

On the way to success with nordic design

Active Finnish tea company Nordqvist counts on flexible packaging machines

Suomen Elintarviketuonti Oy Nordqvist was founded as a retail enterprise in Finland in 1979. This small company has only 15 employees but sells a surprisingly large volume of tea – nearly 200 tons per year. This large volume makes Nordqvist the largest importer of tea in Finland. For the last 20 years, Nordqvist has specialized in both flavored and unflavored teas. During this time, the company has developed its tea selecting expertise, allowing it to select the best teas from all over the world. Nordqvist is also known for being one of the most active players in the tea sector in terms of new launches.

Expansion with elegantly packaged teas

As a well known brand, Nordqvist tea can be found across Finland, from the biggest supermarket to the smallest gas station. Having had such great success in Finland, Nordqvist is currently expanding into the United States, Japan, Estonia, Sweden and Norway. The company's products, elegantly packaged in Nordic styles, and the exclusive flavors appeal to a wide market. Illustrating the company's strength in foreign markets, Sales Manager, Kristiina Nordqvist, said: "It may come as a surprise to some, but Nordic design is fashionable in Japan and they have a preference there for the same types of flavored teas as we do in Finland."

Reduce costs, improve package quality

To continue its growth, Nordqvist has been looking for a new package that will continue its commitment to quality, while also giving the company a new and improved image that will support its growth goals. Combined with economic and environmental goals, such as cutting packaging and transportation costs and reducing waste, Nordqvist has decided to change to a packaging machine which works from the roll instead of premade bags. This machine would give it the flexibility to produce a more stylish package design and also allow future changes to the package style as demand changes.

Whether vacuum pack or soft pack with corner sealing – everything is possible with the flexible **PME!**



Vacuum pack for tea

Among the many requirements of a new packaging machine, Nordqvist was looking for a machine capable of supporting different packaging formats and different sealing options to meet the demands of its customers across the world. An important requirement was the ability to vacuum-pack tea. This will be a great logistical advantage for Nordqvist and ensure that its customers receive fresh and safe tea.

Package Maker 4161 BN fits perfectly

With a strong reputation for high quality products and the ability to manufacture a machine that fits Nordqvist's needs, Bosch was chosen from amongst strong competition to produce the new packaging machine.

The flexible package maker **PME 4161 BN** helps Nordqvist reduce costs by increasing per minute packaging production and filling speeds. This way, material costs are reduced and, at the same time, the overall package quality is improved. The machine was ordered with four package styles: stand up vacuum bags for the 60g and 400g batches, stand up bags for 1000g and a stand up bag with four-corner sealing for the 100g bags.

Nordqvist has invested in a flexible machine that will help to package top-quality teas, as well as support its expansion in the global marketplace. The future therefore looks bright for this booming tea company.

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