

Stabburet.



FOOD SECTOR

Stabburet AS

Orkla Group

Rygge, Norway

>> combined packer

SMIFLEXI CM 350

>> belts and divider

SMILINE DV 200



■ Impossible not to be dazzled by the beauty of Norway, which, not coincidentally, had inspired many poets, artists and writers in the past.

The landscapes vary from the tundra to the beaches, from charming fishing villages - that seem to come out of a storybook - to vast pristine forests, from spectacular ice caps to the famous fjords (which are now the symbol of the country).

Norway is loved by all types of travellers both in winter when it is covered by a thick blanket

of snow, and in summer, when nature awakens and gives vigor to the landscape and to people.

In Norway summer is magic: the sky opens to the strong rays of the sun, the blue becomes intense and the rocks stand out clearly in the fjords.

The hours of light increase and the night turns different colors: it is the natural spectacle of the "midnight sun", when even at night the sun remains over the imaginary line of the horizon and generates strong emotions in the viewer.

Stabburet:

The tomato meets Norway

■ Stabburet AS is one of the largest producers and distributors of food in Norway. Thanks to brands such as Idun Tomatoketchup, Grandiosa, Nora Nugatti and Fun Light, the Norwegian company has acquired a leadership position in the market for food sauces, frozen products and other food products.



Every day Stabburet products form a significant part of meals to hundreds of thousands of Norwegians; in fact pizza, sauces, ready meals, drinks are sold by the major chains of retail stores and are used by the most popular restaurant chains.

Among the many products of the Norwegian brand, "Idun Tomato" is definitely one of the best selling ketchups; hence the need for Stabburet to have a very versatile packaging system, able to pack ketchup containers of different capacity into different pack collations. Since 1956, Idun Tomato ketchup has been on the tables of almost all Norwegians, with its unmistakable flavor of fresh tomatoes and recognizability of the container, whose style has remained unchanged for over 30 years.

Recently, Stabburet has launched an updated version of the currently marketed bottle, aiming at an innovative oval design. The launch of the new container was also facilitated by the installation



of a new Smiflexi combined packer of the CM series, which from the beginning of the project proved to be the ideal machine for its great operating flexibility and ease of management and control.

These features have enabled the processing of both containers and the easy integration of the packaging machine with pre-existing palletizing systems.

Combined packaging: the ideal solution for every need



■ To respond effectively to new market trends, manufacturers of the “food & beverage” sector focus increasingly on very versatile and fully automated secondary packaging systems, such as the combined packers of the Smiflexi CM series, which bring together in one machine the features of a wraparound case packer, a trayformer and a shrinkwrapper. The model installed at the Stabburet factory in Rygge,

Norway, packs ketchup containers with round and rectangular-shaped bases, for the channeling of which a Smiline DV200 model divider was supplied. The CM 350 combined packer produces a wide range of high quality packaging solutions in tray + film, tray only and closed cardboard box. When the processing programme features tray only or wrap-around box packaging, the shrink oven and the film wrap

system are automatically deactivated by the machine control system.

The collations produced by the model installed at the Norwegian company range from small 3x3 tray + film and tray only packs for the 520 gr. bottles to the larger 5x2 collations, always tray + film and tray only, for the 890 gr. containers.

The 540 gr. and 870 gr. bottles were packaged in tray only corrugated boxes, before the new container was launched in January 2011.

The Smiflexi packer in Stabburet also has an additional cooling conveyor located at the outlet of the tunnel, which ensures the perfect





shrinking of the packs in the 5x2 collation, allowing them to rotate by 90°. The Smiflexi CM series is the ideal solution for the Norwegian company's production needs as it "gives its best" especially in packaging lines characterized by frequent switch-overs from one product to another or from one format to another. On introducing the new squeezable bottle on the market, Stabburet simultaneously started a package standardization process; for this reason, the Norwegian company has unified the shape and size of packs that make up a "full pallet" (divided into

■ Prizes awarded for innovation and creativity

Stabburet AS was awarded the prize for the 10th edition of the "Grand Prize", a competition organized to raise awareness among the companies within the Orkla group about the importance of advertising tools and also to reward those who created the most innovative product and the best advertising. Stabburet received this award for food spreads recently launched on the market, which are among the "top sellers" of the Norwegian brand.



single packs again before being placed on the shelves) and those that make up 1/3 of a pallet (placed directly on the shelves).

The only difference is the type of final packaging, since the packets placed directly on the shelves are packed in a cardboard tray only.



The new challenges

of secondary packaging



■ Stabburet is a leading company in Norway in the production of food. Founded in 1943 by Gunnar Nilsen, the Scandinavian company, belonging to the Orkla Foods group, runs 8 manufacturing plants in southern Norway and employs over 1000 people. The current company structure is the result of the merger and acquisition of several companies that, within a short time, led Stabburet to win the leadership position in the market.

Suffice it to say that in 1947, just 4 years after founding, the company held a prominent position among the producers of fresh and canned fish.

The development of Stabburet is marked by continuous competitive challenges that have led to large capacity for innovation and flexibility in adapting to changing business demands.

In fact, the frequent and often unpredictable changes in consumer habits and preferences require companies of the "food & beverage" sector to install more flexible,



efficient and economic production systems.

As part of this evolutionary process, the final packaging of the product plays a crucial role since it must be able to intercept the new market demands by offering the right product, in the right format and





packaged appropriately. Hence the need to introduce a new container for the ketchup line that responded to the new buying habits of consumers, who increasingly are

targeted towards very practical, easy-to-open formats, characterized by a strong image of quality and freshness of the product: convenience, quality and freshness that



■ The "Idun Tomato" ketchup

The industrial production of this sauce was initiated by Stabburet in 1956. Today the product has a market share of 75% in the reference field and sales in Norway amount to 13.5 million bottles a year. The origins of the "Idun" brand date back to 1930, when the "Det norske edikkbryggeri" factory was set up in the Norwegian town of Moss for the production of vinegar and mustard marketed under the brand name "Idun". In 1961 Idun Norex was founded, which later became Idun AS, a company that became part of the Stabburet world in 1991.

STABBURET



Stabburet guarantees even after opening the product, thanks to the new squeezable container with particularly innovative cap and dispenser.

The latest generation of packaging machines produced by SMI is able to provide increasingly complex and customized packaging solutions: for example, the Smiflexi CM 350 model combined packer, chosen by Stabburet for the secondary packaging of ketchup bottles of 520 and 890 grams, is able to create packages - at speeds up to 35 packs/minute - in cardboard trays with or without

shrink film.

Thanks to the use of such a versatile machine, the Norwegian company can now quickly and easily switch from one type of production to another, periodically adapting the entire production system to market demand.

SMI was able to propose an ad hoc technical solution to Stabburet by developing a management software that ensures perfect synchronism between the CM 350 combined packer and the two pre-existing palletisers, the first of which is dedicated to the composition of pallets of packs in tray only while

■ Ketchup: origins and uses

Many think that this sauce is the "American product" par excellence but, in truth, ketchup has an Oriental origin: the name derives, in fact, from the Malay word "kecap", a sauce made of fermented and marinated anchovies, or from the fusion of Persian words "ket" and "siap" (which in essence means "pickled fish").

When ketchup landed in Europe in 1600, cooks began to customize it by adding other ingredients, including oysters, mushrooms, walnuts and lemon. The recipe of ketchup as we know it gained ground at the end of the eighteenth century when, in the United States of America, some chefs began using tomatoes to make this sauce.

The tomato-recipe becomes widespread in the early nineteenth century, when it appears in some very popular cookbooks appreciated by chefs and connoisseurs.

Initially produced and sold in agricultural farms across the United States, this sauce becomes a "consumer commodity" from 1872 onwards when Henry John Heinz begins manufacturing it industrially on a grand scale. Over the following decades, the "tomato ketchup" has become an essential ingredient in the culinary habits of millions of consumers, to go with chips or to match it with the mayonnaise to prepare the cocktail sauce.



- Gastronomic traditions that come from nature

Norwegian cuisine draws from the generous and fresh products in the basket that land and sea provide: farmed meat, game, vegetables and fruit. Game-based dishes excel in the national gastronomic hit parade, with freshly hunted reindeer and moose, while the fish basket has its strong points in smoked salmon and cod.

Dairy products are first choice, such as the exquisite "Geitost", sweet cheese made with cow and goat milk.

Traditional consumer drinks are the brandy (akevitt) and the excellent native beer.

In recent years there has been a gradual and steady increase in the consumption of food sauces - ketchup and mustard at the top of the list and, more moderately, mayonnaise - all used for the preparation of elaborate meals or to



add flavor to various dishes. The increased demand for these products has allowed companies like Stabburet to seize the opportunities offered by new trends, offering the market a well diversified portfolio with a rich variety of tastes.

In addition to ketchup, the range of food sauces of the Norwegian company includes mayonnaise, mustard, Tabasco sauce and many other seasoning products.



the second is for tray + film packs.

The simple signal-exchange system allows the customer to change automatically - without operator intervention - the type of package made by the CM 350 combined

packer (tray only or tray + film), according to format requirements sent by the control system of the palletiser in operation (between the two installed). In fact when the palletiser, dedicated to composing the pallet with the tray only



- Orkla Group



The Norwegian Orkla group operates through three main divisions, each of which is a leader in its field of reference: Orkla Brands, Sapa and Investments.

Orkla Brands manufactures a wide range of consumer goods such as food, drinks,

snacks, detergents, personal hygiene, etc. Besides the Stabburet brand, many other food companies of primary importance in Northern Europe and in the Baltic States are part of this division such as Procordia, Abba Seafood, Bakers, Beavais, etc.

The Sapa division specializes in the production of aluminium solutions for the building sector, systems of energy production from renewable sources, heat exchanger sectors, etc., while the Investments division is active in financial investments.

With a turnover of 57 billion NOK (Norwegian crowns), amounting to over 7.3 billion Euros, 30,000 employees in approximately 40 countries, Orkla is an industry of great importance for the economy of Northern Europe and Baltic States, with significant market shares in Russia, India and Austria.



packs, has completed its work cycle, a special signal is sent from the control system to the Smiflexi packer, that automatically switches to the tray + film format to feed the other palletiser.



Above: the presentation of the jersey of the Fredrikstad F.K. football club, sponsored by Stabburet.



New APS palletizer:

robustness and reliability at top levels



The APS series is composed of automatic systems for the palletisation of cases, bundles, trays and other commonly used packs.

Smipal palletizers of the APS series are the outcome of an intense activity of research and innovation and, thanks to the accurate design of the central column and of the horizontal beam, along with the precise motion on recirculating-sphere guides, assure fluid and continuous movements, with very little dynamic bendings and virtual absence of vibrations: this is the key to guarantee a long life cycle of the mechanical components.

APS SERIES:
lift beyond your limits.



> stretch-blow moulding machines > shrinkwrappers and tray packers > wrap-around casepackers > conveyor systems > palletisers



SMI S.p.A. - Via Piazzalunga, 30 - 24015 San Giovanni Bianco (BG) - ITALY
Tel. +39 0345 40111 - Fax +39 0345 40209 - info@smigroup.it - www.smigroup.it