

## ORAL B Installs 10th Rochman Line



**The Oral B factory based in Newbridge, County Kildare, Ireland is now running 10 Rochman fully automatic sleeve sealers.**

Oral B, a world leader in the supply of personal hygiene

products is using the equipment to sleeve wrap individual '12' packs of toothbrushes stood vertical in a square base for transit purposes.

### **CUTTING COSTS**

As Sam Herraghty, Oral B Engineering Team Leader explained "Sleeve wrapping has proved to be more efficient and cost effective than previous methods".

Because of the small size and potentially unstable nature of the pack, a number of modifications were required to each 'standard' machine. Because we also manufacture our own equipment these modifications were easily carried out on our own premises.

Oral B took delivery of their first six units in mid 1998 after evaluating various vendors and visiting Rochmans plant in Spain. Indeed everything went so well that soon after, we supplied some display shrink wrapping 'L' sealing equipment, using high clarity polyolefin shrink film.

The final four sleeve wrappers were installed in late 2001 as part of the company's continued expansion in Ireland.

So pleased were ORAL B that we have also supplied equipment direct to the Iowa city plant of ORAL B, in the States, with further Rochman lines planned later this year. ■

## New Rochman High Speed Wrapper

**Following the success last year of the SMAC 4020 high speed wrapper which was capable of wrapping at speeds in excess of 100 packs per minute, Rochman have introduced a new mid range wrapper for wrapping at speed of 50 packs per minute.**

The SMAF 4030 uses much of the same cutting edge technology as it's predecessor including the patented side sealing system.

### **FILLING THE GAP**

This model not only closes the gap between machines rated at 25 and 100 packs per minute but also allows more flexibility as there is no restriction on the length of the product being wrapped. ■



SMAF 4030 high speed side sealer and shrink tunnel - speeds of 50+ packs per minute

**For more information please contact us on 01924 441 355**

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## **— KELLOGGS Choose Yorkshire Packaging**

**Yorkshire Packaging Systems Ltd, were recently chosen to supply two fully automatic shrink wrapping lines into the UK operation of Kellogg's at Trafford Park, Manchester.**

With projected annual sales of more than \$9 billion, Kellogg Company is the world's leading producer of cereal products which are manufactured in 19 countries and marketed in more than 160 countries around the world.

The Rochman equipment consists of a standard side feed system along with a fully automatic inline sleeve wrapper, complete with a large double chamber shrink tunnel, designed to shrink wrap full cases of a variety of Kellogg's ready to eat breakfast cereals.



### **CONTROLLING COSTS**

*"Shrink wrapping has been a successful venture for us in terms of providing the best method of increasing production speeds, keeping costs under control and improving pack integrity," explained Paul Bailey, Kellogg's Trafford Park Warehousing Manager. "Successful results with the first piece of shrink wrapping equipment encouraged us to commit to a second machine".*

*"With the intensive operator training and after sales service, Kellogg's could move to using the Rochman equipment to its full capacity within a short space of time from installation" explains Glyn Johnson, YPS Sales Director. —*



### **Celebrating 25 Years in Business... and a new name!**

*"YPS started life in June 1977 as Yorkshire Packaging Supplies Ltd, a small distributor of shrink wrapping materials. However, since then the company has grown to the point that over half of the sales are machinery based. With this in mind we thought a subtle change of name was in order and have formally changed our name to Yorkshire Packaging Systems which now more accurately reflects the nature of our business. Here's to the next 25 years !"*

**David Johnson - Managing Director**



## YPS Enters Twiglet Zone...

**YPS have recently installed their third Rochman fully automatic sleeve sealer into the Liverpool plant of Jacobs Bakery, the leading supplier of snack products in the UK.**

Shrink wrapping has been introduced following requests from the supermarkets to reduce packaging waste and so following exhaustive transit trials earlier in the year which proved the concept to be viable, outer cartons have been replaced with shrink film on various products.

### **MADE TO SPECIFICATION**

The equipment consists of two 800mm wide side feed sleeve sealers designed to wrap a collation of kilo and half kilo biscuit packs. These two lines were manufactured to a slightly larger specifica-



tion in order to comfortably accommodate all the possible sizes.

The third line is a smaller 600mm wide side feed sleeve sealer designed to wrap trayless collations of cylindrical tins of the ever popular twigglets.

### **A WEALTH OF EXPERIENCE**

Here we drew on our experience of manufacturing equipment for the dairy industry by incorporating our own manufactured feeding and collating system. This effectively allowed packs to travel from Jacobs' production line in a single lane format with the Rochman collating and wrapping in a 2x3 format.

### **A WINNING FORMULA**

It was this ability to easily customise each machine coupled

with the quality and reliability of Rochman equipment which persuaded Jacobs to choose Rochman.

*"Shrink wrapping has been a successful venture for us in terms of providing the best method of increasing production speeds, keeping costs under control and maintaining pack integrity."*

Explained David Rome, Jacobs' Engineering Manager.

Glyn Johnson goes on to explain *"Over the last twelve months we have seen an unprecedented increase in the number of enquiries we receive for this type of equipment as companies continue to try and limit their packaging waste liability by moving away from cartons and opting instead for the benefits of shrink wrapping."*



## ■ **Bolloré Polyolefin Shrink Films**



**Over the years YPS has been a major supplier of Polyolefin shrink films and indeed we prided ourselves on our independent status.**

However over the last three years over 80% of all our new shrink film business has been with Bolloré high performance shrink films. Therefore when the opportunity

arose to supply Bolloré films on an exclusive basis for the UK, it seemed a logical step to take. Earlier this year YPS became the sole UK distributor for the complete range of Bolloré polyolefin shrink films.

Although there is a full family of films including cross-linked and anti-fog films, the BY grade of material is the most popular. This film has totally unique performance properties and often provides the best results with the largest processing window on most



equipment. Its specific properties are :

- 5 Layered construction
- Low temperature properties
- Hot slip properties
- 70% shrink ratio. ■

## ■ **H&A Wines & Spirits Installs 5th Shrink Wrapper**



**YPS has installed a 5th fully automatic sleeve sealer into the newly expanded Chorley site of leading contract bottlers, H&A Wines & Spirits Group Ltd.**

H&A have used shrink wrappers for many years but as part of a major expansion over the

last couple of years which saw the company moving to an eight acre site with a purpose built 130,000 sq ft factory, further capacity was required.

The equipment supplied consists of two completely refurbished shrink wrappers (one in stainless steel) and three fully automatic Rochman side feed sleeve wrappers, the last two of which have just been installed.

The equipment is shrink wrapping a variety of alcoholic beverages including the new highly successful 'side kick' range of drinks being produced for HP Bulmer Ltd.

### **SOUND PROFESSIONAL ADVICE**

As Phillip Carder, Operations Manager explained "We have stayed with YPS because of the professional advice given when considering different layout options as well as having the flexibility of being able to buy new and refurbished equipment for different lines, providing us with the best overall value." ■

