

Anuga Food Tec 2012
KÖLN
27-30th MARCH
STAND 070
HALL 6.1

Verpackung Schweiz
ZÜRICH
24-25th APRIL
STAND A08
HALL 3

Eurocarne 2012
VERONA
24-27th MAY

Emballage 2012
PARIS
19-22th NOVEMBER

Our next appointments with ILPRA BENELUX:

Empack 2012
's-Hertogenbosch
4-5th APRIL
STAND K1000
HALL Brabant

Seafood 2012
BRUXELLES
24-26th APRIL
STAND 5815
HALL 4

Empack 2012
BRUXELLES
26-27th SEPTEMBER
STAND E030
HALL 5

Macropack 2012
UTRECHT
2-5th OCTOBER
STAND E061
HALL 8

Our next appointments with ILPRA UK:

Packtech 2012
BIRMINGHAM
29th FEBRUARY TO 1st MARCH
STAND D2
HALL Packtech

Foodex Meatex 2012
BIRMINGHAM
25-27th MARCH
STAND H309
HALL 19-20

PPMA 2012
BIRMINGHAM
25-27th SEPTEMBER
STAND C30
HALL 5

Our next appointments with ILPRA SYSTEMS ESPAÑA:

Resturatiòn Moderna
MADRID
15-16th FEBRUARY
STAND C20-D19
HALL 2

Alimentaria 2012
BARCELONA
26-29th MARCH
STAND C70
HALL 6

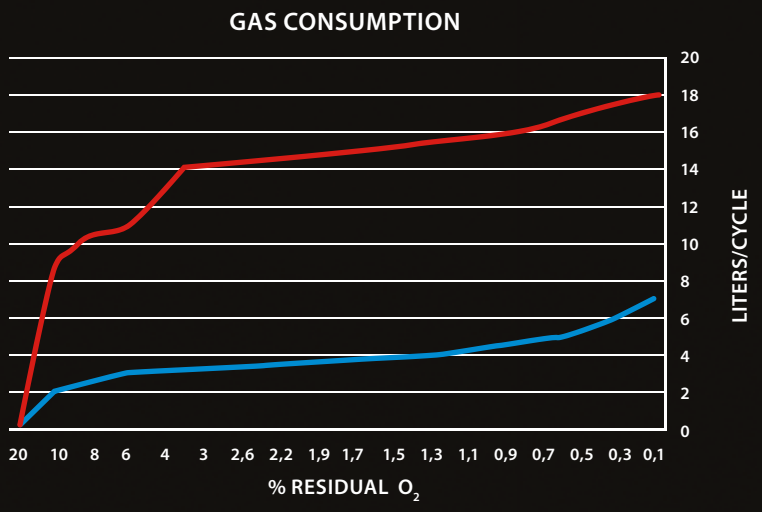
Tecnoalimentaria 2012
BARCELONA
15-18th MAY
STAND C170
HALL 4

Conxemar 2012
VIGO
2-4th OCTOBER

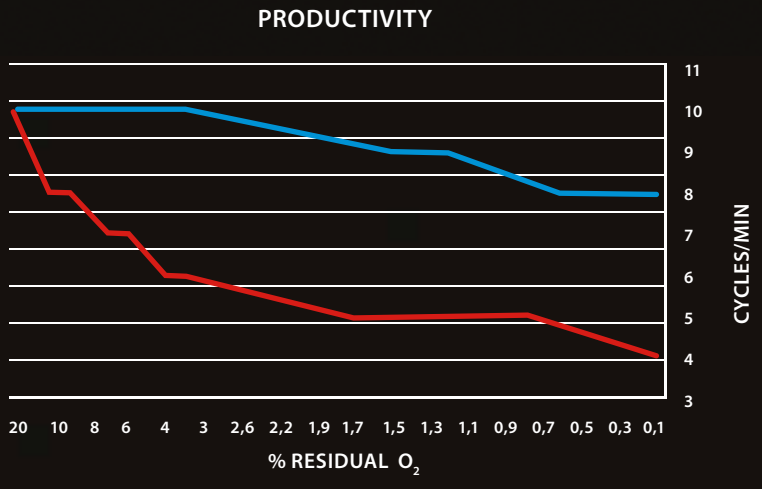
Empack 2012
MADRID
17-18th OCTOBER
STAND E31

PROGAS: AN EXCLUSIVE ILPRA PATENT

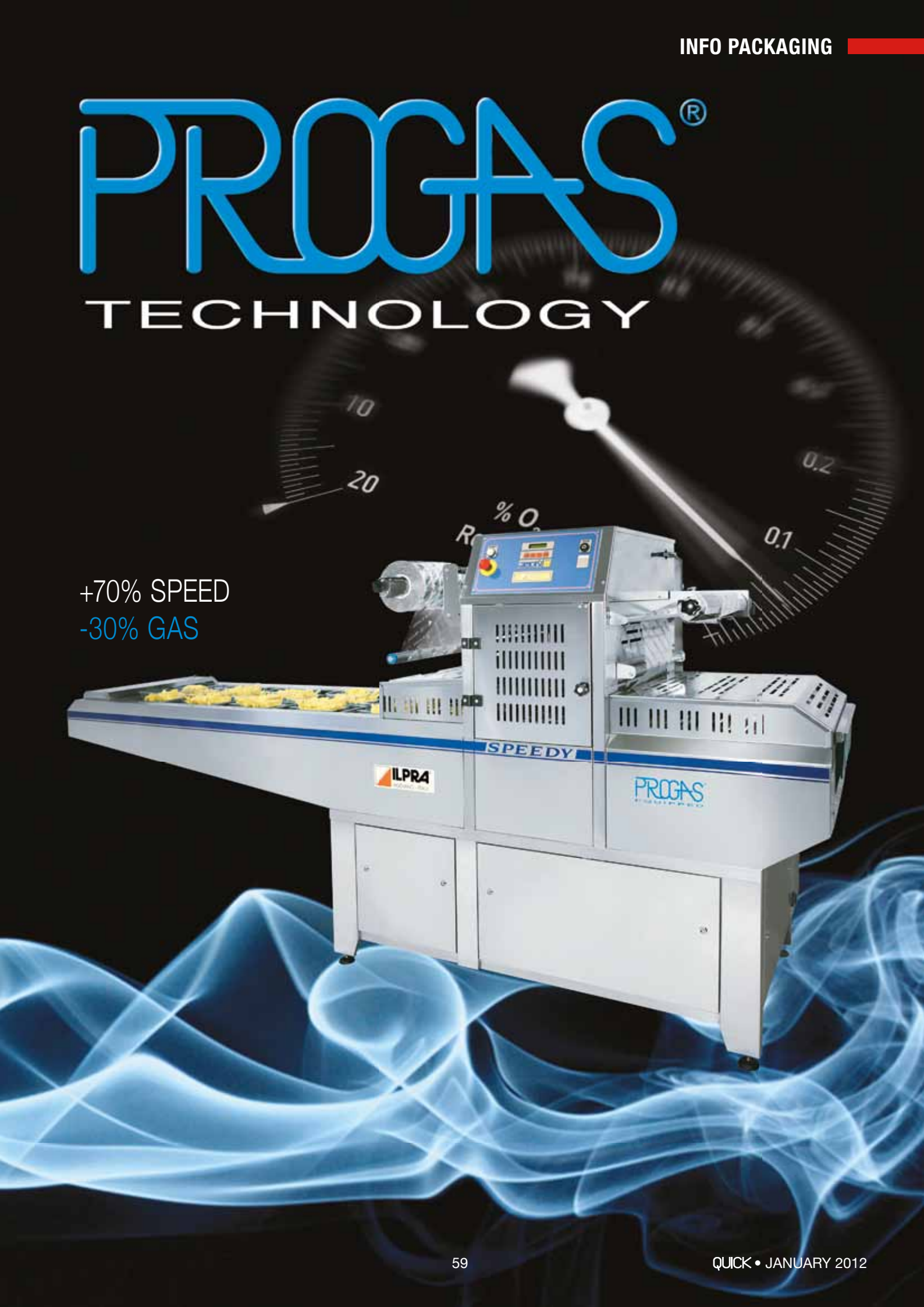
ILPRA developed a new and exclusive working concept for its packaging machines. This new patented technology has been named PROGAS.
PROGAS main advantage is to limit vacuum and compensation cycles to the container only, instead of extending them to the all vacuum chamber of the machine as normally our competitors do.
The most relevant technical consequence coming from PROGAS application is therefore to obtain both a considerable productivity rise and a dramatic gas consumption saving.



With a residual oxygen of 0.5%, PROGAS technology doubles machine productivity.



With a residual oxygen of 0.5%, PROGAS technology reduces gas consumption from 17 to 5 liters per cycle.


PROGAS®
TECHNOLOGY
+70% SPEED
-30% GAS
SPEEDY
ILPRA
PROGAS

Marketing & packaging

University of Parma: role and communication of packaging

BY:
GUIDO CRISTINI
EDOARDO SABBADIN

A particularly interesting aspect under research is certainly represented by the role covered by packaging to enhance the product. Contributions on this theme are numerous and tend to qualify the importance of packaging in the transaction process, typical for consumer goods, particularly since the diffusion of free service technique.

Recently some works (Prendergast and Pitt, 1996) have produced extensive literature on the matter, even highlighting the particular role played by both; the packaging supply chain and logistics as well as marketing and relationships with the final consumer. In this perspective, it is quite evident how packaging increasingly represents the ultimate vehicle of communication with the consumer, offering value to the product, among the various potential targets.

On this issue, namely the role played by packaging, in order to qualify the product and influence consumer behaviour, the most significant contribution covers a significantly wider time span, as from articles produced by Faison (1961) and Cheskin (1971) to the more recent ones written by Garber and others (2000). The main problem, object of analysis in most of the above mentioned articles, is to identify the packaging components so as to communicate the values of the product correctly and stimulate interest and attention. According this line of study, it seems worth returning to the scheme proposed by two authors (Lee and Lye, 2002; Illus.1) in one of the most recent studies that groups packaging functions into five main areas:

- protection and conservation;
- Identification and Information;
- comfort, convenience, easy use for the consumer;
- storage functions;
- recall, pleasantness and attractiveness (both for tangible and intangible sizes).

Following the above mentioned classification, we believe that the particular importance that the functional dimensions of the packaging has assumed, is quite evident and is mainly due to technological evolution and the choice of innovative materials, which are able to confer real added value to the product.

COMMUNICATION CONVEYED THROUGH PACKAGING

Another line of studies dealt exclusively with communicative dimensions which are conveyed to the consumer through product labelling. These are works that emphasize the role of information for the consumer's purchase decision and it is no coincidence that, in terms of the number of contributions made, this line appears wide-ranging.

In this context, the contributions tend to focus on two particular aspects:

- The first relates more to the graphics, ie the dimensions that relate to the layout, colours chosen, type of graphics utilized, lettering, photographs or drawings included in the labelling.
- The second aspect instead, mainly concerns the text portion and as well as the study of the informative components it contains. Among these, the choice of naming and articulation of the elements conveyed. In this context, other authors (Cerini 2004 and Vecchia (2004) indicate some significant factors:

- The names used for labelling (product, industry, line, etc.);
- The information contained (ingredients or components, nutritional index, use/wear, service information, recipes, company history or brand etc.);
- Slogans and phrases intended to capture the consumer's attention, such as the claim, product promise, the promotional ad or other;
- Law indications or systems such as the barcode, production and expiry dates, weights and measures, place of production and quality certification.

The construction of the communicative dimension of labels, as known, represents the most important element of product marketing, particularly if the latter is ascribable to the area of consumer goods, in which the communicative process, size, tangibility and functionality often prevail.

On this matter, a number of contributions aim at highlighting the role that communication plays via packaging for the perception of product quality (Bonner and Nelson, 1985 and Stokes 1985). Other more recent contributions, however, have placed more attention on the relationship between visual communication and the enhancement of packaging within the stores. Among these we should mention

article by Schoorsman, Robben, Henry (1997), of Garber et al. (2000). At the same time, other articles explored the prospect of enhancing shelf products through packaging communication (Pieters, Warlop 1999) and the qualification of visual content which plays an important role on the final choice of a specific brand on behalf of the consumer.

In this context, one understands how the value of packaging for the end customer is attributable to factors of a relational nature established by the degree of experiential advantages that the consumer benefits from when using this product and his acquaintance with the brand.

From what has been reported, it is evident that this line of literature places emphasis on the relationship created between it and consumers and not the constitutive and communicative elements of packaging. In this context, the theme highlights the importance of the consumer and subsequent decisions on packaging and that should be contextualized according to the final target and type of product offered.

The role that packaging plays as key of communication include contributions offered by Beheaghel (1991) and Peters (1994) who point out how packaging represents a fundamental factor for the sale of a product as it:

- provides information to the consumer at any sales point, where and when a purchase is made.
- is able to engross the buyer who uses the packaging in order to find the information he needs.

Finally, this context offers texts based on the final consumer's behaviour towards different types of packaging. The underlying theme points out how packaging can influence consumer behaviour in different situations, or in relation to the category where the product is inserted and/or in relation to the type of the brand purchased.

Richardson's work (1994), of a few years ago, pointed out how the extrinsic elements of the product, largely represented by its packaging, play a role of surrogate markers of intrinsic quality which is difficult for the end consumer to evaluate. This phenomenon would mean that a substantial part of purchases made by the consumer is decided according to external elements of the product and not so much on the basis of the internal ones. This condition can be particularly true on two distinct occasions: when the consumer is not too familiar with the product in question (because he rarely buys it, or because it has recently been subject to change) or when it is very difficult to carry out an assessment of the intrinsic components of the product ex post.

Deasy's (2000) considerations are meaningful and useful in the discussion in which packaging is said to support and qualify product positioning in seven distinct areas:

1. sales point;
2. transportability functions;
3. domestic storage;
4. method of opening;
5. services (and functions) incorporated for use;
6. method of closure and conservation;
7. destruction.

It is clear, the above-mentioned functions highlight the constant interaction between packaging and consumer, who implicitly gain market positioning of the product in question (and consequent actual value) by means of the functionality obtained. ●

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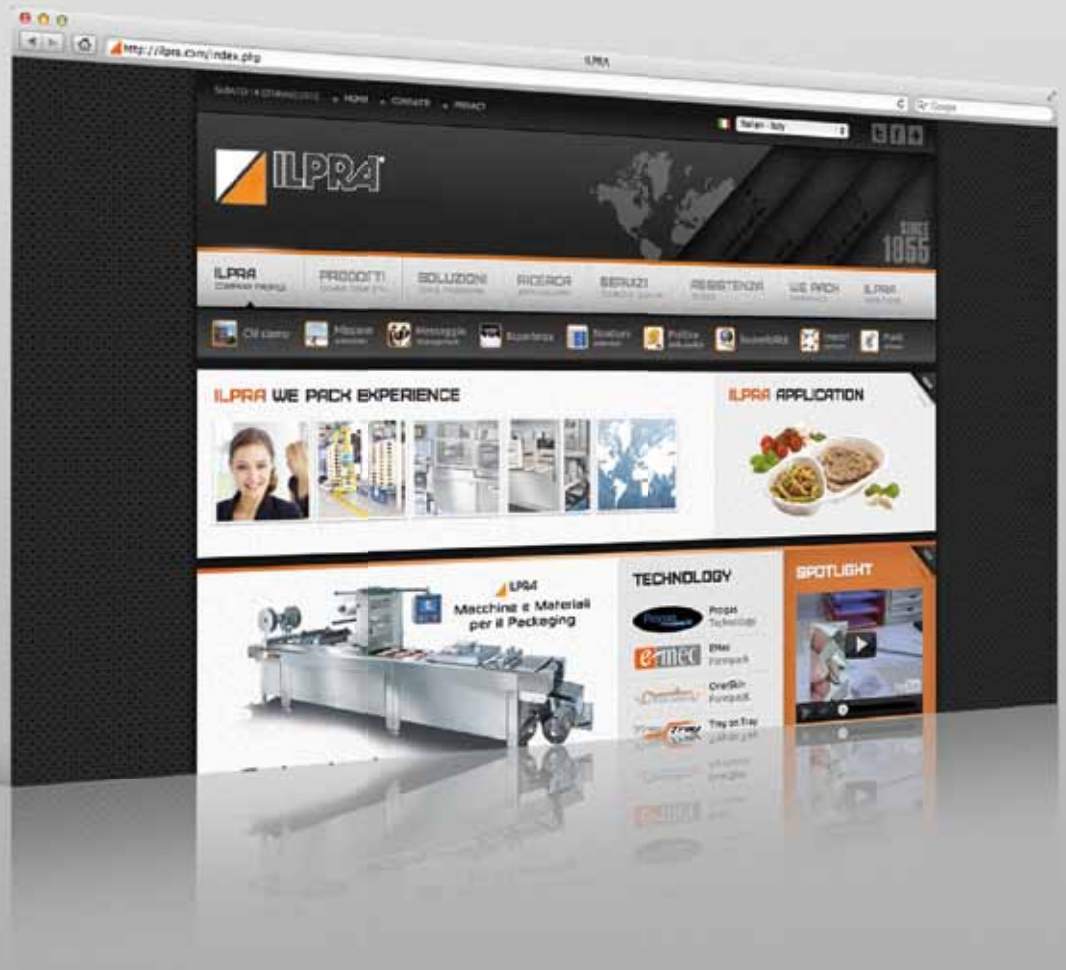

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