

# High Aim for Kraft Foods Daim

When Kraft Foods was looking for an equipment solution to introduce a new packaging format for its Daim brand, Sigpack Systems solved the challenge by reducing five packaging lines to one integrated system whilst increasing flexibility.

With its distinctive taste and heritage, the Daim bar has long been a favourite of sweet-toothed seekers of the perfect crunch. The caramel bar covered in milk chocolate was launched in Sweden and Norway in 1953 and proved an immediate success. Kraft Foods, who has owned the brand since 1993, was challenged with meeting increasing demand for additional packaging formats with a machine set-up that was no longer suitable for high-speed quality production.

## More Flexibility With Less Equipment

To improve productivity, Kraft Foods sought a more flexible system to package the Daim bars. The aim was to be able to handle a wider range of packaging formats with less machinery using a simplified, streamlined setup. In addition, Kraft Foods wanted to introduce a new flip-top-style box to the automated packaging system.

It was a natural step for Kraft Foods to turn to Sigpack Systems, a Bosch Packaging Technology Company, in its search for a packaging systems supplier with outstanding expertise in high-speed flow wrapping, gentle product handling and efficient secondary packaging. Sigpack Systems had been a trusted partner of Kraft Foods for many years, making this the third generation of packaging solutions resulting from the partnership. Sigpack Systems offered an integrated solution that optimized existing machinery and increased efficiency.

## From Five to One – An Integrated Solution

Sigpack Systems' solution reduced the existing set-up to one single packaging line capable of handling all necessary formats and materials. To improve Kraft Foods' existing Rotzinger Accuflex buffer, Sigpack Systems installed a new electrical cabinet with ControlLogix software for easier operation. The new solution also includes a high-speed inline infeed system (FBxC) to ensure products are fed evenly to the high-speed horizontal flow wrapping machine (HSM), which packages the Daim bars in single or double packs with speeds of up to 800 products per minute.

After the primary packaging, products to be further packaged in multipacks are fed via a feeding wheel (FWV) to a flow wrapping machine (HCM). There, multi-

packs of three, four or five are produced. An integrated Toploader (TTLi) packages single bars as well as multipacks in a variety of sizes (12–36 counts), formats and carton materials. The flexibility of the system allows for the simultaneous packaging of single bars in the new flip-top-style box format as well as common multipacks and also ensures the capability of the production of different retail-ready types.

## A Perfect Match

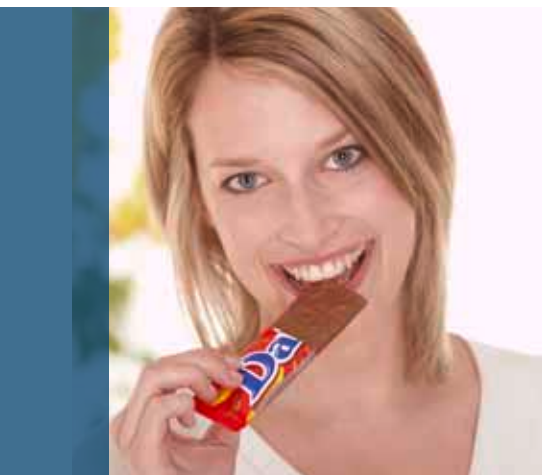
By simplifying Kraft Foods' existing system into one faster and more efficient integrated packaging line, Sigpack Systems has given Kraft Foods the flexibility, reliability and performance required to meet industry demands. The new solution provides less operational effort, less downtime and reduced maintenance. In addition, it enabled the seamless introduction of the flip-top-style box into the automated line without requiring additional equipment. While it is still its crunch that seduces, Sigpack Systems and Kraft Foods have given the Daim bar packaging that is just as crisp as its contents.

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**Interview with Peter Nylund,  
Project Manager Kraft Foods**

*„What were the challenges that led to you seeking a new solution for your packaging system?“*

“We are constantly looking for increased productivity. For the Daim line we had a very complex machine set-up



on the packaging side consisting of five packaging groups. The machinery was starting to drop in efficiency and we could foresee big overhaul costs and the need for an upgrade of control systems. Furthermore, this set-up needed high amounts of manpower and it was difficult to produce the varieties we wanted in the right quantities.”

*„Why did you choose to work with Sigpack Systems?“*

“For years, we have worked together with Sigpack Systems and we have always had a good working relationship in which Sigpack has been able to meet our demands and wishes. We see this fruitful partnership almost as a prerequisite for a successful project of this magnitude.”

*„What would you consider the main benefits of Sigpack Systems’ solution?“*

“We think that reliability and performance are the key advantages of the Sigpack Systems’ solution.”

*„How does the new system make the most of existing and new machinery?“*

“The new machinery, together with the existing line, meets our demands and enables us to produce the desired quantities of the different varieties of Daim. Going from five to just one packaging group has meant less manpower, a better focus on maintenance and better logistics around the line.”