

# High-tech system enhances traditional values

Kneipp selects modern case packing unit by Paal

Kneipp is a traditional brand and stands for effective, innovative and natural product concepts promoting health and well-being based on the integral medicine of Sebastian Kneipp. Naturopathic competence and pharmaceutical experience, state-of-the-art production techniques and careful scientific controls are at the heart of Kneipp's products, which are proven over generations.

Today, the Kneipp group is a global company with around 350 associates and is a 100% subsidiary of PAUL HARTMANN AG, Heidenheim.

At its location in Ochsenfurt near Würzburg Kneipp produces cosmetic products such as lotions and bath oils as well as food supplements and plant-based pharmaceuticals in tablet or pill format. Kneipp products stand for proven effectiveness and high-quality natural ingredients.

## New packaging solution

In order to rationalize its operations, as well as secure health improvements for its associates, the existing manual packaging operations were to be automated at Kneipp's production facility in Ochsenfurt, near Würzburg. The chosen solution was an automatic case packing unit from the **ELEMATIC 1000 WA-i** series by Paal Verpackungsmaschinen, a Bosch Packaging Technology company. The Paal packaging installation gives the operator flexible machine utilization, combined with easy and repeatable format adjustments. As a result of its completely modular design and servo drives, these fully repeatable format changes can be made via a touchscreen, without any major manual input. The machine infeeds blanks at an ergonomically convenient height. With a capacity of up to 400 blanks, the

height-adjustable carton magazine does not require the constant presence of an operator. Even during the largely independent production process, all parameters can be changed at the push of a button.

The special grouping system developed for the Paal **ELEMATIC 1000 WA-i** is arranged in such a way that different sizes, as well as shapes, of bottles can be processed. Of particular importance to Kneipp was the congestion-free functioning of the grouping system, which ensures safe operation especially with oval-shaped bottles.

## Optimum accessibility

Also important was the compactness and small footprint of the new installation. The Paal **ELEMATIC 1000 WA-i** allows single-page operation of all functions and for the key-operator all areas of



Main Infeed Station



operation can be seen in an optimal way even from greater distances.

Part of the project at Kneipp also involved changing the type of packaging for bath oils. In the past, RSC folding boxes had been used but now, as part of the automation process, Kneipp was aiming for packaging with wrap around cases from flat blanks.

### New packaging style

In the course of changing the packaging style from RSC folding boxes to the flat blank, Kneipp profited from using the Paal Competence Center for packaging development, which is available to all of Paal's customers. Paal was able to offer Kneipp a complete package: first drafts, pre-production samples, trade presentations and, finally, the first machine-usable blanks.

### A flexible future

Another crucial factor for Kneipp was the flexibility of the **1000 WA-i** series, which will create any type of packaging - simple tray, full wrap around or décollate case - from a single blank. Should an installation capable of two-part packaging be required, the other versions of the Paal **ELEMATIC 1000 WA-i** would allow expansion with additional magazines capable of producing trays with inner or outer hoods.

### Fast assembly

The installation was assembled and equipped for all formats within a week. Simultaneously, all of the machine's prospective operators were trained. As a result of the complete package offered by Paal and the advances made possible by the new system, Kneipp has

been more than satisfied that it took the right decision by acquiring the Paal **ELEMATIC 1000 WA-i** and is determined to continue with Paal as its technology partner.

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- 1 Case Packer  
**ELEMATIC 1000 WA-i**
- 2 Blank Infeed

