

# APPLICATION & DESIGN

## Bulletin



Volume III, Issue 1

July 2003

### *QUICK FACTS*

- **Machine:** TF 400H
- **Speed:** Up to 45 trays/minute
- **Industry:** Produce
- **Application:**  
Hydroponically grown tomatoes
- **Design:** Roll-end with diagonal corners
- **Other Applications:**  
Bakery products and industrial goods



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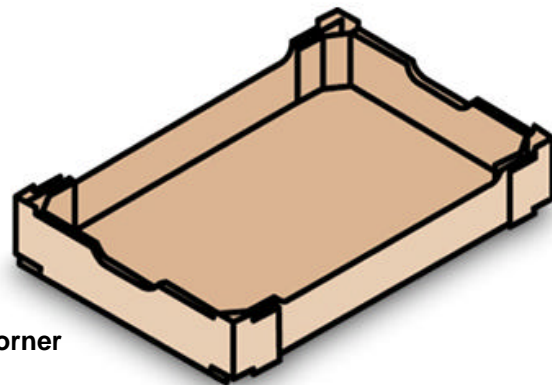
## **New Tray Style Provides Increased Stacking Strength without Sacrificing Marketability**

With the ever increasing cost of materials and labor threatening a Western vegetable grower's marketplace, the need for an automatic tray forming solution became apparent.

SWF Companies provided a value added solution. Understanding the grower's need for a stronger tray, SWF suggested a mechanically formed, roll-end diagonal-corner tray...formed by the TF 400H. This particular design offered increased stacking strength, superior product protection, enhanced product marketability and substantial corrugated savings over the previous package style.

Prior to the implementation of the tray style illustrated below, workers were hand-forming a standard BTB style tray, a process that was extremely inefficient and produced inconsistent trays. The unreliable trays caused severe bottle-necks on the grower's packing line, where continuous flow is of the utmost importance. With the addition of SWF's TF 400H, consistency of the trays was no longer an issue, while output increased to 2700 trays per hour.

The principal value of this tray is the diagonal corner design (shown below). This feature nearly doubles its stacking strength and was the determining factor in changing the package style. It was also imperative that SWF help engineer an automation solution to enable this added strength, while retaining its marketing functionality....the solid-bottom tray does both. Stacking tabs and diagonal corners assist with product protection, while the open-top design allows for maximum product visibility.



**Roll-End  
Diagonal-Corner  
Tray**

# Innovative Packaging Automation



SWF's TF 400H Tray-Matic forms a wide variety of one-piece, solid bottom trays. Ideally suited for a broad range of industries and applications, the TF is also available in a vertical and wide base platform.

## Application & Design Bulletins

They're back! SWF Companies is pleased to re-introduce its well respected Application & Design Bulletins. Intended to highlight specific package styles and packaging applications, this monthly newsletter will prove to be both a valuable sales tool and an idea generator for our customers.



# SWF's Focus on Customer Satisfaction

At SWF Companies, our objective is to be the "Supplier of Choice". We focus on customer satisfaction by delivering quality products, on-time, to customer specifications.

While their products may be different, leading manufacturers and marketers of consumer and industrial goods share many common expectations from their suppliers. Shorter cycle times, lower cost, innovative engineering and technology, speed to market and flexibility are all key expectations of our customers and rightfully so. Our job is to position our products, deliver our service and organize our business to help meet these expectations.

We believe that Customer Satisfaction is achieved by focusing on three specific core competencies that form SWF's "Triangle of Success". Dedication to continuous improvement in these three elements - Advanced Engineering Concepts, Superior Customer Support and Agile Manufacturing - have helped position SWF

Companies as a leader within the packaging machinery industry today and will further improve our service to customers in the years ahead.

"Advanced Engineering Concepts" focuses on developing and keeping pace with new technologies, product enhancements and new product development. It also entails cost reduction through design, parametric modeling and lean initiatives. Furthermore, we are partnering with preferred suppliers that are dedicated to providing innovation, cost-competitive solutions and additional engineering support.

SWF's "Superior Customers Satisfaction" initiatives rely heavily on

our Global Technical Support (GTS) team, with dedicated resources for service, parts production, technical support and existing product upgrades.

"Agile Manufacturing" embodies our lean initiatives. This includes our 6-S program (sort, straighten, scrub, safety, standardize, sustain) and improved materials management and purchasing. Furthermore, enhanced product design, machining and assembly are also part of agile manufacturing, supported by our investment in leading manufacturing technologies such as laser cutting, CNC break and CNC milling. These investments help us reduce part cost and quantity to simplify manufacturing, assembly and support of our products.

The "Triangle of Success" is a daily focus at SWF. These initiatives support achievement of critical success factors - reduced cycle time and first pass yield (Doing things right the first time!) - that help our customers reach their goals.



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