

APPLICATION & DESIGN

Bulletin



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QUICK FACTS

- **Solutions:** TF, BF and CE forming/erecting models
- **Speed:** Up to 60 cases/trays per minute
- **Industry:** Meat and Poultry
- **Application:** Tray, Bliss and Case Forming
- **Design:** Hundreds of different case, tray and bliss styles

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Simple, Proven, Hundreds of Package Styles and Zero Carbs

Zero carbs! What does that have to do with packaging and the packaging machinery industry? Well, if the last 18 months are any indication, quite a bit as a matter of fact.

The recent craze surrounding the Atkins, South Beach and other low-carb diets has permeated all the way down to the packaging machinery industry. As America strives for a smaller waistline, SWF Companies has witnessed an influx of activity from leading meat and poultry producers striving to keep up with shifting demands in their product mix.



Half-Size Bliss Case With Side Flange Seal

In the past, various case and tray styles had low demand and therefore did not justify the expense associated with automation solutions. As the demand for protein-rich products has increased at all levels (retail, club-store, institutional and hospitality industries), the requirement to further automate forming/erecting has become a pressing issue.

From the perspective of package styles, SWF Companies has seen a particularly sharp rise from customers requiring solutions for "case-ready" products that are weighed and ready to stock upon receipt at the retail level. These package styles, while relatively new, have become well defined and well accepted in what could generally be termed a "standard" case unit containing a predetermined number of weighed and priced trays of different product combinations.

With the necessity to address a growing demand from smaller retail outlets and/or an increased demand for higher end products, the "standard" case size is now evolving into a smaller variation approxi-



RSC Case with Internal Divider

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Innovative Packaging Automation

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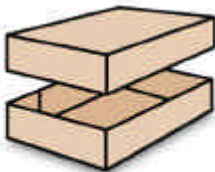
mating half the size (in height), thereby solving issues for the smaller retailers and also enabling a lower unit cost/case with high end, premium-priced products.

It should also be noted that "ready to cook", "fully cooked" and processed meats are also enjoying increased demand, with the same concerns coming from processors about how to manage a shifting mix from these product categories between retail, club stores, institutional, and wholesale packaging requirements.

Given the limited floor space in which to install corrugated packaging machinery, this has ultimately

created the necessity for SWF Companies to develop and offer simple, field-proven automation solutions (**TF tray formers, BF bliss formers, CE case erectors**) with added flexibility across all product categories and the capability to form/erect an extensive array of package styles.

SWF's Companies case and tray formers/erectors can be designed to incorporate Kwik-change adjustability, easy portability, computer interface to data highways, higher end adhesive application systems, high capacity hoppers and other features that enhance operator efficiency. These traditionally optional features are now being recognized as "standard" value-added tools, allowing the end-user to maximize their cost improvement opportunities.



Two-Piece Full Telescope Tray



Curtain Coated Tray With Triple End



Bliss Case with Internal Flange and RSC Flaps



Display Bliss with Corner Posts



Tray with Split Minor Flaps (TSM)



One-Piece Telescope Tray



**TF 400V
Tray Former**

**CE 151
Case Erector**



**BF 400V
Bliss Former**



With thousands of installations worldwide, SWF Companies offers numerous forming and erecting solutions for literally hundreds of different package styles, with speeds up to 60 cases/trays per minute.



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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.

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