

APPLICATION & DESIGN

Bulletin



Volume IV, Issue 3

March 2004

QUICK FACTS

- **Machine:** BF 400VK
- **Speed:** Up to 30 bliss cases/minute
- **Industry:** Grains/food
- **Application:** Bliss forming
- **Design:** Diagonal corner bliss display shipper
- **Other Applications:** A wide variety of bagged product applications.



PRIMARY PACKAGING

SWF Companies—Tisma Division
1099 Estes Ave.
Elk Grove Village, IL 60007

Phone: 847-427-9525
Fax: 847-427-9550

SECONDARY PACKAGING

SWF Companies
1949 E. Manning Avenue
P. O. Box 548
Reedley, CA 93654

Phone: 559-638-8484
Fax: 559-638-7478

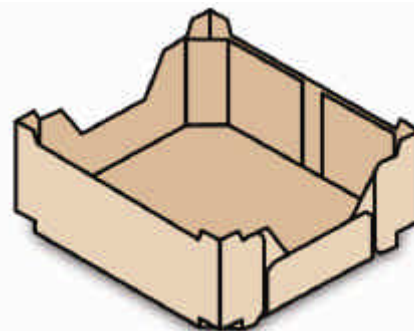
info@swfcompanies.com
www.swfcompanies.com

Display Shipper Accommodates both Retail and Club Store Requirements

The growing popularity of club stores within the United States and their “display-ready” packaging requirements, has caused many food processors to reevaluate their packaging. This phenomena, coupled with everyday packaging challenges and the need to not alienate traditional retail outlets, has led many to search for alternate packaging solutions.

For one leading Mississippi rice producer, these challenges were all to real. Faced with an ever-growing number of shipping case failures, this producer needed to not only improve their display shipper package, but also meet the demands of both traditional retail outlets and club stores.

Their previous case design required manual forming and was vulnerable to the riggers of shipping, causing damaged product to arrive at the store shelves. Furthermore, a roll side design did not provide adequate support during static and dynamic stacking.



The solution was the conversion to a **diagonal corner bliss display shipper** design. The bliss display shippers are open top, single-cell designs with 2 1/8” (54 mm) diagonal corners and 3” (76 mm) external flanges.

Automatically formed by SWF Companies’ BF 400VK bliss former, the diagonal corner provides columnar stacking. Capable of quick changeovers, the BF 400VK produces two sizes - 16 1/2” X 15 3/4” X 5 1/8” (419 X 400 X 130 mm) for 40 pound cases and 13 17/8” X 13” X 3 5/8” (352 X 330 X 143 mm) for 30 pound cases.

This conversion has put an end to damaged product arrivals and reduced both labor and container costs. Retail stores requiring a shallow depth lid is on each box, before palletization, are easily accommodated, while the unique corner locking feature of the case ensures columnar stacking. The open top design also allows for easy loading by SWF’s DL 100 direct loader or a host of other SWF case packing solutions.

Innovative Packaging Automation

The 3-piece bliss style case offers the ultimate in creative case designs and SWF's compact and portable BF 400V Bliss-Matic forms hundreds of bliss style cases at speeds up to 2100 cases/hour.

With the strength of a solid bottom, the BF 400V features a purely mechanical design and the standard BF 400V requires only 30 minutes for changeovers. Where faster changeovers are required, SWF offers a "Kwik-Change" model (BF 400VK), which can be changed over in under 15 minutes. Furthermore, a wide base model (BF 600V or VK) is also available to accommodate larger bliss designs.

A variety of attachments and add-ons are also available to increase the versatility of the BF 400V. These include an automatic HSC lidding attachment (picture shown—right), rollover display feature and depending upon how much stacking strength a shipping case requires, internal flange and the diagonal corner attachments are available.



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 Compa-

nies 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.



Volume IV, Issue 3

March 2004

The Application & Design Bulletin is published monthly by SWF Companies, Reedley, CA. If you have any comments or suggestions regarding the Application & Design Bulletin, please contact Joel Anderson or email us at info@swfcompanies.com.

www.swfcompanies.com