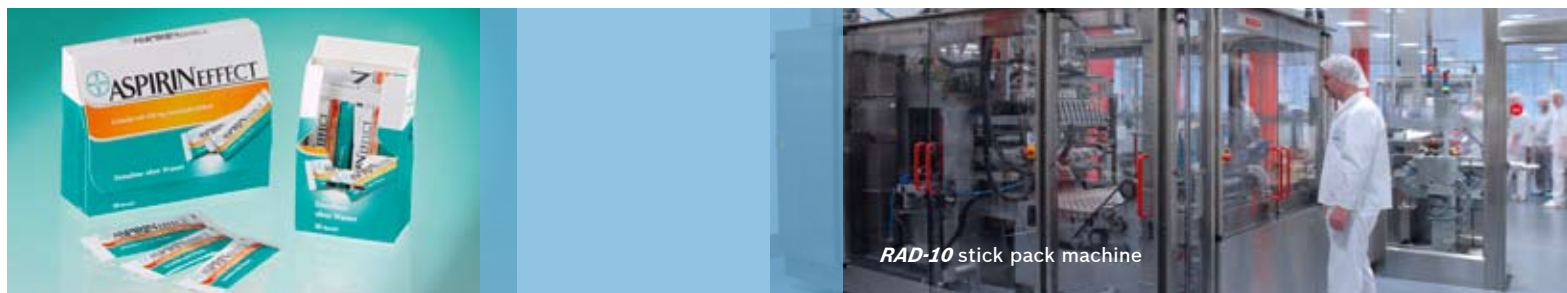


Aspirin® Effect is a convenient solution as it can be taken without water. It dissolves quickly in the mouth and has a pleasant taste





# The classic Aspirin® gets a makeover

At its plant in Bitterfeld, Germany, Bayer HealthCare AG produces Aspirin® for a number of applications and in various dosages. In order to extend production capacity for its Aspirin® Effect product, the installation of a highly efficient packaging system from Bosch Packaging Technology is scheduled for 2009. This system solution provided by Sigpack Systems in Beringen (Switzerland) and Bosch Packaging Technology in Waiblingen (Germany) will achieve output levels of 1000 Stick Packs and 100 cartons per minute.

## New form and packaging style

Still a registered trademark in over 80 countries, Aspirin® has been around for over a century and is universally known in its tablet form. The introduction of Aspirin® Effect has seen the classic tablet become available in a granulated form that is taken without the need to dissolve in water and comes packaged in stick packs. The stick pack itself has an incision, which makes it easy and safe to tear open. To guarantee optimal access to the product, the longitudinal seam is positioned at the edge, which results in an enlarged opening cross-section. This ensures not just easy opening but also

quick and safe emptying of the package. Aspirin® Effect is sold in award-winning folding cartons, used exclusively by Bayer and containing 10 or 20 stick packs.

## The project

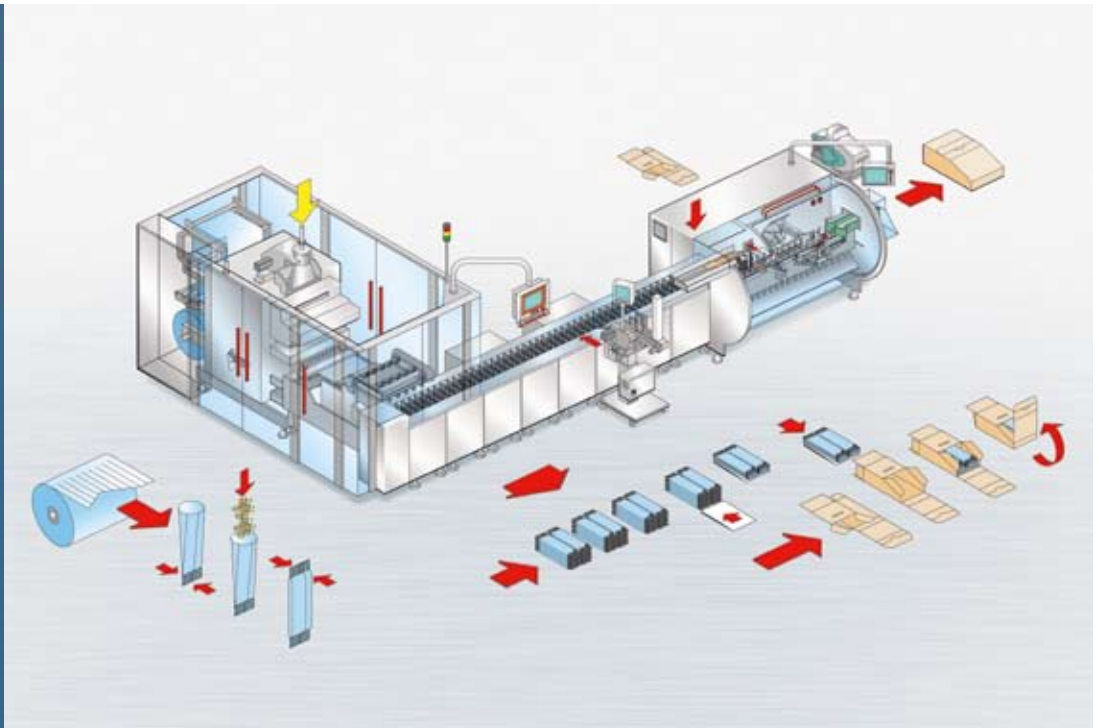
Ever since its launch in 2004, Aspirin® Effect has enjoyed increasing sales. Following large increases in demand, a new packaging line was introduced in 2008.

Apart from a compact design and high output levels, Bayer's priorities were adherence to project schedules and, above all, technological safety. Also

having to be taken into consideration was the fact that Aspirin® Effect is a highly moisture-sensitive product and demands high impermeability levels for its primary packaging.

To ensure optimum performance of the entire line, it is vital to provide highly efficient interfaces between primary packaging, transportation/grouping and secondary packaging. A "one-stop shopping" system is the ideal solution and, in this respect, Bosch has full responsibility for project handling and guarantees the efficiency of the system.

Working principle  
stick pack system  
*RAD10 / CUT120*



**The equipment**

The packaging system consists of the 10-track **Stick-Pack-RAD-10**, which is a transportation and grouping unit, and a horizontal cartoning machine, the **CUT-120**.

The **RA** Stick Pack machine is fitted with a tipping filler, which achieves output levels of 1000 stick packs per minute. This dosage technology, used primarily for free-flowing products, offers highly accurate dosing, careful product handling and excellent accessibility.

Stick pack transportation, grouping and stacking are areas in which Bosch's experience with handling fast-moving consumer goods and stick packs comes to the fore. All interfaces are designed with efficiency and safety in mind. For handling the special Aspirin® gable carton, a variation of the well-proven intermittent **CUT-120** cartoning machine

is used. Achieving 100 cycles per minute, stacks of five stick packs and an information leaflet are inserted into the carton, which is then sealed with hot glue. This tailor-made **CUT** for gable cartons exemplifies Bosch's customer-specific approach to engineering.

Following the validation process, production of the **RAD-10 / CUT-120** Stick Pack system will start, for eventual delivery to the various sales regions. Thanks to the close cooperation and partnership of

Bayer and Bosch PA project teams, and following a tight production schedule, another packaging system by Bosch Packaging Technology will be ready to be put into operation.

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Cartoning machine **CUT120**