

# Panorama

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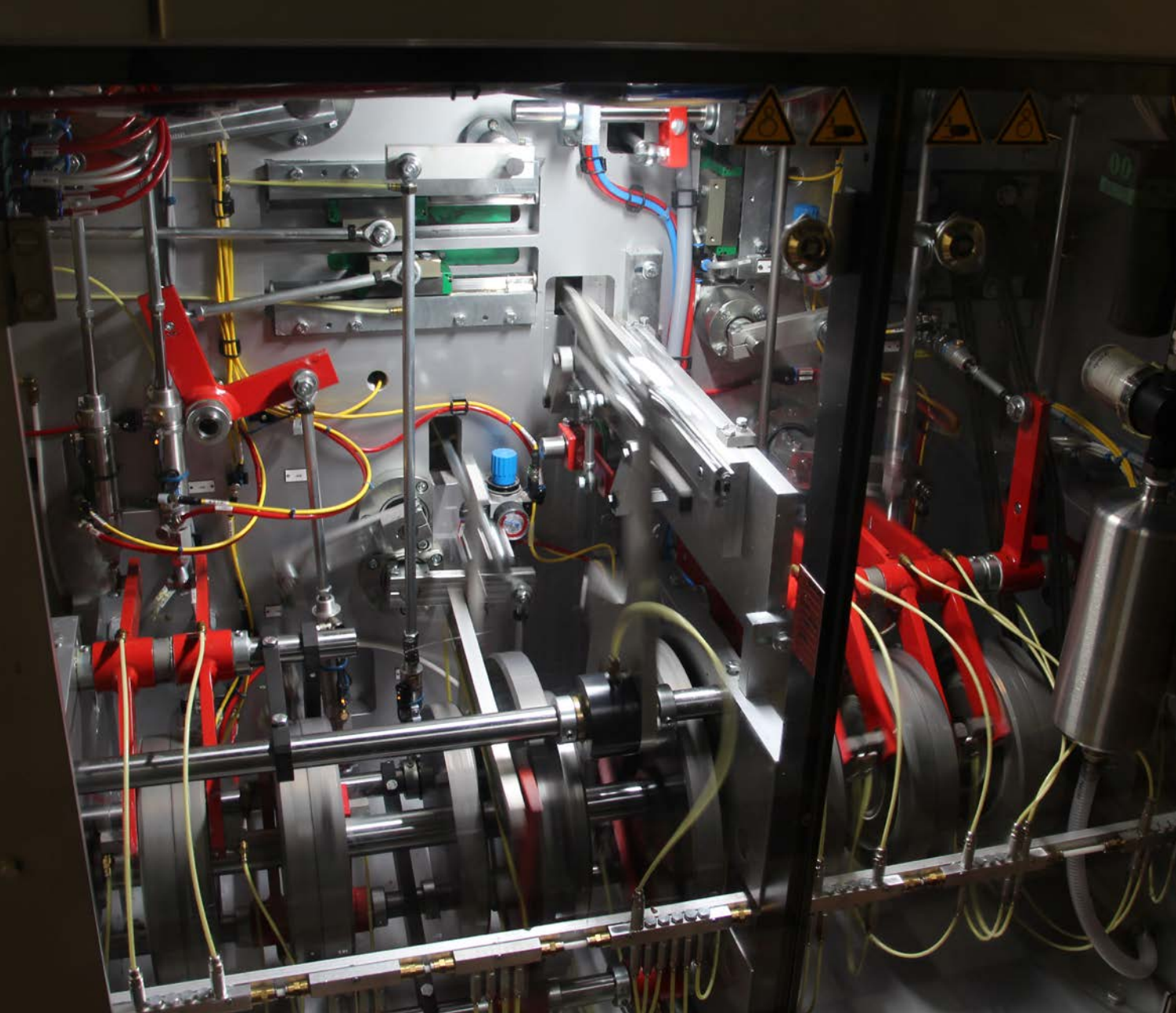
## Packaging Technology

> Packaging your ideas...

**LOESCH PACK**  
PIEPENBROCK GROUP



Ludwig Weinrich –  
Perfectly packaged chocolate indulgence



Chocolate manufacturer Ludwig Weinrich from Herford is known worldwide for premium products, high-quality organic chocolate, fair trade certification and niche products such as vegan chocolate. The high quality standards of the company extend to the raw materials, manufacturing processes and product packaging. This is why the East Westphalian company relies on innovative packaging solutions from LoeschPack.

Weinrich makes absolutely no compromises in its chocolate production. This is particularly true with respect to quality. Both taste and high-quality packaging are guaranteed with system solutions from LoeschPack. "As an established medium-sized com-

pany, in addition to private label products, we also produce our own VIVANI brand in the premium segment," explains factory manager Hans-Joachim Kamphowe at the company's headquarters in Herford. Weinrich's multi award-winning organic choco-

late is one of the top brands in the organic chocolate bar segment. It is particularly appreciated by the LOHAS (Lifestyles of Health and Sustainability) consumer group. The environmentally aware customers expect compliance with the fair trade rules

as well as first-class chocolate indulgence of organic quality. Weinrich's vegan chocolate is currently trending on social media. Well-connected vegans are attesting to the 'addictive potential' of the iChoc chocolate brand from the Hanseatic city on Facebook, Twitter etc., ensuring a surge in demand.

### **Sustainable quality at Weinrich**

"Customers are sensitive and the market is transparent," states Kamphowe. "Our sustainable commitment ensures that we benefit from this." As of January 2014, Weinrich switched its production to using only cocoa from sustainable sources. As a fair trade pioneer, this manufacturer of premium chocolate has for example supported the construction of schools in the producer countries for many years and it also campaigns for the financial security of small-scale cocoa farmers. In addition, the company pays higher commodity prices for cocoa beans and raw cane sugar from controlled organic cultivation. Certification in accordance with the IFS International Food Standard is just as important to Weinrich as the national organic label, cooperation with Naturland e.V., collaboration with the Rainforest Alliance or the audited energy management in accordance with ISO 50001. Of absolute priority for the production facility is the controlled quality. And it is excellent. "In the last three years, all of our chocolate products have received awards as part of the annual quality test conducted by the Deutsche Landwirtschafts-



Packaging quality control

Gesellschaft e.V. [German Agricultural Society]. Eighty-five percent have received the highest award, 'DLG Gold'," says the factory manager, allowing this sentence to melt on the tongue like a piece of fine chocolate.

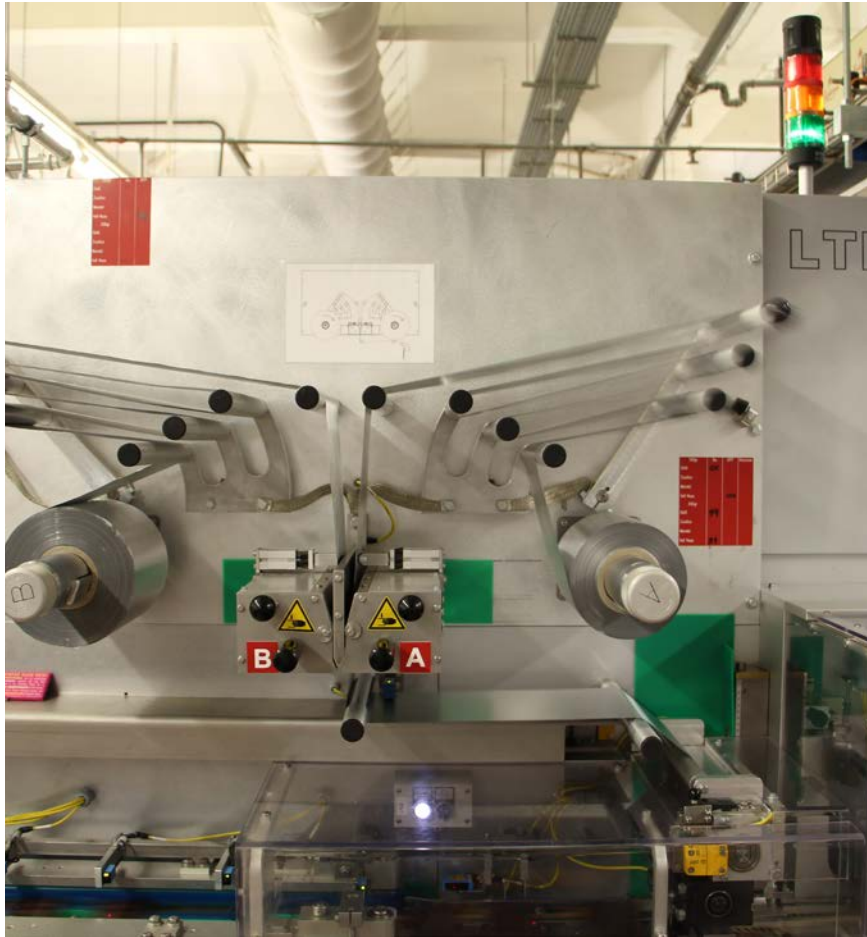
### **Premium packaging with solutions from LoeschPack**

The customer should immediately be able to identify Weinrich products at the point of sale and also recognise their high quality by touch. "That is why the appealing packaging of our chocolate is so important. This is particular true if, in accordance with our values, we use biodegradable packaging film," says Kamphowe. Both retailers and end customers expect perfectly packaged chocolate from the premium manufacturer – without any blemishes. This is why the facto-

ry manager has relied on packaging technology from LoeschPack for many years. For almost 100 years, this Altendorf company has been known for its innovative packaging machines, equipment and system solutions for chewing gum, confectionery and long-life baked goods as well as chocolate. The international reputation of the specialist machinery builder is based on the high performance of its packaging machines and the proven quality of the modular systems.

"It is my personal belief that the LTM-DUO twin-station fold wrapping machines for chocolate bars from LoeschPack have no serious competition in the world market. I keep close track of all further developments and always check out the innovations when I visit trade fairs," says Kamphowe.





Changeover from biopolymer packaging film to conventional packaging film is easily possible

### Restructuring production and increasing efficiency

This was an approach that was taken during the realignment of production at Herford. “Due to the discontinuation of a product, we reallocated the systems in the factory. As part of this restructuring, we wanted to further improve the wrapping quality of our products and achieve an increase in performance,” explains Kamphowe, who had long toyed with the idea of investing in new LTM-DUO fold wrapping machines from LoeschPack. In

addition to speed, wrapping quality and reliability, the machine also impresses with its small footprint. Kamphowe: “Weinrich is a developed production site, and we have everything, just no space.” The decision to invest in two packaging machines was made in mid 2012, with the order placed in early 2013 and installation after Christmas of the same year. “We had to integrate the two new fold wrapping machines into the ongoing production ‘on the fly’ so to speak, changing from two older Loesch ma-

chines in the factory,” recalls Tobias Heinze, who as product manager for LoeschPack is actively involved in the further development of the LTM-DUO.

### Efficient packaging with outstanding ease of use

One major advantage of the LTM-DUO twin-station fold wrapping machine is that there are right and left-hand versions. This means that when installing two packaging machines, the operator side can be positioned in the middle between the two systems. This is a key aspect for ease of use. In the value chain, the first station on the LTM-DUO applies the inner wrap, sealing it tightly if required. A number of different folding and sealing styles make it possible to use a wide range of wrapping materials. The second station applies the outer wrap to the chocolate bars in the form of a cardboard or paper envelope. “Our smart infeed unit ensures that there is zero accumulation on the product feed, thus ensuring that the products are handled gently. The high output of up to 200 bars per minute is to a great extent based on the ingenious feeding,” explains Heinze. Damaged bars are automatically rejected and format changes require only minor adjustments. Heinze: “The unwinding with fine adjustment of belt tension and brake allows even the most delicate of films to be used.” In addition, the integrated autosplice also makes it possible to replace rolls quickly during operation. “The clear structural separation of the drive and packaging area guarantees high hy-

giene standards,” adds Heinze. Every machine area is easily accessible, preventing pockets of dirt and thereby minimising cleaning requirements. Naturally, this is a popular feature for production. “Equipping the machine with packaging material, troubleshooting, cleaning and maintenance can all be carried out conveniently,” says Kamphowe.

#### **Quick format changeover is competitive advantage**

Heinze: “A key requirement of the production engineers was that switching production between different types of

bars must be as quick and straightforward as possible.” The chocolate producer changes the packaging material several times a day as well as the labels and wants to achieve reproducible results as quickly as possible. It is precisely this feature that is one of the strengths of the LTM-DUO. The team from Herford quickly got to grips with the machines. The operators completed a training course at LoeschPack in Altendorf which demonstrated how to bring the machines on line and up to maximum performance as quickly as possible after the changeover. “Format changeovers

and the changing of packaging materials now take place with no problems at all. Even in the event of a major conversion, we reckon on a maximum of one and a half hours of work,” says Kamphowe happily. An experienced team and powerful machines are a real competitive benefit in production. “Theoretically, at maximum speed, we can pack up to 200 bars per minute in aluminium foil per machine. OPP films and biodegradable films can be run at a maximum output of up to 180 products per minute – that is absolute peak performance in the industry,” says Kamphowe.



Weinrich's production manager, Mr. Hans-Joachim Kamphowe and LoeschPack's product manager, Mr. Tobias Heinze are inspecting the packaging system contentedly

### Packaging in biodegradable packaging films

Absolutely decisive for Weinrich is the high-quality wrapping of chocolate bars of different sizes in biopolymer packaging films. “Even on our previous systems, we made many attempts to produce packaging using biopolymer films from different manufacturers and with different strengths. The test series were almost infinite. Nevertheless, we were unable to produce an adequate product,” reveals Kamphowe with visible discomfort.

This was because many films were not easily weldable or the packaging machines could only weld these films poorly. Today the LTM-DUO from LoeschPack is also designed for the efficient handling of biopolymer films, folding and welding the film precisely. “It is one of the great strengths of the LTM-DUO that in the first stage we feed in the different packaging materials accurately and then they are folded around the product such that it is perfectly positioned for the fold wrap in the second packaging sta-

ge,” says Heinze. Using OPP film or biopolymer film at its Herford factory, Weinrich has been able to achieve a quality level comparable with the easier to process aluminium foil. Another challenge when using packaging films is electrostatic build-up. It is very difficult to avoid during the production process and may lead to massive problems. Heinze: “However, the LTM-DUO is designed in such a way that it functions just fine with electrostatically charged film.” The film guide inside the machine prevents shaft run-out or other phenomena. This is all the more remarkable when you consider that the machine is able to wrap three bars of chocolate per second.



Pressureless and therefore gentle product handling through smart infeed system.

### Strong service ensures everything runs smoothly

As Weinrich leaves nothing to chance, the company is investing in the continuous improvement process and in proactive maintenance. Factory management really likes the fact that packaging machines from LoeschPack have a modular design and can be retrofitted with new developments. “We are connected to LoeschPack via teleservice. All machines are integrated into our network via IP addresses, and can be accessed by LoeschPack via a remote maintenance server,” says Kamphowe with satisfaction. This means that LoeschPack can access the software and install updates if deemed necessary following consultation with the customer. In addition, the service department can monitor the status and performance





The LoeschPack fold wrapping machine LTM-DUO packs up to 200 chocolate bars per minute – also with biopolymer packaging film

of the machines via the IP addresses while they are in operation. This ensures that Weinrich engineers receive all possible evaluations and fault analysis in real time. "It is almost like a Formula 1 race. The evaluation of the machine data is the basis for the maintenance and our production planning," says Kamphowe, confirming Weinrich's performance requirement. This is how the company and its premium products will continue to hold pole position in the future.

#### About Loesch Verpackungstechnik

LoeschPack is a technology and quality leader in packaging machines and complete systems for packaging chocolate, chewing gum, confec-

tionery, dry baked goods, as well as food and non-food products. In this tremendously dynamic industry, LoeschPack stands for innovative, flexible and economic system design since 1919, as well as for a worldwide accessible, all around service.

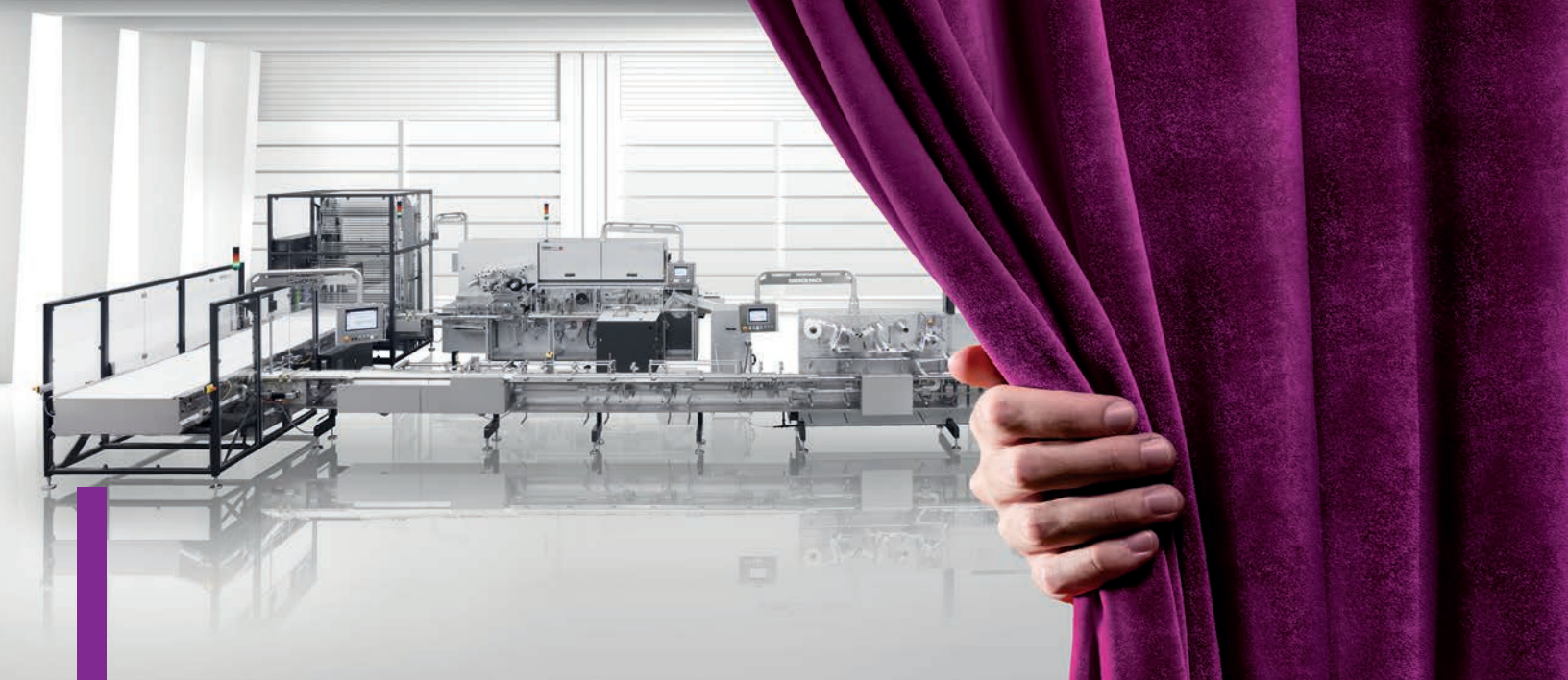
## FACTS

#### Product range

- > Feeding Systems
- > Robotic Pick and Place Systems
- > Fold Wrapping Machines
- > Horizontal Flow Wrapping Systems
- > Roll and Stick Wrapping Machines
- > Trayloading Systems
- > Carton Erecting and Filling Machines
- > Complete Packaging Lines

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# Some like it hot!

Your premium products tightly packaged to perfection

You don't cut any corners when it comes to the packaging quality of your products? You demand flexibility in production and perfect presentation of your premium products – in all pack styles – at the PoS?

Then trust in LoeschPack's flexible and premium packaging solutions. No matter whether it's chocolate, confectionery, nutritional or food products, in flow packs or traditional fold wrapping – with the heat sealing option, LoeschPack makes sure your products are packaged tighter but no less gently than you're accustomed to. Our high-performance packaging systems are your competitive edge! That's a promise.

## Experience our system solution for chocolate bars!

- > Over 80 film metres heat-sealed a minute for flow packs
- > Up to 450 products heat-sealed a minute in fold wrap
- > Maximum format flexibility with low packaging costs
- > Outstanding overall equipment effectiveness

## > Packaging your ideas...

- > Feeding and buffering systems
- > Robotic pick and place systems
- > Trayloading systems
- > Fold wrapping machines
- > Roll and stick wrapping machines
- > NEW: Horizontal flow wrapping machines
- > Carton erecting and filling machines
- > Complete packaging lines



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