



# Packaging News

## FOCUS

Milan Italy March 15<sup>th</sup> 2014

Appointment in May 2014 in Dusseldorf ( Germany ) for the most important worldwide packaging exhibition.



Interpack 2014: the most important packaging exhibition which takes place in Germany every 3 years. After 2011 edition with a poor turnout, due to the crises which afflicted the sector, record numbers are foreseen for this edition, thanks to the exhibitor boom and the goodwill to invest in packaging...

### Interview to Mr Maurizio Barbanti, Minipack-Torre Spa's Sales Manager.

- **How will Minipack-Torre show up at Interpack 2014 ?** For our company, this edition will be absolutely the most important than ever. I consider it as a turning-point, in which we will take a challenge, by showing very important innovations. **You are known worldwide thanks to your Minipack patent, which is your Core business, aren't you?...** Yes, right: the chamber shrink-wrapping machine which has made us famous world-wide, with more than **300.000 units** sold since **1976**, thanks to the collaborations of our distributors/partners. The story goes on: only in 2013 we produced **3.000** chamber machines. **Does this mean that you are going to show news in this field?** Well, of course there will be also something new, as far as our chamber machine line is concerned, but when I speak about important innovations, I mean that line in which Minipack-Torre has been investing a lot for the last 4 years (despite the crisis). **I am curious about it, it is something that I do not know of your company: are you investing in a new concept?** Right, market has been changing. Company are more



and more searching for high performance systems and automatism to make packaging process faster with a considerable labor force saving and cost saving. **Therefore, is your innovation going in this way?** Yes, it is a process which started in 2012 with the launch of the first completely electric powered machine with electric **Brushless** motor with servomotor.



This technology allows higher speed, higher output ( up to 50% more) and above all, thanks to a higher pressure, the possibility of sealing any type of film, from low thickness materials like 9 micron films, to materials like polyethylene and OPP. **What about your sales after the introduction of this new model?** This model has been the best seller in the last 2 years, starting with 15 machines sold in 2012 to 110 units in 2013. Of course our technologic

partnership with  has played an important role in it.

The PLC logic machine control, the employment of next-generation touch-screen displays, cutting-edge motors, the interface system which allows the machine to work inside already existing production lines are some of the several advantages deriving from the collaboration with this world leader, which **thanks to its presence in all 5 continents**, guarantees assistance and component availability everywhere.

**Congratulations! This means that your customers are supported not only by Minipack-Torre but also by its world-wide prominent partner like Schneider!** It is a real mutual collaboration. I will personally report about our experience in this partnership



to 120 European companies at Schneider Research centre in Germany on 29th March. Furthermore Schneider Electric will exhibit in the same Minipack's

hall at Interpack and this will be relevant to our customers who will fully understand the strategic importance of this alliance. **Can you anticipate us something on Interpack 2014?** I would like to stress that the technologic news that we show during exhibitions always leave our customers astonished... I can anticipate you that one of the news regarding our automatic line is the **remote control**: a real "technology box" through which the machine can communicate with our after-sales dept. for trouble-shooting, for soft-ware up-grade and implementation anywhere the machine is. **What about the**

**Pratika?** Well here the news are considerable.. I can anticipate you that there will be **3 INNOVATIONS ON PRATIKA MPE** which will make the machine more user-friendly and versatile. The presence of **PRATIKA MPS** ( side-sealing model) high technologic profile top model, comparable to automatic made in Germany models will be essential. We will show our **PRATIKA MPE INOX**, for food packaging which is more and more requested. **Just tell us how you mean to astonish your distributors! Our strong point will be surely a completely automatized line which allows to package products without operators. We will show to everybody that Minipack, with its well-know power of ideas, is reinventing itself...**

**A final call to your customers ?**

Dear Distributors/Partners, do not miss this exhibition: we are sure it will be worthwhile! Come and see us in Germany, from May 8<sup>th</sup> to 14<sup>th</sup>



**hall5 stand C03:** our staff and I will be honoured to show you all our news!

**I thank Mr Maurizio Barbanti for his kindness. Finally, after giving a glance to the news, I can assure you that it is worth paying a visit to Minipack-Torre's stand: you will find a company which steps with times and which is unique in its genre for its power of ideas and improvement will.**

**Marta Rampinelli**

