

PME package maker is new cereal hit

When Swedish milling company, Frebaco, was looking to save on packaging material costs, without sacrificing package looks and quality, the PME 4261 BS package maker blew the competition away.

Small but popular

Frebaco is committed to supplying customers with healthy grain products and has been producing muesli, rolled oats, couscous, rice and similar products since 1981. The company only has 50 employees, but its products are very popular throughout Sweden. Frebaco concentrates on offering premium quality products, with a commitment to quality that goes beyond simply selecting choice ingredients. The quest for

high quality also extends to production and packaging, ensuring that everything is hygienic and safe.

Protecting the brand

Until recently, Frebaco packaged its muesli products on a package maker for pre-made bags. In order to reduce packaging material costs, a new package maker would have to work from the reel. However, in the consumer goods industry, product life spans are getting shorter

and shorter and so giving a product an easily recognizable packaging design is very important. As a result, to keep customer recognition of the brand, any new package needed to be indistinguishable from the previous, already familiar version.

Material savings

A packaging material, made of paper with a polyethylene (PE) sealing layer, was selected. The offset longitudinal

Bosch representatives, together with Frebaco's Stefan Hollerup and Per Carlsson, during factory acceptance of the package maker in the Waiblingen Plant.





seam also remained the same and the head was still fixed with hot glue. While this retained the look and feel of the previous package, Frebaco was able to significantly reduce its packaging material costs.

Unrivalled machine concept

Besides being able to retain the prod-

uct's look and feel, Bosch was ultimately awarded the contract as a result of the PME 4261 BS package maker's handling of the challenging sealing process for the paper/PE packaging material. Thanks to the automatic height adjustment, the PME 4261 BS also guarantees shapely packages.

Other important selection factors were

the peerless rapidity with which product changeovers can be accomplished and the retrofitting capacity for future requirements.

In addition, Frebaco took the opportunity to see, in action, the reliability and user friendliness of the package maker on the premises of another satisfied customer in Sweden.

Fast realization

A mere six months passed from when the PME contract was awarded to the factory acceptance at Bosch's Waiblingen plant, in Germany. And after just ten days of commissioning operations in Lidköping, Sweden, the green light was given for regular line operation. Frebaco has now been using the PME 4261 BS to package its range of muesli products since the end of March, 2006 – and is now a satisfied customer, too.

This sophisticated solution provides optimal sealing of paper/PE packaging material.

Package maker PME 4261 BS, with multi-head weigher, metal de-tector and thermo transfer printer.



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