

PACKAGING AUTOMATION ENJOYS HIRE SUCCESS WITH DAIRY CREST

Packaging Automation Ltd is about to secure an order to supply a second heat sealing machine to Dairy Crest to meet increased demand.

A PA2016 has been in operation at Dairy Crest's plant in Frome, Somerset for around a year now – and it has been so successful that the company plan to go back to the UK's tray sealing experts for another machine in the near future. Like the first, it will be equipped with a modified atmosphere packaging (MAP) option, and will heat seal Dairy Crest's Cathedral City Dip & Go packs, one of the snack food success stories of the last year.

The versatile PA2016 model is an automatic, rotary table, heat-sealing machine capable of using reel-fed film, pre-cut foil and paper or laminate lids. A variety of pre-formed trays and containers are taken in its stride and a blister sealing option is also available. Quick and easy tool changes are also a key feature as is Packaging Automation's hire deal, something which appeals to many of the company's customers.

Indeed, it was the hiring options which appealed initially to Dairy Crest as they wanted to find the most economical way of launching the new snack product and test the market before committing to buying a machine outright.

Consequently, says Dairy Crest's site manager John Billett, hiring was the ideal way of dealing with a launch of the packs of Cathedral City cheese and Branston pickle dip which were initially offered at Tesco stores and Texaco service stations.

“Now they are just about everywhere,” says Mr Billett, “in the stores of nearly all the leading supermarket chains and in the smaller units of a number of other national chains as well as in service stations. It really is a very successful product.”

And the part the PA2016 played in that success – Mr Billett reckons the machine has handled nearly three million packs – has led to it being purchased. It has also resulted in the decision to hire a second machine to help Dairy Crest keep up with demand.

Mr Billett said: “We did not know a lot about Packaging Automation when we were devising our launch. But we looked at their products, as we looked at those of a number of their rivals, and they were the best for the job we had to do. They undertook a lot of trials with us to ensure we got the MAP mix just right, and have given us a high level of service and support when needed.”

Background Information:

Packaging Automation was established in 1963 and is the UK's leading manufacturer of tray sealing machinery for the food industry.

Operating from 'state of the art' premises located in Knutsford, the business employs 120 people and produces a wide range of equipment. These range from simple manual units and semi-automatics through to in-line fully automated systems. The company also manufactures volumetric, filling and sealing machines, conveyors and various other ancillary equipment.

This level of professionalism has made Packaging Automation one of the market leaders in the supply of tray sealing solutions for a wide range of markets including food, medical, personal-care and DIY. The company is the first choice for a wide range of suppliers to multiple outlets including M&S, J Sainsbury, Asda and Tesco to name but a few.

Feb 2004