INDUSTRIAL PACKAGING
The Art of Swiss Ice Cream

SERVICE PACKAGING
McFlurry – one spoon for everything
Dear Reader

The target which SwissPrimePack AG has set itself is to achieve continual expansion in the European markets. The two companies united by the merger, Albiplast AG and Bellaplast AG, had already expanded their business beyond the national borders some years ago, laying important cornerstones for their distribution outside Switzerland. This virtually lent itself to a consolidation and further expansion of this strategy for SwissPrime-Pack AG.

The location of our enterprise provides an ideal basis for this task. There is ready access to the Central European markets and the logistical requirements are almost ideal, enabling us to supply discerning customers - both in the dairy sector as well as in the automatic vending sector - promptly and on a just-in-time basis. Our sales subsidiaries which operate under the same name in more distant markets ensure the provision of an optimum service.

Customers count on this reliability. So we are pleased that our customer base includes a number of leading international clients. We would like to introduce two of these to you in more detail in this edition - with the help of special products that we produce for them.

We also feel it is important to familiarize you more closely with our company, our strengths and technical expertise. The best way to do this is by giving an integrated presentation of our products in all their forms and processing stages. I invite you to visit our Internet site and take a special close look at our online catalogue.

I look forward to your virtual visit to our site and hope that find this edition of Cup&Co an exciting read.

Your
Jan Schürmann
CEO

The title signifies the famous Mövenpick ice cream, responsibility for the manufacture and sale of which lies with Nestlé Super Premium SA. This branded superior quality ice cream - which we can grant the distinction of «Swiss Super Premium Ice Cream» – is produced in Switzerland, marketed worldwide and made purely from natural ingredients. This is known as «all natural».
Swiss Ice Cream

It’s a known fact that visual appeal is a factor in the purchase decision so significant importance is attached to the consumer packaging. That applies all the more so when it comes to a product in the super premium category.

«Mövenpick ice cream» is one of those products. With the pagoda-shaped lid, the gentle, rejuvenating contours of the container and the eye-catching haptics of the materials used, this extremely elegant packaging in white caused a stir when it was launched in 2007.

Image update
«The elegance of this packaging must be shown to even greater advantage»!
That was the concise statement made by John Daniels, Head of Procurement at Mövenpick during one of his visits to our Head Office. That was all it needed to instil enthusiasm in our company. Our R&D specialists quickly presented their initial ideas which were simultaneously subjected to critical examination by the experts in injection moulding as the black lid in itself already represented a special challenge.

The longer we continued to discuss this project the more enthusiastic we became. Because, together with the basic shade of the labels, also black and white, the result was the creation of a packaging product with an extremely sophisticated look that gave a visual hint at the superb quality of the product inside. In other words a super premium class product.

With this updating of the image Mövenpick is giving a new lease of life to its brand logo which simultaneously describes in headline style what meaning Mövenpick ice cream is intended to convey: namely «The Art of Swiss Ice Cream».

With this new look Mövenpick has scored another great success. It’s pleasing to know that but it comes as no surprise. After all, professionals were at work here.

Technical challenge
This very sophisticated packaging entitled our engineers to think «out of the box». Recreating the fine surface structure in the tool posed a special challenge and the black colour also demanded a certain amount of inventiveness on the manufacturing side.

The materials used, including the black colour batch, are FDA approved as are our two production sites. It goes without saying that as a manufacturer of first class, premium food packaging we only use materials that comply with the pertinent food standards.

The lid is manufactured at the Niederuzwil production sites using the injection moulding process, the production of the deep-drawn containers, insertion of the portion spoon and subsequent finishing are carried out in Altstätten.

A consumer experience
This new packaging and consequentially the ice cream experience will be launched by Mövenpick over the next weeks to coincide with the change of season. A welcome, sweet start to the warmer time of the year. Incidentally, did you know that Mövenpick has adapted the range of flavours to match the corresponding season and regularly develops new taste combinations?
The online catalogue

Access to fast information in international commerce is part of everyday life today.

Speed is one thing, topicality something else. The online catalogue contains a concise summary of the key information for interested parties. Updated of course and downloadable as a PDF file.

However, the online downloading also offers other options: simplified enquiries, tick forms and favourites lists. There are currently 254 products online waiting to be discovered – clearly categorized under Industrial packaging and Service packaging.

Take a look at our attractive product world. A motivated sales team looks forward to receiving your enquiry!

www.swissprimepack.ch
Pursuit of internationality

The target which SwissPrimePack AG has set itself is to achieve continual expansion in the European markets. The intention is therefore to press ahead with the internationalisation of the activities on a broad basis in order to be closer to the markets and customers.

The Head Office of SwissPrimePack AG is located in the Swiss Rhine Valley where numerous international companies are also based. And that's no coincidence: this is where Germany, Austria and Switzerland meet in a triangle of countries, making the location ideal for servicing both Central European as well as Eastern European markets which in turn offer significant sales potential.

Maximum closeness to the market
In the slightly more distant key markets such as France and Great Britain the former Bellaplast AG has created a solid market structure in the vending area through its own sales subsidiaries. The subsidiaries which operated under the former name of Swisspack have now been working in these markets for many years closely together with leading customers and central purchasing groups in the area of vending supplies. The merger with Albiplast AG, which for its part has established a position for itself as a leader in the area of industrial food packaging and maintains excellent customer relationships with companies in the dairy products area, is creating new prospects for our subsidiaries.

By meeting stringent requirements in terms of quality, supply availability and logistics for dairy products as demanded by bulk buyers primarily in Switzerland, Germany and Austria, we have significant experience potential at our disposal. This broadly-based know-how can be integrated seamlessly into the existing, successful business model used by our subsidiaries.

It goes without saying that there is a prevailing spirit of optimism in our subsidiaries as a new market segment opening up for the new SwissPrimePack in these markets: industrial packaging.

Maximum closeness to the customer
We are currently servicing the other markets in Europe on a targeted basis from the Head Office in Switzerland through the use of special, highly trained sales teams with multilingual skills.

SwissPrimePack AG is pursuing a consistent approach to the internationalization of its activities with the declared aim of being «right up close» to the markets and customers throughout Europe. Providing a full service offering and just-in-time deliveries. For this we have our own distribution warehouses at our disposal or in the case of more distant markets, this demanding task is performed by contractually-tied importers.
One spoon for everything

Soft ice cream in the tub, covered with your chosen topping, the whole thing stirred using a mixer - the result, the McFlurry, the popular speciality at McDonald's.

For something that sounds straightforward there's a complex process behind it and it plays a key role at SwissPrimePack AG: because the stirrer which also serves as a spoon for the customer is manufactured in Niederuzwil.

Everyone's heard about the sweet dessert which is one of the Top Ten most popular products at McDonald's, thanks not least to its toppings ranging from crunchy tiny pieces of nut, to delicate, melted chocolate up to the coloured M&M's.

**Stirrer and spoon in one**

One of the special features of the McFlurry ice cream is the spoon which is supplied with the sweet dessert because it can also be used as a stirrer. And there's a special reason for that.

As a food item soft ice cream is sensitive particularly when it comes to hygiene. So it's obviously good to know that each portion of the McFlurry has its own stirrer. So contamination caused by multiple portions can be consistently avoided.

The McFlurry offers this guarantee thanks to its ingenious spoon. How's that? Well, before the spoon performs its actual function as a scoop it has another task: first of all it's the stirrer! The special shaped, large plastic spoon has a hollow handle which can be placed direct in the mixer. After the mixing process the stirrer then becomes the
spoon which is given to the customer with the tub for his/her enjoyment.

**Idea and realization**
Implementation of this unique, patented concept is in the hands of IPL Perseco – a specialist company marking part of the Havi Global Solution Group – which has worldwide responsibility for the design and sourcing of the packaging and related products on behalf of McDonald’s. Specialists from this organization constantly check the adherence to the high technical and hygiene requirements which every McDonald’s product meet. This ensures that uniform and consistent standards of quality are enforced throughout the world.

**Interesting challenge**
SwissPrimePack AG is proud of being able to produce the McFlurry spoon for McDonald’s.

The various facets of this special spoon can be clearly seen in the production process. The special hollow design of the handle with the hook for firmly holding the spoon on the top of the mixer posed a hugely interesting challenge.

The shape and size of the spoon has recently been adapted to reflect the latest ergonomic design know-how and new criteria of IPL Perseco. These new stipulations, the 3.8 gram weight – featuring a reduced raw material content – the use of high quality plastic (polypropylene), the stipulations hygiene requirements, the traceability, high volume demand and the price specifications represented a complex task for our technicians to solve and put them in a «flurry» of excitement. By the way, this new lightweight design has allowed McDonald’s to reduce the consumption of plastic in Europe by around 300 tons per year.

**Manufacturing process optimised**
The new shape of the McFlurry spoon entailed an optimization of the manufacturing process. Once the suitability for use of this new-shaped spoon had been subject to European-wide testing on a trial tool we finally decided to procure a mould.

This special production tool with 48 cavities and an hourly production output of nearly 30 thousand units also meant that we had to procure special peripheral devices. As such, we also commissioned into use a cleverly-designed and efficient dosing and filling system which can cope with such large volumes.

**Ideal addition**
As a manufacturer we have already been providing support for the McFlurry Project for both IPL Perseco and McDonald’s for many years, albeit previously under the Bellaplast AG name. The spoon is supplied to Europe where SwissPrimePack AG also has customers for other products. The partnership with McDonald’s therefore fits in very efficiently and conveniently with the company’s international orientation.

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*Stack injection mould with 48 cavities.*
NEW ON THE SHELF

Yoghurt cup, sleeved
Coffee-to-go cup, printed
Vending cup, printed

Stackable bottle, printed
Cup, sleeved
Yoghurt cup, sleeved

Ice cream cup, printed
Ice cream cup, printed
Baking Case, printed

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