

MULTIVAC: Portion-packed processed cheese in Taiwan

In August 2016 a complete packaging line, consisting of a R 245 thermoforming packaging machine and a filling system, went into service at Powered. This packaging solution now enables the company, which has its headquarters in Taiwan, to pack its high-quality cheese spread hygienically and efficiently in attractive portion packs - and to cater for the trend towards packaged food based on individual needs, a trend that continues to grow in the Asia-Pacific region.

Powered was founded in Taiwan in 2006. The company manufactures processed cheese, which was originally packed in larger packs of 300 to 500 grams. Since the MULTIVAC packaging machine was put into service however, the processed cheese can now also be packed and retailed in handy portion packs. The first cheese spread product was launched on the domestic market in 2010 and has since achieved a market share of over 70 percent. Powered has also been active in the Chinese market since 2013.

Consumer behavior in transition

The Taiwanese market leader has a very positive view of the current and future sales potential for its products in the target markets - and not just because of demographic developments in the different regions. Jamie Chen, deputy head of the Research & Development department at Powered, explains: "Family structures and eating habits have changed in Asia. Today there are many small households, and the portions should be varied and not too large. We see great potential therefore for our products, which we can offer our customers in attractive portion packs, which are based on individual needs."

In addition to this, consumers' purchasing behavior is increasingly reflecting Western practices, particularly among the younger generation. There is still of course fresh food on sale in the local

street markets, but the trend among consumers is moving rapidly towards high-quality products, which can be kept for longer and are retailed in attractive packs.

As the demand for smaller pack sizes grew relentlessly, the decision was made at Powered to purchase a new packaging machine. The choice was made in favour of the MULTIVAC R 245 thermoforming packaging machine, which is capable of being freely configured. This is because the packaging specialist is one of the few suppliers in the market, which is able to cover all aspects of portion packaging and to offer the right solution to meet the customer's individual requirements. MULTIVAC has a wide range of thermoforming packaging machines available, as well as many different cutting systems for separating the packs.

Optimum solution for demanding challenges

As a freely configurable thermoforming packaging machine in the medium-output range, the R 245 is perfectly suited to the demands of a modern production operation. It offers a high level of efficiency with significantly reduced consumption of packaging material and energy. Thanks to a wide range of equipment options, even complex pack shapes can be produced at high output. Among these options are the proven drawer system for the simple change of forming and sealing die parts, as well as hinged side frames and a quick-change system for film.

Exclusive on MULTIVAC



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MULTIVAC Taiwan delivered the R 245 with a laminar-flow unit, which ensures contamination is minimised when the sensitive cheese mass is being filled. The packaging procedure meets the highest standards with regard to hygiene. Since the portion packs are produced with rigid film, the machine was also equipped with a preheating station. An automatic filling unit with a total of 24 filling heads ensures the hot cheese mass is filled precisely into the pack cavities. "This means, of course, our processed cheese can be kept for longer," adds Jamie Chen. The weight of the packs varies from 20 to 40 grams. The cavities of the thermoformed packs have different depths depending on the portion size.

Secure and reliable marking

A high-performance laser printer, which is completely enclosed in its own housing, was integrated into the packaging line for marking the packs. "This means we can meet the highest security standards for the pack marking, as well," says Jamie Chen. Because the print data is permanently printed onto the pack by the laser printer, it is not possible to make any subsequent changes - this ensures the marking can not be tampered with afterwards.



The portion packs themselves have been very well received by consumers. They meet the individual needs of customers and are easy to open. Everyone at Powered is also very satisfied, since the machine achieves the desired output and delivers excellent pack results.

Expertise in packaging lines pays off

MULTIVAC's project experience and expertise in packaging lines paid off with this project. "Production of portion packs, particularly with delicate products such as cheese, is a very challenging and complex task. All the modules of the packaging line must be designed for the specific requirements and materials, and they have to be perfectly coordinated with each other. Only in this way can an optimum pack result be achieved," adds Claire Kuo, who was responsible at MULTIVAC Taiwan for implementing the Powered project.

Any initial difficulties were quickly eliminated by the MULTIVAC team. The filling heads initially proved to have small leaks when the machine was not in operation. However, the problem was soon solved by adjusting the height of the inlet and outlet pipes.

All those involved still remember the high level of cooperation throughout the project. "We are very glad, that we decided on MULTIVAC. All the objectives of the project were achieved in full - and the constructive training courses on the machine have ensured our staff are able to perform all aspects of the packaging procedure professionally," says Jamie Chen. Project manager, Claire Kuo, adds: "Thanks to the benefit of our expertise in die technology and automation, we are also able to create additional benefits for our customers. The whole process is more efficient and economical, which means our customers become even more competitive." ♦

