

# THE CUSTOMER MAGAZINE FROM MEYPACK **kompackt**

ISSUE 2 | 2012



## LAND OF THE INCAS

MEYPACK REPORTS ON PERU, A COUNTRY WITH PEOPLE OF

DIVERSE ORIGINS, SPECTACULAR LANDSCAPES AND A FASCINATING

ARRAY OF FLORA AND FAUNA

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# Quality, responsibility and the unbridled passion for coffee

Café Liégeois not only produces vacuum packs of ground coffee and coffee beans but also around 10 million coffee pads per week or in other words, approximately 4,000 tonnes of coffee pads per year. After just under 60 years, the company has grown to become one of the world's largest producers of coffee pads. Despite all of its growth and economic success, the company has never lost sight of dealing with nature in a sustainable manner or maintaining social consciousness and assuming social responsibility.

Café Liégeois is a coffee roaster operating throughout Europe. Founded in 1955, the company originally sold its coffee in smaller shops around the region. From 1970 onward, Café Liégeois began selling to larger supermarket chains. Since the 1980s, it has also been supplying the HoReCa market (Hotel, Restaurant, Café), with the goal of significantly increasing its turnover through this segment. With this step, the company began including coffee machines in its product portfolio and has since been selling espresso machines from the Italian producer Faema. After the brothers Benoît and Michel Liégeois joined the family business in 1985, single portion packages of milk and sugar were also added. In the 1990s, the company began producing coffee pods and later coffee pads. Café Liégeois has become one of the five big players in Europe and has never lost sight of dealing with the environment in a respectful and

sustainable manner. The kompakt team spoke with Benoît Liégeois, one of the two brothers running the company today, about the increasing consumption of coffee in Europe and the issue of dealing responsibly with scarce resources.

[Read more under the heading "Sustainability & the environment" on pages 18 to 19.](#)



Gernot Keßel,  
Managing Director

Dear Readers,

Quality is key. This assertion is neither new nor is it surprising. However, when one examines this topic more closely, one sees how complex this topic is, how different companies treat the issue of quality standards. Meypack has committed itself to optimising quality management and places a great deal of importance on further training, process optimisation in production and modern IT systems in engineering. And the customer service is being successively expanded and enhanced.

In the report about our customer Dreistern, a producer of high-quality meat products, we recognise another, very advanced approach to quality assurance. Many years ago, a comprehensive quality management system was implemented. The company measures its own success yet it hires neutral institutes to determine the quality of the production procedures, the internal processes as well as the final products. That is exemplary and in a time of global competition, companies can score points with such quality control when they recognise the great importance of high-quality products and consistently capitalise on their potential.

Meypack continues to enjoy success beyond Germany's borders. In this issue we report on some of our international customers as well as their projects in the neighbouring countries of Belgium and France. In our lead article, you will discover more about Peru, a fascinating country with extremely unique flora and fauna. Enjoy the ride ...



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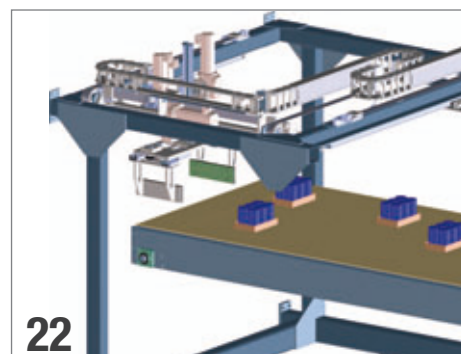
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## Land of the Incas

Peru is a country of contrasts, one that is extremely hospitable and bountiful, and to top it off, it boasts an impressive past. Its population consists of people from a variety of ethnic backgrounds, while its abundance of flora and fauna is simply spectacular. Truly one-of-a-kind on this earth.

**I**n some parts of the country, Peru is characterised on the one hand by streets completely void of human activity, by beautiful beaches and breathtaking landscapes while on the other hand, the lively, multifaceted metropolis of Lima is brimming with people. With an area of 1,285,220 km<sup>2</sup>, this Andean country in the western part of South America is around three and a half times larger than Germany. In the west, this country with its long coastline borders on the Pacific and stretches east of the Andes into the Amazon Basin. In the north, the country borders on Ecuador and Colombia, in the east on Brazil, in the southeast on Bolivia and in the south on Chile. More than half of the area of the third largest country in South America is covered by pristine rainforest. Around a third of the land area is taken up by highlands and mountains while only 10 % remains for the narrow desert-like coastal strip along the Pacific Ocean.

Due to its geographical location, varied climatic zones, the untouched nature in the Amazon Basin and the mountains soaring more than 4,000m above sea level, the country offers tremendous plant and animal diversity.

Peru's official language is Spanish, although Quechua, Aymara and other Indio languages are also recognised in the regions where they are predominantly spoken. The population of Peru numbers around 30 million people. Besides the capital city of Lima, with its 8 million residents by far the largest city in the country, the other major cities are Trujillo, Arequipa and Callao. The country's most important transportation routes include the Pan American Highway and the sea routes to North America, East Asia and Europe.

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Peru – ethnically and socially diverse

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Throughout its history, Peru has been a crossroads for different races and cultures. Today, Peru's population is comprised of various ethnic groups – around 43 % are Indígenas (Quechua, Aymara), about 2 % are Amazon Indians, 37 % are mestizos and approximately 15 % are white. Due to the ethnic diversity and resulting linguistic and cultural differences, the population of Peru represents a complex mosaic.

Llama with foal at Machu Picchu, an ancient Inca city in the Andes Mountains of Peru





Overall, the population of Peru can be divided into three categories: the wealthy, the middle income and the low income, who live on the lower poverty line. The wealthy sector of the Peruvian population is represented primarily by mestizos and whites, with the majority living a rather privileged existence. The influence of the USA, which is also Peru's most important trading partner, cannot be mistaken. The middle class of Peru's population is comprised primarily of mestizos, who live in the cities and are active in the civil service or run small shops. Around 14 million (50 to 60%) of Peru's



population are the Indígenas (indigenous people), who live at the lower end of the poverty scale. With the goal of improving their living standards, many of them have moved to the outskirts of the cities, especially around Lima.

#### Incomparable landscape: Costa, Sierra and Selva

Peru has three distinct types of landscapes, which are the costa (coast), sierra (mountains) and selva (jungle). The costa is a narrow, 2,300 km long, desert-like coastal strip along the Pacific. In the north, this coastal strip is around 150 km wide but only 30 km wide in the south. It reaches an average height of around 500 m and boasts rugged steep cliffs in some places. The coastal desert is not as much characterised by heat as it is from fog and fine mist. This is attributable to the influence of the Humboldt Current, also known as the Peru Current, which flows as a cold current from south to north along the coast,

Laguna Parón, the largest glacier of the Cordillera Blanca mountain range



turning westwards when it hits the equator. As a result of this cold current, the warm Pacific air cools off and condenses to become fog, but is not conducive to producing precipitation. Consequently, Peru's capital knows no rain. The sierra begins east of the narrow coastal region. This mountainous region of the Andes is part of the longest mountain range (Cordilleras) in the world, stretching from Alaska to the Tierra del Fuego archipelago at the southernmost tip of South America. The sierra accounts for about 30% of the land area of Peru, when taking the transitional regions into account. The transitional region, stretching from the mountains on the eastern slope of the Andes into the lowlands, is called Yungas. The Yungas is a partly tropical, lushly vegetated region. Typical for the Andes region are the deep valleys carved into the topography, which stretch down 500 m to 2,000 m, as well as gaps in the mountain ranges created by large rivers on the east and west sides of the Cordilleras. The highest mountains are Nevado Huascarán (6,768 m), Yerupaja (6,634 m), Coropuna (6,425 m) and Ampato (6,310 m). On the damp eastern side of the Andes below the 3,000 m level, the cloud forest (Montana) begins, stretching into the selva.

The selva is the huge Amazon lowlands, one of the still largely untapped dense rainforest areas in which some indigenous peoples still live according to traditional customs. The rivers that flow from the Andes chain to the Amazon are the only veins of transportation through the wide forested areas. Among the most

important rivers are the Río Apurímac, Río Urubamba, Río Ucayali and Río Marañón. The tropical rainforest rises from the river plain up to 1,200 m and then turns into tropical mountain jungle.

Spectacular: The plant and animal world is one-of-a-kind on this planet

Peru is the country with the greatest animal and plant biodiversity on earth. The most well-known animals of the Peruvian region are llamas and alpacas, whose soft hair is traditionally used to make

Cathedral of Lima at the Plaza de Armas



pieces of clothing, such as the colourful, patterned hats (gorros) worn to protect against the cold in the high Andes Mountains. The salt water lakes found at high elevations in the Andes create a habitat for three types of flamingos. Here one can find grey-legged Chilean Flamingos, red-legged James's Flamingos and yellow-footed Andean Flamingos. Condors are native to the deep mountain areas and can be sighted particularly well in Cañon del Colca (Colca Canyon). These powerful New World vultures, boasting a wing span of up to three metres, are among the largest birds in the world. Peru is considered to be the country with the greatest diversity of bird species. On the coast one finds huge colonies of marine birds,



including Brown Pelicans, Guanay Cormorants and Peruvian Boobies. In the highlands, feathered inhabitants include various species of ibis, as well as Andean Geese, Andean Swallows and Andean Flickers, while in the jungle, these include primarily parrots, aras (commonly known as macaws), toucans and weaver birds, whose club-shaped nests hang from trees. A great variety of hummingbird species can be found on Lake Titicaca, the highest navigable lake in the world, and on its islands. The national bird of Peru is the striking Andean Cock-of-the-rock. In addition to birds, Peru's coastal region is home to lizards, scorpions, seals, sea lions and penguins, while the country's eastern region boasts armadillos, alligators, jaguars and pumas.

Noteworthy is also the wealth of fish resources found along the Peruvian coast. It is no wonder that the national dish "ceviche", made from finely chopped raw fish, can be found on every menu along the costa. Massive schools of sardines live in the cold yet nutrient-rich waters of the Pacific Humboldt Current, serving as resources for the fish and fish meal industry.

The flora of Peru is no less diverse. Only a few types of grass and bushes grow in the nearly vegetation-free coastal area. However, in the rain-

Woolly monkey mama with her young in the Amazon Rainforest



forest regions one finds rubber and mahogany trees as well as vanilla plants; the high mountains feature mainly dry plants such as columnar cacti and flowering cacti. The totora reeds that grow around Lake Titicaca are used by the Uru people to build "swimming islands," on which they live, as well as to build boats and houses. The roots of the totora plants serve as food and are rich in iodine. The national plant of Peru is the Cantuta, a one to two metre high plant with long, bell-shaped blossoms.

Peru has a relatively large number of national parks and nature reserves, the most well-known being Huascarán, Manú and the region around Machu Picchu as well as the Lake Titicaca nature preserve. Machu Picchu, which means "old peak" in the Inca language, is an ancient Peruvian city whose structure has remained nearly completely intact. It was built by the Incas in the 15th century at an elevation of 2,350m on top of a mountain ridge between the peaks of Huayna Picchu ("young peak") and the mountain of the same name Machu Picchu in the Andes above the Sacred Valley of the Incas, also known as the Urubamba Valley. Around 100 years later, the Incas abandoned their city for a reason not yet completely determined. The city remained undetected for 300 years until 1911. Today, the area of this terrace-shaped Inca city with its farmers' huts, workshops, palaces, temples and tremendous number of stairs is the symbol of Peru. The Inca structures are famous for their architecture in which the huge rocks are so perfectly shaped and joined without mortar, allowing them to continue to withstand every type of adversity.

In 1983, UNESCO placed Machu Picchu on its List of World Heritage Sites.

#### Economy and trade – à la Peru

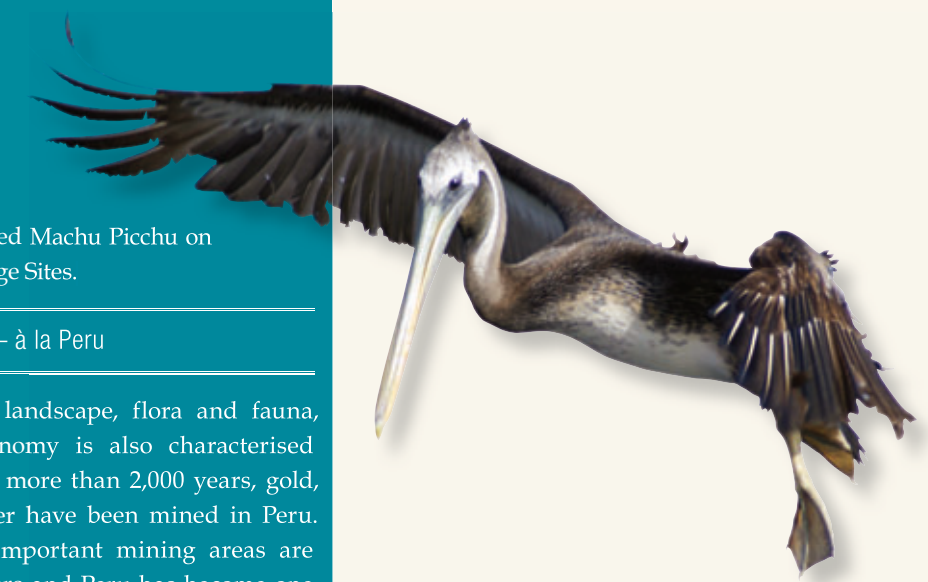
Just like its culture, landscape, flora and fauna, the Peruvian economy is also characterised by diversity. For more than 2,000 years, gold, silver and copper have been mined in Peru. Today, the most important mining areas are controlled by foreigners and Peru has become one of the most important mining nations in the world. The export of ore accounts for 60% of the entire export revenue. In addition to creations made of alpaca wool, gold and silver jewellery are also favourite souvenirs for tourists.

Peru is also known as an agricultural country. Since only 3% of the entire land area is suitable for cultivation, the mountain slopes are used increasingly to grow crops such as corn and coffee. World famous, the coca leaf has been used for centuries by the indig-

enous people to alleviate exhaustion, hunger and altitude sickness. For this purpose, the leaves are either chewed or enjoyed as tea. The tea is exported to many countries. Other important export crops include corn as well as "papas," spanish for potatoes. Originating in Peru, potatoes come in around 3,000 different varieties. They are an important export good, along with corn. In addition to agriculture, forestry also ranks high in economic importance.

The fishing and fish processing industries are also among Peru's most important export activities.

The Peruvian Pacific coast is one of the world's most bountiful areas in terms of fish. Still very important is also the export of guano. The "white gold" of Peru, the excrement of Guanay Cormorants, Peruvian Boobies, Peruvian Pelicans and other seabirds has been harvested for nearly 200 years, serving as a fuel and fertiliser. However, due to the emergence of artificial fertiliser, overfishing causing a reduction in the number of birds and the artificial fertiliser production from fish scraps, guano



The Ballestas Islands off the coast of Peru are fondly referred to as the "Little Galapagos"

has been experiencing diminishing importance. Peru's processing industry is yet another important sector for the country. Sugar cane, textiles and beverages are processed domestically and shipped overseas almost daily. Trading partners are Brazil, the USA, China and some European countries, including Germany. Germany is one of the main recipients of Peruvian fish meal and plays an important role as an export partner for Peru, particularly for machines, vehicles and electronic goods. Meypack has already delivered six packaging machines to pack household products to the Peruvian company Intradevco.

#### COUNTRY PROFILE

##### Republic of Peru



**Official languages:** Spanish, Quechua, Aymara

**Capital city:** Lima

**Form of government:** Republic

**Head of state:** Ollanta Humala Tasso

**Area:** 1,285,220 km<sup>2</sup>

**Population:** 29,248,943 (March 2011)

**Population density:** 23 residents per km<sup>2</sup>

**Currency:** Peruvian Nuevo Sol

**Independence:** July 28<sup>th</sup>, 1821

**Time zone:** UTC-5



## On a steady growth course

The Peruvian company Intradevco Industrial S.A. was founded in 1949 and produces household and personal care products. The company has been on a steady growth course for years – with modernised second-hand machines from Meypack. This strategy is not only efficient but is also one with an eye on sustainability.

**I**ntradevco Industrial S.A. has its headquarters in the Peruvian capital of Lima. At a total of nine production facilities, seven of which are in Peru, one in Uruguay and one in Chile, the company produces high-quality household and personal care products. It is among the leading companies in South America today – not least thanks to targeted investment in new factories over the past three years. These include a canner, one of the most modern in South America, as well as an aerosol factory, the only one in Peru. The company's newest factory was built in 2011 for the production of laundry detergent. Covering a total area of 30,000 m<sup>2</sup> and a production area of 20,000 m<sup>2</sup>, this factory has a production capacity of up to 20 tonnes per hour. Intradevco not only supplies the domestic market but also other Latin American countries such as Chile, Bolivia, Ecuador, Colombia, Venezuela, Uruguay and Argentina as well as Central America, the Caribbean (CARICOM), the USA and Canada. The products are sold in supermarkets.



Aerosol cans being transported in a wrap-around machine from Meypack's Retrofit Programme



Everything spic and span – with the products from Intradevco

The product portfolio offered by Intradevco Industrial S.A. is divided into five segments – cleaning (including detergents, fabric softeners, floor and furniture polish as well as car wax), personal care products (including sunscreens and toiletries), pharmaceuticals (diverse OTC-products, creams, Vaseline), products for professional use (including lighter fluid, spray cans and other paint products) as well as food (including a range of foods and products used in their preparation).

Without a doubt, Intradevco's most well-known brand is Sapolio, a product brand originally established in the USA back in 1869 and taken over in 1997. In addition, Intradevco produces the shoe cream brand "Kiwi" for Sara Lee, which is also well-known internationally.

The Chairman and CEO of the company is Rafael Carlos Fernando Arosemena Cilloniz. He has been with the company since 1992, became CEO in 2000 and has been the Chairman since 2006.

Refurbished and like new – with Meypack Retrofit

Intradevco Industrial S.A. has been growing steadily with the help of second-hand machines – not only in the end-packaging stage. The machines are refurbished and updated to the most modern standards. The decision makers were particularly impressed by the proven Meypack Retrofit Programme. The Meypack Retrofit Team provides optimal support during the entire machine life, going above and beyond the usual customer service, thereby supporting the customer during the complete overhaul of the entire line, during relocation of the machine, with the replacement of spare parts

and with the modernisation of individual components.

This company from the western part of South America now has six Meypack machines from the Retrofit Programme to pack the most diverse types of products from a wide range of product segments. Three of the machines pack PE bottles of bleach, while another one packs PE bottles of liquid detergent in trays and wrap-around cases. The two other machines pack aerosol cans as well as spray bottles with window cleaner and pump bottles with hand soap in wrap-around cases. Another machine just ordered recently will pack shaped PET bottles of



One of Intradevco's trucks in front of the aerosol factory





Founded in 1949, the Peruvian company Intradevco Industrial S.A., with its headquarters in Lima, is a producer for household and personal care products. The product portfolio of Intradevco Industrial S.A. is divided into five segment areas – cleaning, personal care, pharmaceuticals, products for professional use as well as food. In addition to supplying the domestic market, Intradevco exports to other Latin American countries as well as to Central America, the USA and Canada.

mouthwash, with a second wrap-around machine for aerosol cans already in the order books.

Since the machines have been completely modernised, they can also be adjusted to process a wide variety of packaging styles and pack sizes, just like their brand new counterparts. With the large number of machines in operation, Intradevco Industrial S.A. has been able to build up a wide packaging spectrum and can thus pack the most diverse types of products, even when new products are added. The machines for the spray and pump bottles as well as the upcoming machines for bottles of mouthwash have been additionally equipped with a new lane belt divider and thus create together a perfect symbiosis of “old” and “new.”



### Interview with Rafael Carlos Fernando Arosemena Cilloniz, Chairman and CEO at Intradevco Industrial S.A.

Rafael Arosemena with his daughter Julia, Marketing Manager for Personal Care

Mr Arosemena Cilloniz, how long has Intradevco been active in the Peruvian market?

For 63 years.

How is Intradevco positioned in the domestic and international markets and what perspective do you see for the future?

With its products, Intradevco now has a 25 % market share in Peru. 80 % of our total turnover is generated through domestic sales, which is equivalent to US\$ 160 million. The remaining 20 % comes through export business. We can generally say that in the years from 2000 to 2010, we registered an average annual growth of 25 %. Due to the worldwide recession over the past two years, growth is currently only around 10 %, whereby this rate will also stagnate in the coming years. We will hopefully be able to achieve higher growth once again after 2013.

To which countries does Intradevco export?

Intradevco exports to 18 Latin American countries, with Chile, Bolivia and Ecuador holding the top three spots, followed by Uruguay, Colombia, Venezuela and the Caribbean (CARICOM). In addition we now also export to the USA and Canada.

How many production facilities does Intradevco have?

We have seven production facilities in Peru, one in Uruguay, one in Chile and one planned project in Ecuador.

What is the strategic advantage of using machines from Meypack's Retrofit Programme?

The machines from Meypack's Retrofit Programme were completely overhauled and then adapted to meet our specific needs. They are extremely robust

## The Meypack Retrofit Programme

It is becoming increasingly important for machine manufacturers to offer comprehensive service features that encompass the entire range of its machine solutions. Uninterrupted and reliable operation are the catchwords. In order to ensure this on a worldwide basis, Meypack has set up a service centre in Nottuln-Appelhülsen. All aspects of service are covered and coordinated here, beginning with spare parts supply, moving on to repair services and culminating in maintenance and modernisation services (Meypack Retrofit).



### Worldwide customer service

- high speed reaction thanks to a central service hotline and central order processing
- efficient service programmes possible by taking advantage of synergies
- worldwide flexible availability of the service technicians

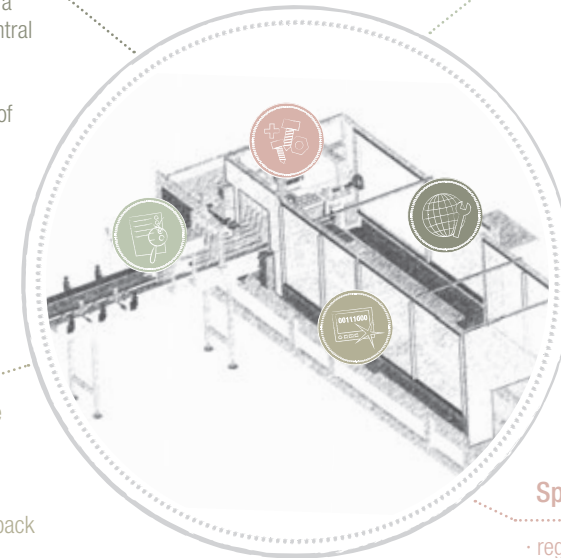


### Machine modernisation

- optimal support during the entire machine life cycle
- support in planning production lines and machine extensions
- modernisation of existing machines (Meypack machines and non-Meypack machines)
- complete overhaul and/or resale of older machines
- purchase of used machines
- training

### Preventative maintenance

- guarantee that the machines will run smoothly, without interruptions
- comprehensive (preventative) maintenance and service concepts
- preventative programme: heavily used machine components are replaced before they wear out and disrupt the efficiency of the production line
- spare parts pool: the maintenance team can quickly access the most important spare parts
- maintenance programme also for non-Meypack machines



### Spare parts service

- regular and reliable attention
- comprehensive spare parts pool guarantees the highest operational consistency
- remote diagnosis
- excellently trained service technicians active worldwide
- support and servicing during the entire machine life cycle

and of very good quality, have sophisticated technology and offer the utmost flexibility. And the format changes are easy to carry out. Furthermore, the machines are significantly more inexpensive than a new machine. All of the machines that we have purchased from Meypack work flawlessly, are easy to operate and the local representative provides fast and excellent after-sales-service.

of cost savings compared to the traditional pick-and-place systems that require the use of more machines to be able to pack the products. Finally, over the years we have built up very close and personal relationships with Meypack's executives and technicians.

Mr Arosemena, thank you for speaking with us.

What was the determining factor for Intradevco in deciding for Meypack? Did aspects of sustainability play a role?

The decisive criterion for Meypack was the stable and convincing wrap-around packaging that provides us with enormous cost savings vis à vis the American folding boxes. In addition, the compact design of the Meypack machines was very convincing, not only because of the space saving aspect but also because







**O** 

originally founded in 1934 as a fruit and vegetable manufacturer in Potsdam, Dreistern has been producing high-quality meat products since 1947. Today, with its headquarters in Neuruppin am See, the company is the market leader in meat-based ready meals as well as in aspic delicacies. With approximately 180 employees, this highly modern yet traditional enterprise produces around 300,000 cans of food, ready meal trays, jars and fresh packs daily in a production area of over 15,000m<sup>2</sup>. The brand Dreistern (German for "Three Stars"), a name derived from the highest award that can be bestowed on restaurants – the three stars – combines the most

modern and highest quality production methods with the fundamentals of traditional recipes and longstanding experience.

Long live the tin can

From the outset, the tin can has played a very important role for the company Dreistern. The company still remains acutely aware of the great importance of this very traditional type of primary packaging and is very active restoring the original lustre to the image of the tin can. For this reason, Dreistern is a founding member of the "Tin Can Initiative," which strives, among other things, to create, maintain, expand and regain consumer satisfaction and trust in the preserved freshness available in the tin can.

Tin cans were created to store and preserve food products. They are usually made of tin



# Perfectly packing and palletising preserves

The company Dreistern-Konserven GmbH & Co. KG, based in Neuruppin, northwest of Berlin, is a specialist in the production of high-quality convenience foods and ready meals. The family enterprise places the utmost priority during production on innovative, contemporary meals, new varieties of packaging and on improving upon the classic tin can used in the food industry.



that is 100% recyclable, making them extremely environmentally friendly. Products packed in tin cans make it possible for us to enjoy a diverse meal plan and make it easier to eat healthily. Nutrition studies show that these products have a high nutritional content because vitamins cannot escape due to the airtight closure.

The pivotal idea to heat and preserve food products in air-tightly sealed containers was the brainchild of the Parisian chef and confectioner François Nicolas Appert in 1804. He used glass jars. The preserving process was adapted by Pierre Durand, who used tin cans instead of glass. In 1810, the principle was patented in England.

Quality is the determining factor

An important pillar for Dreistern's current success is its high standard of quality. In the food industry one can say when it comes to meals, emotion plays a significant role. The consumer is critical and not only compares price and performance but also quality. Only those brands that have earned the trust of consumers can survive in the marketplace. For this reason, Dreistern has placed a high priority on quality from the outset and relies on external monitoring to ensure that its high quality standards are constantly maintained. To guarantee and be able to prove that high quality standards are being met, a variety of instruments have been installed at the company. These include regular quality circle meetings, internal audits and supplier audits through annual certification processes carried out by independent, accredited testing institutes, regular monitoring by government agencies, close cooperation with a variety of food industry institutes and regular training for its employees. All combined, these guarantee Dreistern well-functioning, modern quality management.

The challenge: packaging variety

A central requirement placed on Meypack was to deliver a system to pack a wide array of jars and tin cans in various formations into trays and then palletise them. More than 40 different products were to be packed by the machines in question.



*Originally founded in 1934 as a fruit and vegetable manufacturer in Potsdam, the company Dreistern-Konserven GmbH & Co. KG has been producing high-quality meat products since 1947. Today, with its headquarters in Neuruppin am See, northwest of Berlin, the company is recognised as a specialist in the production of high-quality convenience foods and ready meals and is the market leader for meat-based ready meals as well as aspic delicacies.*



With that, a simple, flexible and reliable format management became one of the central criteria to be addressed in the project.

In order to be able to handle this wide range of products, Dreistern ordered a combined case packing and palletising system from Meypack. The VP 520 case packer packs jars and cans into trays. The finished trays are then palletised on a PP 200 palletiser.

For this system, particular importance was placed on user-friendliness and easy product changeovers. The machine features tray processing with either the narrow side or the wide side leading, if desired. Due to the wide product diversity in question, a simple electronic format changeover was integrated. For the changeovers, the only format change parts needed to be installed were the grouping fingers in the grouping section. The continuous motion grouping section adjusts itself automatically via the controls, depending upon the programme selected.

The product infeed, which can be carried out in two to four lanes, can be adjusted to fit the various product sizes through a manual spindle adjustment device and a digital display.

Behind the packer, a palletiser has been installed to transfer the finished trays onto pallets. Through the telescopic lifting table, the PackPal is not only very efficient but also built in an extremely compact manner. The PP 200 is a layer palletiser with two triple axle manipulation units that create the layers. The palletiser has a capacity of placing 2 x 25 trays per minute in Euro pallet format. Servo motors ensure the precise movement during the palletising process.

You can find out more about the double pre-grouping station of Meypack's PP 200 under the heading "Engineering" on pages 22 to 23.



## INTERVIEW

# A chat with Benoît Liégeois

We treat nature with respect and deal with it responsibly, as we also do with our resources and our products. For us, responsibility means combining ecology, sustainability and economics.

Mr Liégeois, where does all the coffee that you process and sell around the world actually come from?

The question should not be "Where does the coffee come from?" but rather "Which coffee does Café Liégeois process?" Our coffee comes from all of the typical coffee-growing countries such as those in South and Central America, Africa and Asia. However, far more important than the coffee's origin is rather the way it is harvested and with that, how it is traded. For around 15 years we have been sourcing an increasing amount of fair trade coffee. The share is currently around 10 %. Café Liégeois pays about 1€ per kilogramme of coffee to the Mexican organisation Haute Chiapas. This institution works to ensure the fair trade of coffee - with the objective that the farmers of the region can live on their earnings and also feed their families. That's not all. Café Liégeois strongly focuses on sourcing purely organically grown coffee (current share is around 1 to 2 % and rising). The objective is to maintain the purity of the coffee while foregoing the use of chemicals in the form of pesticides. We clearly see the future in these two areas.

Mr Liégeois, you love coffee. At least that is what you say on your website and in your brochures. Where does this love come from? And how does it manifest itself?  
We treat nature with respect and deal with it responsibly, as we also do with our resources and our products. For us

responsibility means combining ecology, sustainability and economics and letting these aspects flow into our products. We strive to create a perfect, high-quality product that is affordable while simultaneously dealing carefully with the natural resources. Therefore, we use as little aluminium as possible in the packaging. Even the traditional roasting process fuelled with oil is now carried out with ecologically compatible gas.

While we are on the topic of the carbon footprint, it is well known that the production of coffee is not really a sustainable enterprise given the huge amount of energy required. How does Café Liégeois deal with this challenge?

Yes, that is true. It is important to identify areas for potential savings by examining the entire production process, beginning with cultivation (with its high water requirements) through transport and finally on to processing. Therefore, we have been working for years on a concept to reduce the amount of resources being used, especially when it comes to energy. As a result, across our production locations we are already using energy-saving bulbs and heating the buildings with the waste heat from the roasting machines. Furthermore, all of our waste products are recycled, with 2 % being used as fertiliser.

Were any changes made to the packaging?  
Yes, definitely. We used to use shrink film packaging but now use boxes instead.

Let's talk about the consumers. Coffee is a trend beverage, available in the most diverse varieties and flavours. What are the most popular coffee flavours in Europe?

Flavoured coffee is especially popular among young people, although the overall demand for it is not very high. One could say that the European wide trend sees the demand for less strong and less bitter coffee. Interestingly, there is a North-South divide evident. The further south one goes, the stronger the coffee must be and the more bitter it may also be. Belgium lies in the middle. Due to the cultivation in the former Belgian colonies, Arabica is a very popular type of coffee in Belgium.

What type of packaging style do your customers, the supermarkets, prefer?  
Supermarket chains want to have as little work as possible with the product. Optimally, cases must be able to be set on the shelves exactly as they arrive. No one has time for big unpacking rituals. Therefore, the preferred packaging styles are either wrap-around cases with easy openings or trays with lids. We don't use shrink film packaging - one reason being the environmental considerations.

What trends in coffee consumption do you expect in the coming years?

We expect the variety to grow. That means we will have more different types of coffee in the future. Furthermore, the dosage form will continue to vary. We will have more systems that operate with pads or capsules. The factor of convenience plays a great role in this aspect.

Coffee shops and coffee bars as well as cafés are very successful - not only in Europe but also worldwide. What are the reasons for this in your opinion?  
Does nobody want to drink coffee in the comfort of his or her own home?

In Southern Europe, 85 % of coffee is consumed in bars. In Northern Europe it is precisely the opposite. Here, 85 % of coffee is consumed at home. However, in Central and Northern Europe there is a trend toward increasing coffee consumption in cafés and bars, whereas the consumption of beer and other alcoholic beverages is decreasing. In my opinion, the reason is that one can smell and sense the taste of the coffee plantations. It's all about ambiance, about selling dreams. Lifestyle is the best way to describe it.

The competition is large when it comes to coffee producers. How can you ensure that you remain competitive in the future, especially when it comes to the large, global players?

Café Liégeois is not in the same league as the big boys, the corporations. And we don't want that. We have found our niche - one that we can successfully serve with high-quality products. We put our conscious emphasis on individuality, originality and sustainable, credible, authentic, products.

High quality is a lofty goal when it is meant seriously. How do you ensure that your high quality expectations are also met?

Checking, checking, and more checking. We visit the countries, observe the growers, the plantations, the processing. We pay attention to the transport routes. And we try our products during every stage of the processing. However, it is even more important to build up a network of reliable partners, people who one knows personally. People who stand behind their products, who are conscious of their responsibilities. And of course we guarantee reliable tracing of our products.

As a high-quality supplier, what do you expect from a manufacturer of packaging machines for your products?

The partner must understand and support our business. He must be competitive in offering the right product in first class quality at a fair price. Technically speaking, besides reliability we expect economic solutions that help us to stand above the competition. And it goes without saying that we want environmentally friendly packaging and we strive to use raw materials and fuel in an economical manner. Basically, we want machines that use as little energy as possible, which thus produce lower levels of CO<sub>2</sub> emissions.

Mr Liégeois, thank you very much for this interview.



## ABOUT

Benoît Liégeois is one of the two sons of Charles Liégeois, founder of the Belgian family enterprise Café Liégeois. Today, he and his brother Michel run the family business.





# Belgilicious!

Belgium is a country of gourmets. Belgian cuisine has been greatly influenced by French cuisine yet has developed its own unique tradition over time. In addition to the famous Belgian pralines, there are the even more famous Belgian waffles that are available everywhere and whose scent almost always puts people under its spell. The ingredients needed to prepare these waffles include the well-known brand Imperial from Campbell Foods Belgium.

# W

hether simply plain or with powdered sugar, whipped cream, fresh fruit, syrup or chocolate, Belgian waffles

can be enjoyed in numerous variations, though the connoisseur can differentiate between the waffles from Liège and those from Brussels. These two types of waffles are not only different in terms of their origin but also in their recipes and shapes. Waffles from Liège contain coarse decorating sugar that caramelises when baked. Their shape tends to be irregular. In contrast, waffles from Brussels have a more angular shape and are made from a softer egg batter. However, these two types of waffles have one thing in common: They dominate the cityscape of many Belgian cities. Little waffle stands are on every corner; one often finds the typical waffle stands that are reminiscent of the carts of ice cream vendors. However, Belgian waffles are also served and enjoyed in cafés and restaurants.

Mmm. Mmm. Good! – Imperial, a dessert brand from Campbell Foods Belgium

Campbell Foods Belgium is a subsidiary of the Campbell Soup Company. When people think about Campbell's, they immediately associate the brand

with soups and Andy Warhol, the man who not only invented pop art but also had a significant influence on it. Through his famous artwork, "Campbell's Soup Cans" from the 1960s, Warhol shaped the company's brand image. Today, Campbell's is one of the main players in the global food industry. The company produces soups, sauces and ready-meals as well as desserts and instant food mixes.

Imperial, one of the current brands of Campbell Foods Belgium, is a traditional brand for high quality desserts and instant dessert mixes and a permanent fixture in Belgian kitchens. Imperial got its start in 1903 when John Collin and Jeanne Verelst introduced a delicious new pudding mix onto the market. In the following decades, the product range was steadily expanded with baking ingredients such as vanilla sugar, baking powder and flour, dessert toppings and pectin. Today, Imperial is the Belgian market leader in each of these segments. In particular, baking powder, flour and vanilla sugar are among the brand's most successful products, which not only provide that extra special touch to pancakes, cakes and pudding, but also to Belgium's famous waffles.

Proven packaging technology for a traditional brand

In April 2012 Meypack delivered a VP 450 K case packer for Campbell's Belgian production facility in Puurs. This machine packs folding boxes containing pudding powder as well as baking ingredients into trays. The folding boxes enter the machine lying flat in single file with the wide side leading. Some of the products are turned from

## ORIGINAL LIÈGE WAFFLES

### RECIPE FOR 12 SERVINGS

250 g butter  
500 g flour  
200 g sugar  
40 g yeast  
3 medium sized eggs  
225 g milk  
200 g coarse decorating sugar\*

### PREPARATION

Combine the sugar and flour and mix well. Carefully melt the butter at low temperature and gradually fold into the eggs. Dissolve the yeast in lukewarm milk and add to the butter-egg mixture. Add the liquid mixture to the flour-sugar mixture and knead it into dough.

Let the dough stand for around 45 minutes until it has risen significantly. Then fold in the coarse decorating sugar. Finally, bake the waffles in a Belgian waffle iron for best results.

The waffles can be served simply with powdered sugar, with whipped cream and fruit (strawberries, bananas, cherries etc.) or with whipped cream and either chocolate or caramel sauce.

\*The coarse decorating sugar used in Belgium has a diameter of nearly 1 cm, making it very coarse sugar. This characteristic results in a slightly thicker layer of caramel on the waffle.

narrow side to wide side leading with the help of a driven roller unit. Finally, the products are erected by a servo-driven paddle chain and grouped in the desired formation on an intermediate table before being pushed onto the tray blank.

Campbell Foods Belgium already had two continuous case packers as well as a palletiser in operation from Meypack to pack glass jars.

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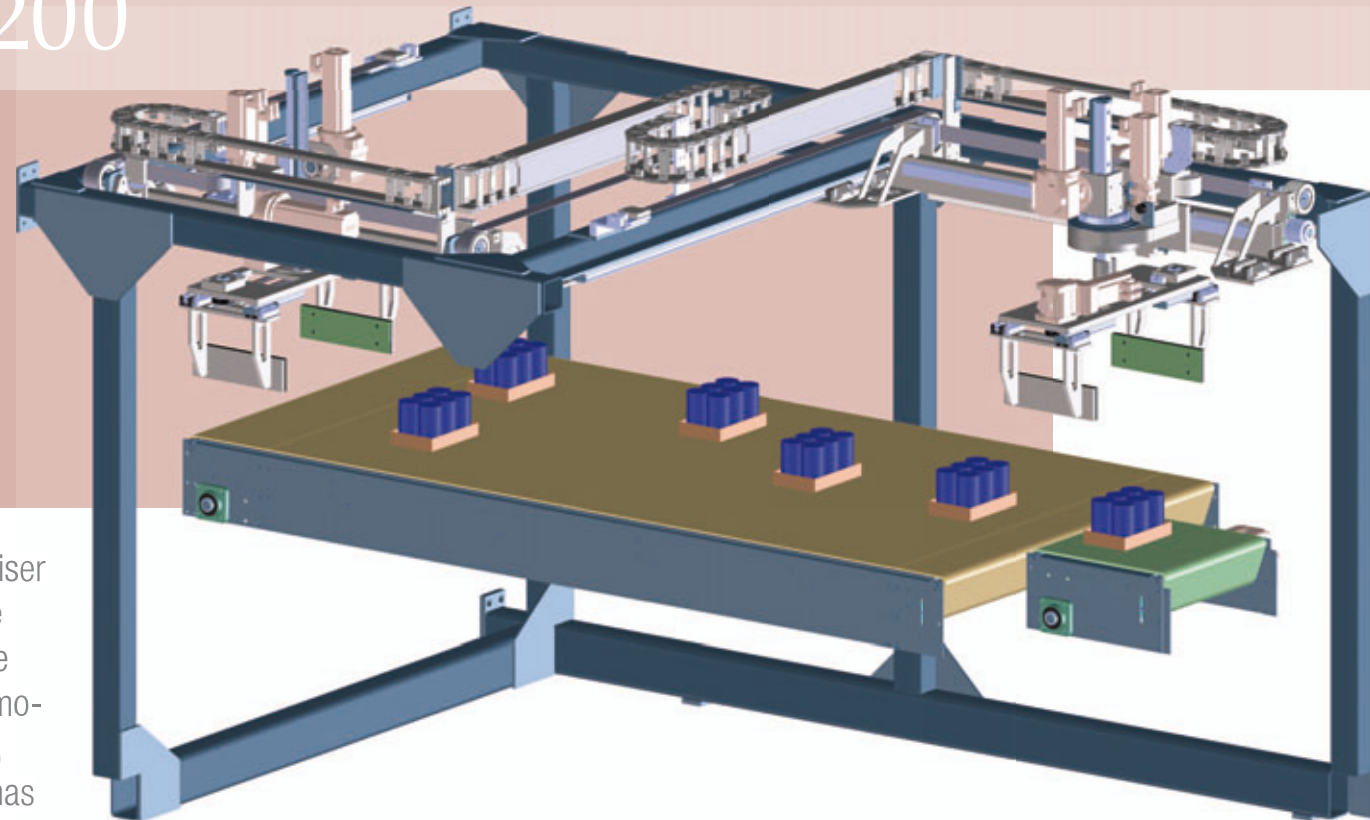
Campbell Foods Belgium is a subsidiary of the Campbell Soup Company and employs 270 people at its facility in Puurs, Belgium. Imperial, a brand from Campbell Foods Belgium, is the Belgian market leader for high quality desserts and instant dessert mixes and a permanent fixture in Belgian kitchens. In particular, baking powder, flour and vanilla sugar are among the brand's most successful products, which not only provide that extra special touch to pancakes, cakes and pudding, but also to Belgium's famous waffles.







# Trend-setting – the double pre-grouping station of the PP 200



The Meypack PP 200 layer palletiser is an extremely compact machine that is often used when the space available is insufficient to accommodate a classic palletiser. However, its compact size is not all that it has going for it: The PackPal PP 200 from Meypack is equipped with a double pre-grouping station. This enables highly flexible and gentle creation of layers.

**A**t the end of 2009, Meypack introduced the new PackPal PP 200 with two gripper arms as well as the single armed PP 100 onto the market. With the introduction of this new palletising machine available in two output categories, Meypack has expanded its machine programme to include a new highly efficient and flexible solution. Despite its compact design the PackPal is capable of processing all of the common pallet formats. Furthermore, it is possible to easily integrate intermediate layer or cover sheet dispensers.

Everything within reach – the gripper arms of the PP 200

What's special about the PP 200 are its two gripper arms, each of which is comprised of a triple axle servo-controlled positioning unit and can place the products in any position desired. Both gripper arms can be positioned either next to each other or also one behind the other. In contrast to the PP 100, which only has one gripper arm, the intermediate table can be filled from both the left and right sides. Each gripper arm fills one half of the layer.

Through the control software, the arms can work independently from one another and can pick up products from the infeed and place them on the intermediate table.

By using the PP 200's double pre-grouping station, both gripper arms can easily pick up the incoming packs and process them much more quickly. For this reason, an output of up to 60 packs per minute can be achieved with

this machine. When multipacks are to be palletised, the output can be cranked up significantly by processing a number of packs simultaneously – depending upon the layer profile.

Automatic. Continuous.

Not only through the use of Meypack's telescopic lifting table but also by holding the pre-fabricated layer on the intermediate table, it is possible to achieve continuous motion of the machine, even during the automatic pallet changes. Equipped with a telescopic device, the lifting table can move up and down, forwards and backwards. In the rear position, its length can be reduced by up to one half so that the loaded pallet is freestanding. It is thereby possible to already pick up the next layer created by the double pre-grouping station while simultaneously, a full pallet is being automatically transported to the pallet wrapper and an empty pallet is moving forward from the empty pallet magazine.



While the one gripper arm takes the incoming pack and clamps it ...



... the second gripper arm distributes and turns another pack until it has reached the desired position.

Through the interaction of the intelligent gentle layer building and the telescopic lifting table, a palletising output of up to six layers can be achieved in the case of single lane infeed at an infeed level of +1000 mm.

The PackPal can be used as an independent palletising machine or in combination with a packaging machine from the VP, SW and FW Series.

## SUMMARY

- ⌚ Highly flexible, gentle layer creation
- ⌚ Two gripper arms each equipped with a triple axle servo-controlled positioning unit
- ⌚ Simultaneous loading of the intermediate table from the left and right sides
- ⌚ Output of up to 60 packs per minute
- ⌚ Continuous processing thanks to Meypack's telescopic lifting table





## Pure indulgence

When tradition and passion combine forces, this often gives rise to a specialist that understands how to win over its customers with fine products of the highest quality. Such is the case with Fichaux Industries from La Madeleine, France, a small town north of Lille near the Belgian border.



**A**t Fichaux Industries, high priority is placed on quality. This begins with the careful selection of coffee beans and continues throughout the process, including their transport and processing. Steeped in tradition, this company places great importance on the origin of its coffee beans. There is one thing that is crystal clear to the employees at Fichaux Industries: The quality of the coffee is highly dependent upon the climatic conditions in which it grows, playing a huge part in determining the taste sensation. However, gentle processing also plays an important role. For example, green coffee beans barely have any taste of their own. This starts to develop once the beans have been gently warmed. Under the influence of the heat, the sugar and the starches caramelize and the coffee beans receive their brown colour. Through this process the various aromas then develop from the sugars and acids. The duration of the roasting process is dependent upon the beans used and the desired flavour, a secret that no coffee roaster is willing to reveal. In the end, coffee roasting is an art in itself that calls for a great deal of knowledge and experience. And that is precisely what Fichaux Industries brings to its craft, as a company grounded in tradition for more than 100 years.

A company history – shaped by the family

Edouard Fichaux founded the company in 1900 and his son-in-law Albert Ruyant took over the reins in 1927. His son Bernard Ruyant entered the company in 1950 and gave a new development impulse through the partnership with “Café Grand’Mère.” Today, Fichaux Industries is run by Dominique



Ruyant, a grandson of Albert Ruyant’s, jointly with his son Guillaume in the 5th generation.

Until the beginning of the 20th century, it was still customary to grind and roast coffee at home. Whether it was using a metal sheet over an open fire, the so-called kettledrum for the cast-iron coal oven, or the home roasters developed somewhat later that spread into well-to-do homes in the 18th and 19th centuries, it was all about finding the right temperature and the right length of time to gently roast the beans without burning them. These devices gradually spread to the middle class and into the countryside. There were coffee roasters in pot form for use over open fires in farmhouses and to use in coal ovens. The pots were equipped with either sliding or flip-up lids. Another variation was the steel drum roaster. These devices were rotated in the coals until the desired colour and the typical aromas were created. For this purpose, the roasters were placed over the open fire on a three-legged frame or firedog, or respectively suspended from a special stand equipped with a rotation mechanism.

Edouard Fichaux had the idea to turn this into a craftsmanship. He set up his own production facility and with that laid the foundation for Fichaux Industries of today. Industrialised coffee production made a breakthrough in 1927. From then on growth continued – slowly but continually. A new larger facility was built in La Madeleine in 1974, while a modern high

bay warehouse for 6,000 pallets was commissioned in 1993 and able to fully automatically process 60 pallets per hour. Then in 1994, ISO 9002 certification followed – a sign of clear commitment for controlled and documented quality and transparency as well as reproducible production processes.

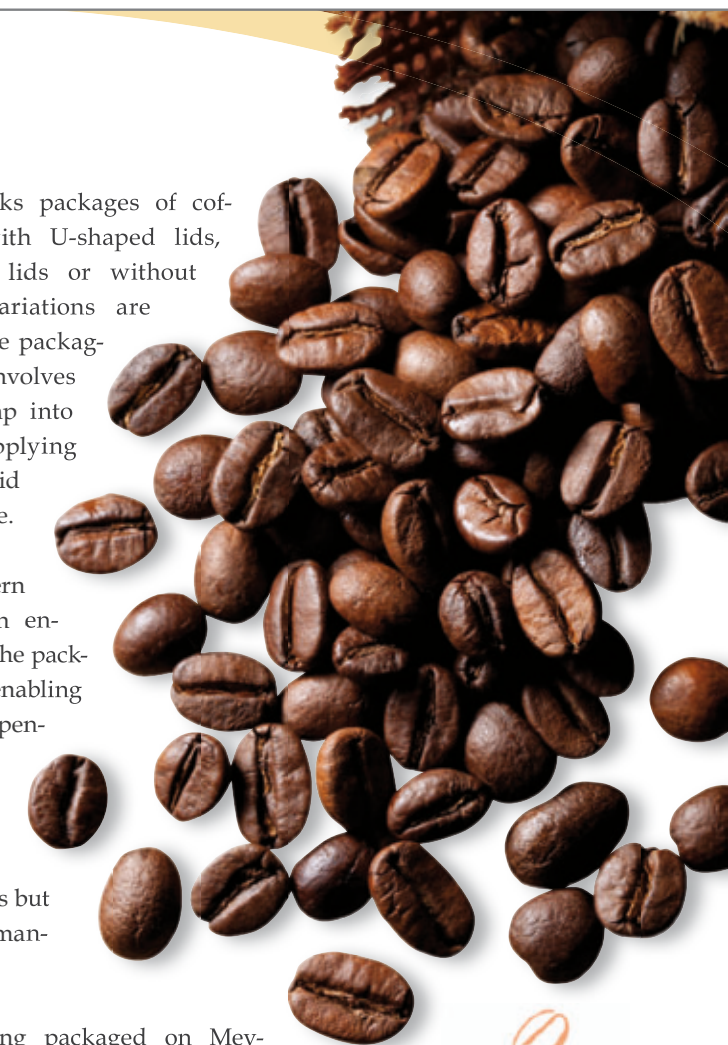
Today the company annually processes nearly a half a million 60 kg bags of green coffee beans, equivalent to 27,000 tonnes of coffee. Approximately 14 tonnes of coffee are roasted per hour on the 7 roasting machines in operation. The family-run business has dedicated itself to coffee and passes on its experience in coffee roasting from generation to generation.

Proven technology for a growing company

In the spring of 2012, Fichaux Industries invested in a new Meypack VP 452 packaging machine.

The machine packs packages of coffee into trays with U-shaped lids, with four sided lids or without lids. Both lid variations are secured during the packaging process. This involves inserting a lid flap into the tray and applying adhesive to the lid to prevent slippage. This lid securing technique is a modern packaging solution ensuring stability of the packaging as well as enabling quick and easy opening of the end-packaging at the point of sale. The lid is secured with two adhesive points but is easy to open manually.

The products being packaged on Meypack’s VP 452 are processed in varying pack sizes and formations. The pack sizes depend upon the respective products. Roasted and ground coffee is usually vacuum-packed in 250g or 500g packages, although slightly smaller sizes such as 225g are also possible. Premium brands also receive a special valve to ensure optimal product storage. The 1x250g packages of coffee are packed in 2x6 formations, the 2x250g packages are packed in 1x6 formations, while the 4x250g packages are packed in 3x1 formations respectively. An additional premium product is packed as a 2x225g package in 1x8 formations.

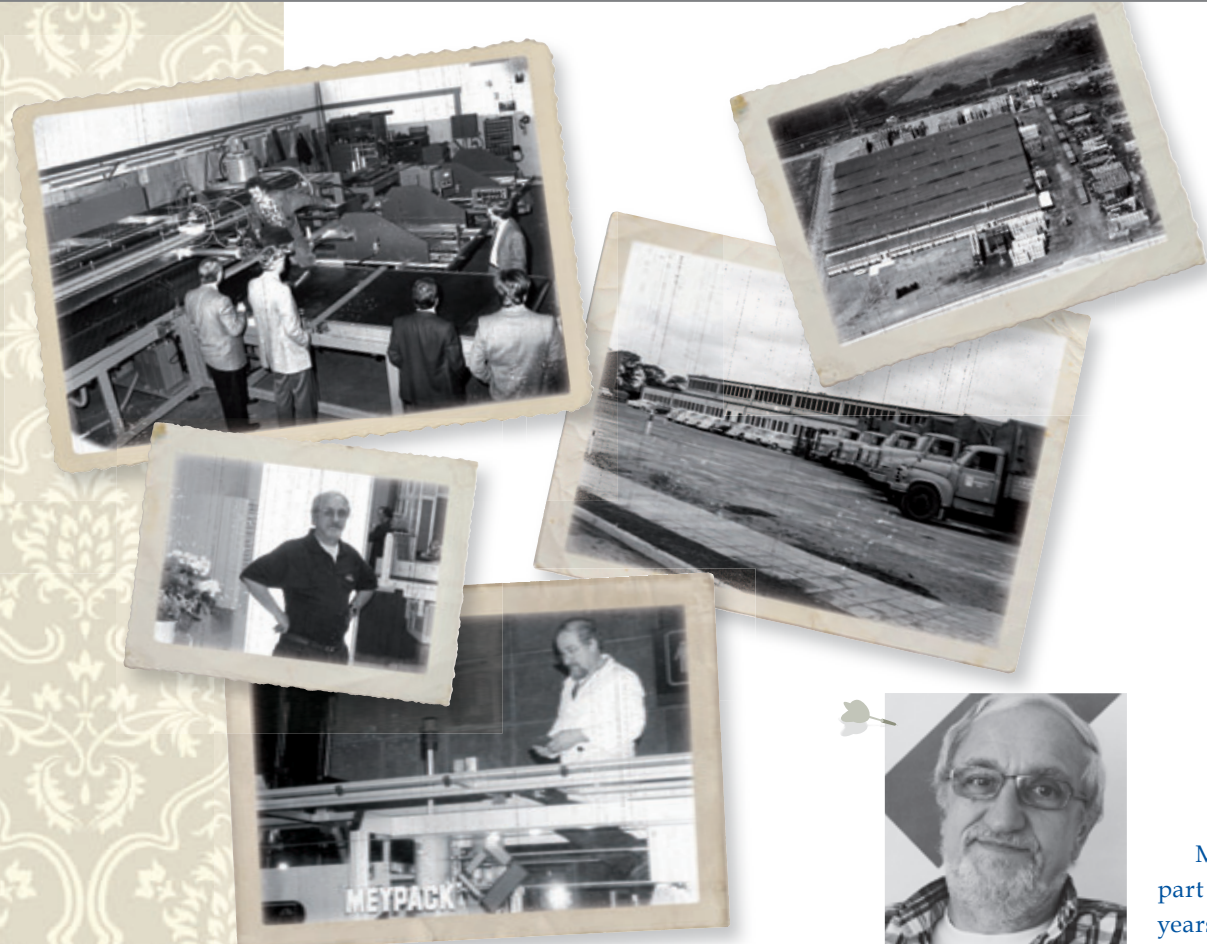


**Fichaux**  
INDUSTRIES  
*Pour l'amour du café*

*In 1900, Edouard Fichaux founded Fichaux Industries in France. Today the company is run by Dominique Ruyant, a great-grandson of Edouard Fichaux's, as well as Ruyant's son in the 5th generation. The company processes nearly a half a million 60 kg bags of green coffee beans annually, which is equivalent to 27,000 tonnes of coffee. The experience in coffee roasting is passed from generation to generation.*

For the love of coffee





# A permanent fixture bids adieu ...

In autumn 2012, Karl-Heinz Reher will leave Meypack after 39 years of service to begin his well-deserved retirement. Karl-Heinz Reher is one of the longest serving employees at Meypack and knows the company from the ground up. He joined the company on February 1st, 1973 when it was still Meyer KG, a trading company for packaging machines. He experienced the transformation from a trading company to a manufacturer for end-packaging solutions, as well as the expansion of the key markets and the internationalisation of the customers. Karl-Heinz Reher was also on hand when the company changed its name to Meypack Verpackungs- und Palettier-technik GmbH in 1981 as well as to Meypack Verpackungssystemtechnik GmbH in 1997. The kompakt team spoke with this longstanding employee about his time at Meypack and about his plans for the future.



Karl-Heinz Reher

Mr Reher, after being part of Meypack for 39 years, is it time to go? Yes, I think there comes a time when it is right to make way for the young ones, the next generation.

Furthermore, I am looking forward to my retirement and to all of the things that I will finally have time to do.

And those would be?

I am looking forward to spending time with my wife, our children and grandson. They stood behind me during all those years while I was out in the field and they had to endure my many absences. To be successful in this job one needs a strong woman on his side.

With you, Meypack will lose an experienced employee who has accumulated a great deal of knowledge over decades, particularly in the area of case packers and palletisers. What happens with this knowledge?

I had the chance during the past years to pass on my knowledge to some of my colleagues. The younger employees in particular will be able to profit from my experience.

Over the last years, what were your primary areas of activity in the company?

I was responsible for machine assembly and installation, not only in the production facility in Nottuln-Appelhülsen but also around Germany

and abroad. I was frequently in charge of the installations at large sites. I was often able to provide colleagues with hands-on assistance or with advice to assist them in their work.

Were there highlights or things in the course of your career with Meypack that you especially enjoyed doing? Were there things that you might even miss?

It was an interesting experience to set up machines at trade fairs because this was very challenging due to the very specific and tricky conditions at such events, plus time was often very tight. I always enjoyed explaining the machines to interested visitors and this provided interesting and useful feedback for me. These discussions gave rise to good ideas on a number of occasions. I will certainly miss the new challenges that arose with the tailor-made machines. No one machine was just like another and one is often put to the test, despite good engineering, to achieve the level of efficiency demanded by today's customers. I was extremely fortunate with the coworkers I had and I think in particular about those with whom I spent more waking hours over the years than with my wife.

Mr Reher, thank you very much for talking with us today. On behalf of the entire Meypack team we wish you a healthy and well-earned retirement among your family and friends. And of course we hope that you will not forget Meypack all too quickly and that you will stop by for a visit from time to time. The staff will certainly be pleased if you do.

## Time out? Professionally yes, but personally a completely new challenge.

Sales assistant Anja Schulze Bremer, who has been responsible for the Southern German, Austrian and Swiss markets since November 2007, will be taking a leave from Meypack. The reason: A baby. During this time, Ms Jutta Ahlers will be responsible



Anja Schulze Bremer



Jutta Ahlers

for the duties of Mrs Schulze Bremer. Ms Ahlers had been providing support in these areas of the sales department since June and has now taken over the tasks herself.

The kompakt wishes both colleagues great success and all the best in mastering their new "challenges."



### Dates 2012/2013

September 25th to 27th, 2012

FachPack 2012

Nuremberg, Germany

Hall 3, Stand 323

September 16th to 20th, 2013

drinktec 2013

Munich, Germany

Hall A 5, Stand 349





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