

PA PACKAGING KEEPS LID ON POSTAL COSTS

The name of Packaging Automation Ltd has long been a watchword for tray sealing expertise among the UK's food companies but now the non-food sector is sitting up and taking notice of the excellence and reliability of the company's products and after-sales service. The company's latest installation is helping a Yorkshire based company which supplies livestock tags to the UK farming community to keep costs down in the face of the new postal charging system introduced recently by Royal Mail.

Ritchey plc, the largest and best known supplier of identification tags for cattle and sheep, has installed a Packaging Automation PA210 tray sealer on hire after carrying out extensive tests to find a new packaging method for the thousands of tags it posts to farmers weekly.

With new strictures on size and bulk of items, Ritchey found its mail bill in danger of trebling if it continued using its traditional packaging of straightforward padded bags – so it looked around for an alternative which would keep costs down while meeting Royal Mail edicts.

“We needed something to fit through a 25mm slot so we could send out one or two replacement tags without trebling the postal charge,” explained Ritchey's technical production manager Nigel Myers. “We can send out up to 1,000 individual tags a day – though the average is 250-300 – so keeping costs down matters. We did extensive research and tried lots of ideas.

“Finally we were referred to Packaging Automation through tray supplier Pregis and they were only too pleased to do extensive trials with us, using their PA210 machine. We had to get round one or two problems, like ensuring the tray lid was not pierced by the tag’s point, which was achieved by ensuring tags were put face-down in the tray – and everything is working very well.”

Mr Myers has been delighted with the results and is considering extending the use of tray sealing across the range of Ritchey’s tags – which could mean more work for Packaging Automation. Hiring the PA210 is another big plus of the PA deal according to Mr Myers, who has been impressed with the packaging company’s work and support across the board, notably the speed at which it operated. Little over a week after it was ordered the PA210 had been installed.

The bench-mounted machine - which seals reel-fed film, pre-cut film or board lids to preformed trays and containers, and features ease of tool change plus consistency of seal quality - is just one of an extensive range of tray sealing equipment available from Packaging Automation.

Company sales executive Rebecca Chung said the company was pleased with their continued and growing success in the non-food sector and added: “We are always prepared to work with customers on trials to ensure we get everything just right. And our willingness to hire out equipment is a bonus to many – particularly those new to tray sealing.”