

Cup & Co.

The magazine for
food packaging
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VENDING

*Feather light
advance to the
future!*

INDUSTRIAL PACKAGING

*The new Mila
«Gusto più Gusto» yoghurts
in the twin chamber pot*




SwissPrimePack



Dear Reader

What will the world of tomorrow look like? We don't know. However, there are trends and specific developments that make us positive about the future. Above all, ever increasing numbers of people are recognising the fact that Nature is a valuable asset to us in every respect. Ecology is now the spirit of the age.

An eco-friendly approach is now and always has been an integral part of our corporate philosophy. From the very beginning the declared aim of our development and manufacturing activities has been to continually improve our products and through innovation set new benchmarks in terms of environmental compatibility. One example of this is our very latest range of lightweight vending cups that we would like to present to you below. What makes this so ingenious is that by using our lightweight products you are benefiting the environment and reducing your costs at the same time!

On the subject of benefits, the winners on the dairy shelves in Italy's stores undoubtedly include the new yoghurt range from the South Tyrol Cooperative Mila. Six exquisite tastes packed in a sophisticated IML twin compartment pot. Find out more about this truly delightful example of our innovative capability on Pages 4 to 6.

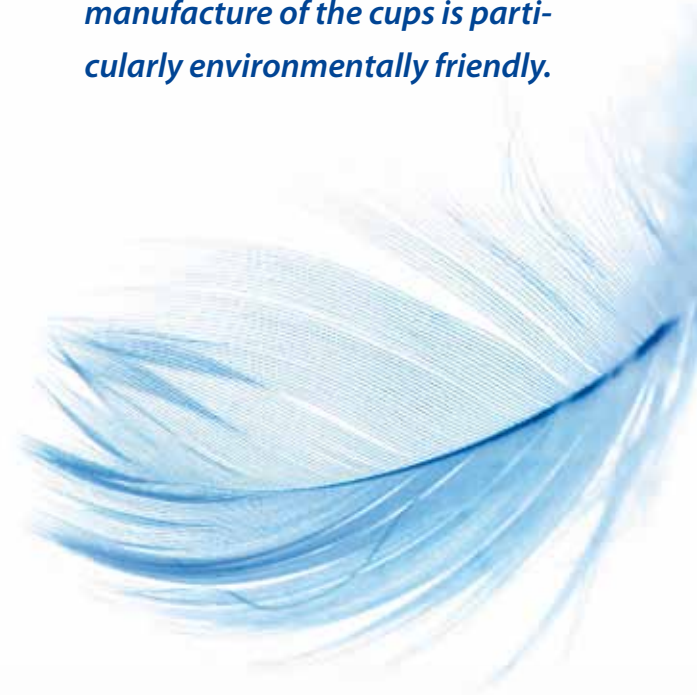
«Eu'Vend 2011» in Cologne in September this year is one of the items on the agenda. We are looking forward to our first time at this major European trade fair which covers every aspect of automatic vending and we promise to have a few surprises in store for you.

I hope you find this edition of Cup&Co. an exciting read.

Your
Jan Schürmann
CEO

Feather light

The lightweight vending cups give SwissPrimePack AG another commercially highly attractive product in its range. Important spin-off effect: by reducing the amount of raw materials the manufacture of the cups is particularly environmentally friendly.



t advance to the future

SwissPrimePack has always taken a particularly environmentally protective approach to the manufacture of its products, and with the new lightweight cups we are once again underlining this belief. As light as a feather, ideal both economically and environmentally for the operator.

It goes without saying these products meet with our normal quality standards for machine performance that our customers have come to expect.

Advantages for the operator

Particularly in times of sharply rising raw material prices these innovative product variants not only offer the operator an environmental benefit but an economic one at the same time. All lightweight products from the SwissPrimePack range are on average approx. 0.4 to 1.2 grams lighter than the standard variants. The reduced use of materials and resultant savings in raw materials, as well as the reduction in transport weight have a clear message – transport weight is reduced, and with it the consumption of fuel.

Original item no.	Pot content	Pot weight
116	150 ccm	4,2 g
117	180 ccm	4,3 g
166	130 ccm	3,8 g
141	150 ccm	4,1 g
139	180 ccm	4,3 g



Light Cup item no.	Pot weight
113	3,3 g
119	3,1 g
167	3,4 g
142	3,4 g
140	3,7 g

For example, a truck with an average load volume is reduced by around 1.8 tons compared with the same truck filled with standard cups. Even if the parameters for «average truck load volume» are interpreted differently, it is a fact that the weight saving per truck load is in the region of a ton.

Swiss quality

So operators not only benefit on the commercial level but at the same time make a key contribution towards environmental protection. As you would expect our Swiss quality characteristics are maintained at all times.

The saving in materials has no negative effect on the quality requirements or machine performance, haptics and stability.

Flexibility people have come to expect

Naturally, other cups are also available on request as lightweight variants or we can manufacture entirely new lightweight cup shapes.

This once again underlines our flexibility and the ability to meet individual requirements on a targeted basis.



TWIN CHAMBER POT



The new Mila «Gusto più Gusto» yoghurts in the twin chamber pot

The Cooperative Milkon Südtirol launched a new range of yoghurts in April this year – six exquisite tastes, cleverly packaged in special twin compartment pots, with an attractive and eye-catching finish using specifically selected IML applications.

Following a thorough evaluation, SwissPrimePack AG was chosen for this relaunch by the South Tyrol cooperative – as it had been for the original range of twin compartment yoghurts – a further demonstration of the company's expertise in the development and production of an individualised packaging solution.

Milkon Südtirol is a regional producer of dairy products for the whole Italian market. A wide range of products – from milk to butter, from yoghurt to cheese – is manufactured at the two production sites in Bolzano and Brunech using state of the art technology. The company comprises three basic cooperatives. One of these is

Mila – well known in particular for speciality natural yoghurts.

Since Mila first started its yoghurt filling operation in 1977 there has been a continual rise in the consumption of the products. In addition to the uncompromising adherence to high standards of quality and hygiene during all levels of production, the secrets of success

also include the exclusive use of fresh milk from approved mountain farms in the South Tyrol. Using this basis, approximately 400 Mila employees process over 225 million litres of milk each year to create full cream, low fat, drinking and probiotic yoghurt as well as other dairy products such as cheese and butter, securing sales throughout Italy.

Re-launch of the twin compartment line

In its speciality yoghurt product range Mila attaches special importance to the twin compartment yoghurt line. In this context fruit, wheat or chocolate flakes is/are added to the natural yoghurt depending upon the variety. However, after a long and successful market presence the time had come for a re-launch of the line. For this Mila decided on a total «update» in terms of recipe, packaging and finish – and, as with the original line, once again chose to work with SwissPrimePack AG.

New design, new filling plant

In order to bring the combination of fresh yoghurt with chocolate crispies, almond crispies, chocolate rings, cherries or blueberries to the consumer in the freshest form possible, once again a twin compartment pot naturally pushed its way to the fore in the search for a suitable packaging solution for the Mila «Gusto più Gusto».

This type of pot enables two food components to be kept separate until they are consumed, a key factor in ensuring crunchy freshness, particularly for crispies.

After the project started in 2010 the first task of the development specialists at SwissPrimePack AG was to find the optimum packaging solution for the new yoghurt line in close collaboration with Mila.

After all, not all twin compartment pots are the same. In addition to the standard range – which includes this type of pot at SwissPrimePack AG – our development and design experts specialise in creating individual packaging solutions.

The innovative packaging solution for the new Mila yoghurt range finally took shape – in the form of a modern, «circular» twin compartment pot made from polypropylene and manufactured with the injection moulding method. All those involved were ultimately impressed with every aspect of the result: the pot is handy and practical as well as attractive and stylish – a real eye catcher!

Mila was simultaneously investing in a new filling plant as part of the relaunch, so the task was then to ensure seamless filling in close collaboration with the machine manufacturer. In this context the specialists at SwissPrimePack AG were able to draw on their years of experience and associated know-how in these processes.

IML: For maximum finish

By contrast to the original line, the so-called In-Mould- Labelling (IML) was selected for the pot finish of the «Gusto più Gusto».

This modern process is also ideal for the «Gusto più Gusto» due to the large number of different motifs (six tastes with correspondingly individualised motifs).

Combining blank and label into one work cycle for the injection process means that basic, cheaper labels can be used. That's also important for the «Gusto più Gusto» not least since the number of containers required was considerable even for the first run.

Incidentally, SwissPrimePack AG has all the print technologies at its disposal for IML so a wide range of features can be applied to the labels, depending upon the required positioning of the product in the market – from the «eco look» to the high gloss finish.

It's actually a shame that the «Gusto più Gusto» exquisite natural speciality yoghurt from Mila is only available in Italy...



Insertion of the IML label and extraction of the finished twin compartment pot



Multi-head weighers for precision dosing of the crispies



Filling system with integrated multi-head weighers and yoghurt doser

«The optimum solution found»



Elisabeth Molling
Head of Product Management
Milkon Südtirol

Why did Mila decide to launch a new yoghurt line?

Elisabeth Molling: «The yoghurt market in Italy has not grown to any significant degree overall during recent years. However, the segmentation of the market is becoming increasingly important and opening up new opportunities. Whilst we are seeing the classic full cream yoghurt segment is stagnating, the twin compartment segment is showing a positive trend. Mila has already enjoyed a long and successful presence in the Italian market with a range of twin compartment yoghurts. We are the number two in terms of market leadership. The aim of the re-launch of this yoghurt line is to further increase our market share. In terms of packaging and recipe we had an old product concept that was in urgent need of updating and improvement. By launching the new twin compartment line we have not only enhanced the product but the packaging as well. The intention is to achieve a 360 degree re-launch: recipe, packaging and restyling of our layout with a reworked logo.»

For the development and production of the new yoghurt packaging, Mila chose to work with SwissPrimePack AG. What were the key reasons behind this decision?

Andreas Mahlknecht: «Mila has a long-standing tradition with the twin compartment pot and this is of strategic importance for us. To this extent when selecting the supplier it was also extremely important for us to be able to put our faith in partners whose work is extremely reliable and who possess the corresponding know-how. This was also the case in particular for the yoghurt pot. After having held intensive discussions on the subject with various suppliers we finally opted to continue working with SwissPrimePack AG. Apart from the economic proportionality, the key factors for us were that the company possessed relevant experience in the two segments of twin compartment pot and IML application, and that it made constructive and active contributions at all times during the various stages of development. The pleasing result of this is that despite a very tight timetable the project was realised without any major problems.»



Andreas Mahlknecht
Head of Purchasing, Milkon Südtirol

How did the collaboration go with SwissPrimePack AG?

Annelies Forer: «The collaboration went smoothly. SwissPrimePack AG was extremely flexible and professional and the company was highly supportive of us in every aspect. However, what we valued most of all was the fact that during the various phases of the project the company was in direct contact with our machine manufacturer and that saved us a certain amount of time. SwissPrimePack AG and the machine manufacturer subsequently found the optimum solution without requiring any intervention on our part.»

How has the market responded to the new yoghurt line since it was launched in April this year?

Elisabeth Molling: «Our new „Gusto più Gusto“ has received a very positive response both from the trade as well as from consumers. Over the next few years we will endeavour to achieve our growth targets, despite the fact that the market leader is not making this particularly easy for us. Since the re-launch of our „Gusto più Gusto“ the market leader has changed its pricing policy and is currently taking a very aggressive approach. However, we believe in our product concept and are convinced that over the medium term we will be able to noticeably expand our market share.»



Annelies Forer
Head of Quality Assurance, Milkon Südtirol

Gulfood 2011 – «as-salāmu’alaikum»

*The world's largest food trade fair
«Gulfood 2011» was held in Dubai from
27 February to 2 March.*

This year «Gulfood 2011» posted a record number of visitors from all over the world. Numerous exhibitors from the food and drinks, catering and hotel equipment areas took the opportunity to impress a broad international clientele with their innovations.

SwissPrimePack AG took advantage of this trade fair to present its extensive product range in a market which is reporting strong growth.

Our aim is to be a strong partner for specialist and individual premium packaging concepts beyond Europe's border.

Facts and figures:

62'024 visitors (12% increase over the previous year)

3'800 exhibitors from 100 countries

81 international pavilions

93'000 m² of exhibition area



Eu'Vend 2011



*Eu'Vend will be taking place from
8 to 10 September 2011 in Co-
logne – with SwissPrimePack AG
participating for the first time.*

Every two years the international vending world from Europe and overseas meets in Cologne.

The trade fair has continued to expand over recent years and has become an increasingly more important venue. As a result of this positive development SwissPrimePack has decided to present its products at Eu'Vend, and consequently to make its diverse and high quality premium products more widely available.

With international companies accounting for 34 percent of all exhibitors and nearly 40 percent foreign visitors at this event, it underlines why this year Eu'Vend will be Europe's leading trade exhibition for all aspects of vending.



**We look forward to welcoming
you on Stand No. 071 in Hall 8.1,
Aisle E!**

The new budget range from SPAR – SPAR Austria Crème Fraîche



The IML twin chamber pot for the Italian market – manufactured by Milkon Südtirol.



The attractive vending cup for the Austrian market – hga plus



The mono cup with bio-Genuss content from the Napfmilch Dairy - Manor Food Quark



The 2 x 200 gram yoghurt pot with 4 new food facts labels – filled at ELSA



The Mediterranean «Tzatziki» speciality from Migros in the 250 gram mono pot – produced by Molkerei Lanz AG



The revolutionary shake pot for maximum aroma – Emmi Milk Shake



The handy cream quark tub with re-sealable lid – manufactured for ELSA



New 500 gram mono pot with new design and inner fitting lid – Denner Yoghurt Nature, filled at ELSA



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