

Case Study Bernbacher

ROVEMA pack
pasta safely and
efficiently in paper
from a vertical
packing system.



“Many fears proved unfounded“

**From plastic to paper – a packaging change and its challenges.
And why everything went smoothly in the end.**

Anyone who manufactures a product in its fifth generation certainly knows his stuff. Experience, knowledge transfer and internal expertise are indispensable factors in modern industrial production. If you add dedication and love to the product, the inclined observer quickly understands why the family-run pasta manufacturer Bernbacher does not stop at the pure product – but also thinks about the packaging: The pasta product range “Organic Spelt“, “Organic Durum Wheat“, “Spelt“ and “Whole Grain“ will from now on find their way onto the shelves in new paper packaging.

Converting the entire Bernbacher range to paper packaging is an ongoing project for the coming years, according to Hohenbrunn. All this would not be possible without the support of the packaging machine manufacturer ROVEMA.

Both companies have been working together for decades – the basis of trust is right, they know each other well.



ROVEMA

Passion for packaging



On this occasion, packREPORT spoke exclusively with Stephan Wycisk, Operations Manager at Josef Bernbacher & Sohn GmbH & Co. KG, about ...

... the cooperation with ROVEMA:

The cooperation with ROVEMA is long-standing and trustful. Everything that has been created in the partnership so far works. We have a solid basis to be able to solve problems quickly. You can't really have it much better than that. The machines run in shifts six days a week.

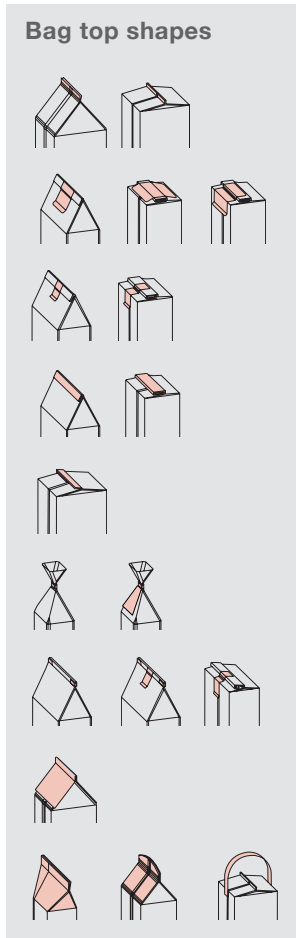
... the own image:

Bernbacher is an innovative company. You have your finger on the pulse all the time. We talk in this context, for example, about energy, consumption and efficiency.

We know very clearly what we want. We know what we want to implement, in what period and with what money. You do not get lost in trivialities.

... the priority of sustainability:

For Bernbacher, the topic of sustainability is not new. The company was already a bit ahead of the competition in this respect. It is worth mentioning the new building from ten years ago, in which the existing ROVEMA machines were also integrated. Here, the focus was placed on future-proof processes and technologies, such as the use of well water for cooling of processes and buildings.



Technical details	SBS 250 Single	SBS 250 Twin
	1 Form Fill and Seal machine	2 Form Fill and Seal machines
Format range	up to 260 mm	up to 260 mm
Output rate	up to 95 bags/min	up to 160 bags/min
Filling volumes	up to 4.000 cm ³	up to 4.000 cm ³

Performance data depending on product, packaging material and bag top shape.

Bag top selection from 40 options. The ROVEMA block packing system SBS TWIN flexibly processes packaging materials made of plastic and paper.

The efficient alternative to pre-made bags: Sealable packaging material from the flat film web is continuously formed into pouches, filled and sealed.

The individual packaging tasks are conveniently programmable as recipes and can be carried out quickly, efficiently and reliably during a format change.



... innovations:

ROVEMA makes it possible to switch from film to paper with little effort, so that we can take care of the environmental concerns of ourselves and our customers. ROVEMA enables us to be innovative and to present ourselves to the end users accordingly.

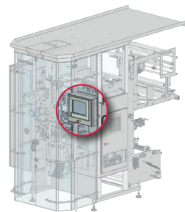
.... the process of packaging changeover:

In 2018, we started the process of switching to paper. The biggest challenge is that we do not know in advance how other materials behave, how they can be processed, and what effort is required to be able to use them. The ideal would be a 1:1 conversion, but this is not realistic.

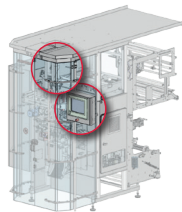
ROVEMA packaging lines are designed for maximum flexibility and offer high investment security, especially for ever-changing, demanding packaging tasks and new packaging material trends.

Maximum investment security through a holistic approach

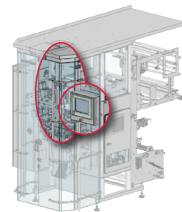
ROVEMA also tailors existing machines to new packaging tasks, e.g., to alternative sustainable packaging materials. A comprehensive Life Cycle Service together with a global network of experienced service teams enable optimum and custom-fit packages of measures.



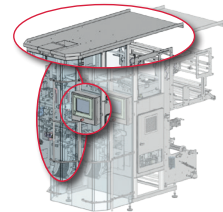
Option A



Option B



Option C



Option D

New requirement

Use of a slightly different packaging material on an existing machine.

Use of ASPM on an existing machine.

New bag size and use of ASPM.

New bag size and use of ASPM.

Testing the machine frame

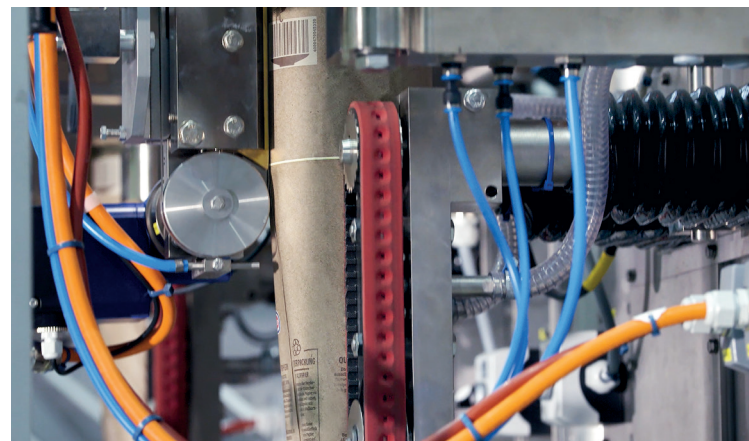
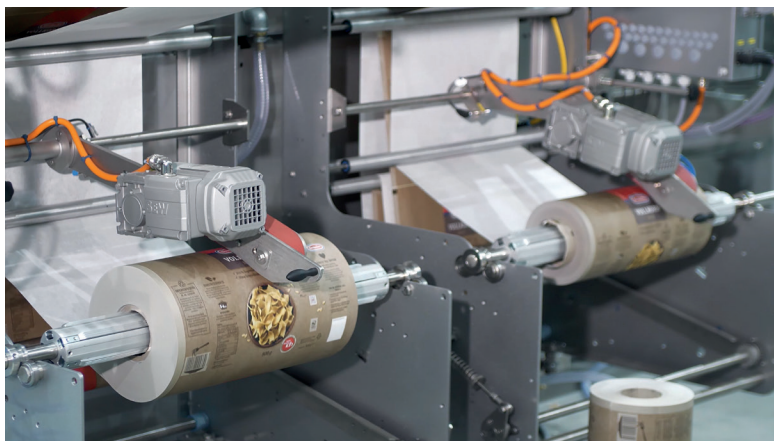
Measure
(builds on each other)

+ New recipe
+ Simple adjustment work

+ Possible new forming shoulder

Frame suitable:
+ New format set
+ New sealing tools

Frame not suitable:
+ Conversion of the format holder
+ Conversion of the product feed



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... vested interests:

For the paper packaging, Bernbacher had the advantage that on the one hand, with existing suppliers, it was possible to fall back on a suitable material. On the other hand, ROVEMA was willing to work this out together. It is of course in the interest of Bernbacher to present and position itself strongly on the topic of sustainability.

... constructive processes:

ROVEMA was already active in this field at that time. In the end, everything went via tests and knowledge transfer – in retrospect, constructive and uncomplicated.

... the great unknowns:

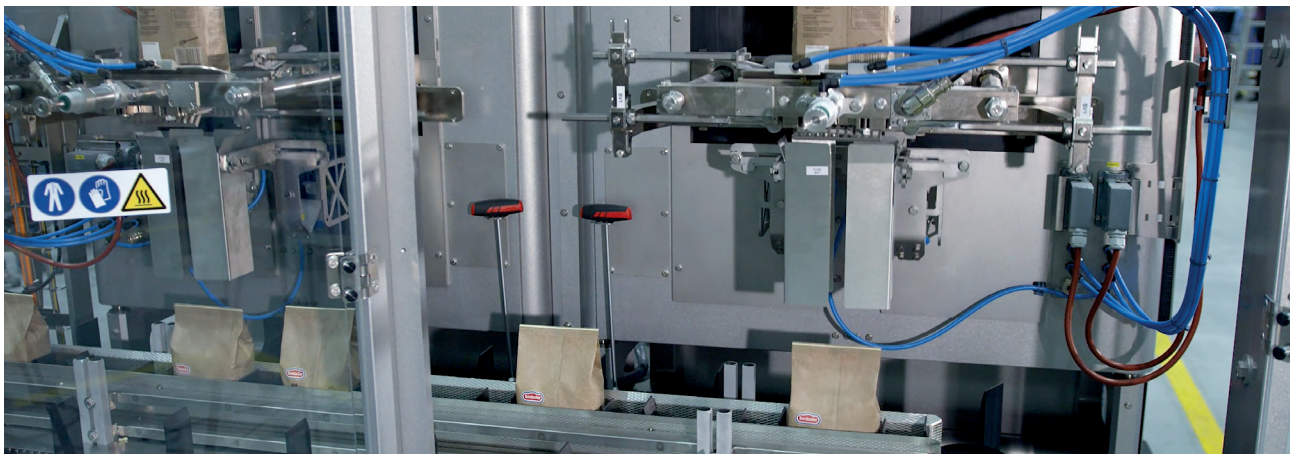
The fact that it wasn't initially clear what extent of a changeover this packaging would require and what effort would have to be put into it, that was the great unknown. It should be noted that many concerns proved to be unfounded. The internal machine processes were not optimum until recently, but since the last adjustment, things have been running smoothly.

... the supply of raw materials:

If the demand for paper continues to rise, what does that mean for us? What about the availability of paper? Is this, as it is needed on the market? These questions are of great concern to us. We have faced up to this kind of reflection. The situation on the world market was unproblematic at that time, but is currently being reassessed on an ongoing basis.

... the dear money:

Weighing up the costs and benefits is certainly always in the foreground. So is having a reliable machine with a high degree of utilization. The current situation regarding the availability of spare parts has taken on a different importance. Functioning support and commitment from the machine supplier about parts availability play a more important role today than ever before.





... the importance of packaging:

The packaging of the products is a very high priority at Bernbacher. It is what the consumer perceives that motivates him to reach for the goods. Neglecting the look and feel of the materials would be careless. The protection of the contents of the packaging also plays a decisive role, because the customer must receive a high-quality product.

... global trends:

We are not questioning our switch to paper. We see the trends that are taking place in the world. The ecological aspect is coming more and more to the fore. With the right suppliers and manufacturers in terms of paper, film and machine, a lot is still possible.

... the benefits of pasta:

We are very lucky with our product, because pasta is a consistent food whose popularity does not decrease – it is not a niche product. Pasta is versatile, easy to prepare, has a long shelf life and is uncomplicated to store.

... Margins:

What is currently happening on the market in terms of logistics is a completely new situation: For pallets, for example, we are talking about a fivefold increase in costs, with no end in sight. We have to pass on these costs, of course, because pasta is not a margin-driven product – at least compared to other food products, the margin is straightforward. For us, this means that we have to closely monitor cost developments in all areas and react to them at short notice. A machine manufacturer like ROVEMA, who is able to deliver reliable machines, helps to be able to output stable quantities at this point.

The packaging matches the brand promise: Bernbacher organic spelt pasta – regionally produced and completely packaged in paper.

ROVEMA specializes in packaging fresh pasta and dried short cut pasta. Learn more about ROVEMA's line expertise in pasta packaging: www.rovema.com/en/packaging-solutions/packaged-goods/short-cut-pasta



ROVEMA Block Packing System SBS TWIN: Flexibly adaptable to different bag shapes and packing materials. Up to 160 packs/min.



... changeover times:

We have different volumes on this line for our pasta types, such as 500 g, 750 g and 1000 g in different film qualities and also in paper execution. The changeover times could be improved with the new machine by constructive measures on the part of ROVEMA, also in comparison to the two other similar ROVEMA machines at our plant. These three are a total of seven machines that work side by side.

... the message of design:

We as a long-standing traditional company naturally do not want to appear old-fashioned. We have the opportunity to present ourselves with the packaging changeover as an innovative, and imaginative company, which we are de facto. The design decides whether the customer finds the product appealing and buys it. But the packaging and the design also convey a lot of image, and that's where customers see it: Man, they are ahead of the game!

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