



engaging with customers

Asda pledge to norm public

Asda is to publish a page on its website dedicated to packaging next week so it can improve engagement with customers on the issues, the retailer's packaging buyer Steve Monkman revealed yesterday. The move is part of Asda's 'green with us' scheme, which has drawn criticism from the packaging industry. Monkman, speaking at a Packaging Innovation seminar, also said that the retailer will be talking to customers about the value and role of packaging.

Monkman said the retailer's education of consumers is vital, and the reasons for particular packaging choice are something that will be communicated," he said.

Monkman described the retailer as ultimately mutually beneficial, relationships between retailers and the packaging industry as "often strained and always hard for both sides".

Monkman said the retailer would where would the packaging industry be without the industry for innovation and development, and huge growth of the retail sector?"

Monkman said the retailer would be faced with demands from customers to reduce packaging, but that the retailer would not be able to do so without affecting sustainability and profitability.

Monkman said the retailer would care about the environment, climate change and sustainability, but almost half of the retailer's packaging is made from virgin materials. He said the retailer would need to make sure that the packaging is 'affordable' for customers. He said the retailer would make the right choices, he said.

by Jess Raine

UK machinery manufacturers Endoline and Quin revealed yesterday that they had installed five of their Versapack case erecting and packing systems in the last year, and hope sales will more than double this year following Total.

The Versapack has been created by combining Quin's RTheta Casepacker with Endoline's 220 series of case erectors. It runs at 20 cases and 100 picks per minute, on a particularly compact footprint of 1,800x1,750mm.

Endoline managing director Tony Hacker said the Versapack combined the functions of a case erecter and packing system "into one very fast machine".

"We believe it's the smallest,



Quin RTheta Casepacker: forms part of the Versapack machine

fastest product of this type of machine in the world," he added.

Quin Systems managing director Mike Webb said typi-

cally with new flat cases. The rest of the process runs automatically.

Applications including roll-wrapped biscuits, flow-wrapped wet-wipes and cartoned ready meals are all suitable for the Versapack system, according to Hacker, although he said the firms were not aiming the machine at fresh food products.

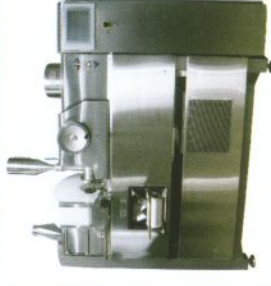
Hacker said the firms had started to market the Versapack in the UK and had a distribution network established across Europe. Enquiries had also come from Australia.

"It's most definitely an exportable product, but UK manufactured," said Hacker.

Endoline is on stands 4250 and 4251, while Quin is on stand 5221.



Jenton International is using Gorilla marketing at Total to promote the virtues of banding as a way to minimise packaging. The company, which has teamed up with Fyffes and Kite Packaging for the product, said banding bananas in bunches reduced material use by 80% compared with traditional banana packaging. It has started trials in supermarkets in Scotland with Fyffes organic bananas. Jenton is on stand 4010.



KF-400: twists from grits

H&G introduces KoEx extruder

Heat and Control, the Australian food processing and packaging machinery manufacturer, has launched its new KoEx Friction Disk Extruder at Total.

The KF-400 system produces both baked and 'fry-type' twists using de-germed corn grits, polished rice grits and lentils, among others.

It can produce up to 400kg per hour and features an in-built self-diagnostics system that alerts the operator when there is a problem.

Heat and Control is on stand 5516.