

# A traditional Swiss product in a new guise



From fold wrap to horizontal pillow pack – since the beginning of this year, the Swiss MINOR chocolate bar, known for its rectangular fold-wrap appearance, is being packaged using horizontal pillow-pack technology.



- 1 **DIH** Distribution station and **HSM** Highspeed wrapper
- 2 Overview of **HSM** with feeder for **HCM** Multipacker
- 3 On the way to the **HSM** the bars are checked by a metalldetector
- 4 **HCM** Multipacker

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Maestrani has been producing chocolate for over 150 years. Until 2002 the premises were located in St. Gallen. After the takeover of the chocolate producer Munz Maestrani is now producing chocolate in the new premises in the tranquil village of Flawil, situated in the Toggenburg (Switzerland). With an export quota of 30% and around 180 associates, Maestrani develops and produces chocolate specialties under its own as well as third-party brand names. Quality is paramount, with only premium ingredients used and new formulas continuously explored.

The rectangular MINOR praline bar, enriched with roasted hazelnut pieces, has been available for over 70 years and its popularity remains as strong as ever. However, at the beginning of 2008, it was decided to alter the bar's packaging style using pillow-pack technology. The overall target was to improve package quality without changes to the recognizable brand and shape of the chocolate bar itself.

Mr Flück, product manager at Maestrani, explains that one of the main reasons for this change was the new packaging's tamper-evident closure system, with horizontal pillow-packs offering the improved sealing technology required. The horizontal pillow pack also ensures better freshness levels and longer shelf life for the product, which is a crucial factor for the export market. „Online“ packaging of bars using pillow-pack technology also

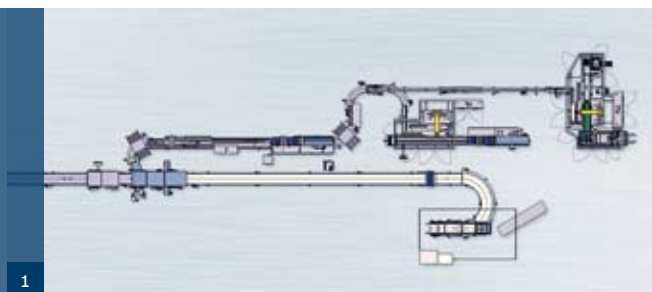
means that the storage of semi-finished products is no longer required.

#### System requirements

The top priority was to preserve the trademark rectangular shape for all bar sizes. The weight ranges from 5g to 40g and the length from 35mm to 115mm. Other requirements were the ability to use one of the company's existing robots for intermediate storage operations, in case of machine stops, as well as the flexibility of the whole system to allow for future expansion.

#### Implementation

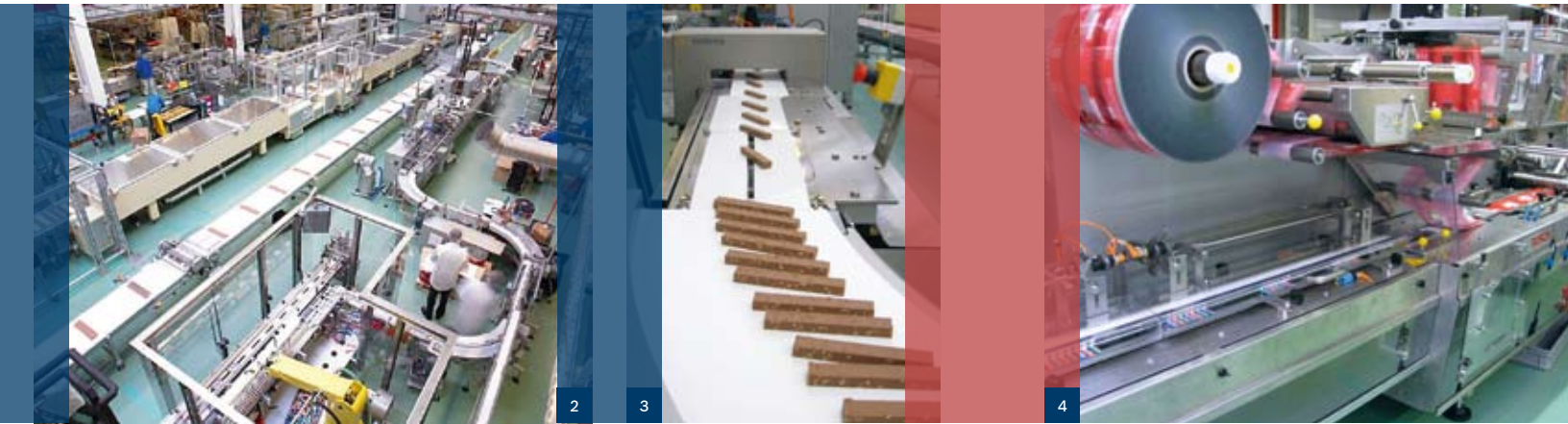
The cut products are either transferred by a robot onto a plate for intermediate storage or guided directly to the transportation belt. They are then aligned at the **DRA** row aligner and delivered by the **DIH** distribution station to the packaging leg. The row control system



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and discharge belt ensure that only rows of good quality are accepted. If a machine stop occurs, the bars are first forwarded to the storage belt behind the distribution station. If this is full, the robot at the beginning of the line transfers the bars onto plates for intermediate storage. The products from the process are guided back into the system as soon as the storage belt is cleared again. After the products have been transferred via the distribution station, they are individually packaged in pillow packs by the **HSM** pillow-pack machine. The pillow packs are then either transferred to the **HCM** pillow-pack machine for multipacks or to the **TTLi** toplayer to be loaded into display cartons.

For further flexibility, the system may be expanded by a second leg for primary packaging. For the secondary packaging operation, this allows for simultaneous

handling of both packaging styles or, alternatively, a single packaging style with increased output.

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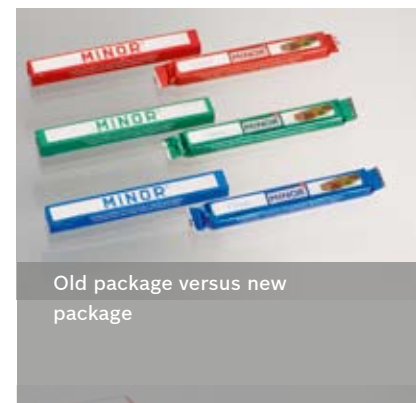
Maestrani were won over not just by the overall concept, which may be expanded at any time, but also by Sigpack Systems', a Bosch Packaging Technology company, excellent reputation and its decades of experience in the development and manufacture of reliable packaging systems.

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Old package versus new package



Complete programme of MINOR bar products



- 1 System layout
- 2 **HSM** Primary Packaging
- 3 **HCM** Multi packer
- 4 **TTLi** Toploader