

# Foodpro packs in the exhibitors

Despite being a crowded year for packaging expos, Foodpro 2011 saw packaging companies turn out in force. **Roland Tellzen** reports on the industry's presence at the big show.



O-I extolled the benefits of glass packaging at Foodpro

FOR A YEAR more than usually packed with high profile packaging trade shows such as AUSPACK PLUS in Melbourne and Germany's Interpack, it was a tribute to the importance of packaging to the food sector that packagers made the effort to again be out in force among the exhibitors at this year's Foodpro show in Sydney.

With the presence of such big names as Visy, Owens-Illinois (O-I), Matthews, Australian Wrapping Company, Contract Packaging Systems, Avery Dennison, Schütz, COSPACK, Heat and Control and Zip-Pak (and that's just scratching the surface), Foodpro easily cemented its position as one of this country's most important exhibitions

for the food packaging sector.

Indeed, for many of these companies Foodpro represented a valuable opportunity to present their credentials to the country's food processing sector.

Melbourne's bulk packaging specialist Schütz, for example, was a stand-out exhibitor at the show – so outstanding that it took out the organiser's award for the best stand at the event.

But the company's presence at Foodpro was about more than being visible – it represented one of its first public opportunities to tout the benefits of its locally-manufactured six-layer intermediate bulk containers (IBCs),

originally developed for the chemicals industry, as a solution for safe and reliable bulk transport of ingredients for the food sector (*PKN*, July 2011, p.24).

"The food sector is an industry area we'd like to do a lot more business in, so it was really an easy decision for us to make to come to Foodpro this year," the company's account manager, Gary Hardeman, told *PKN*.

"The food industry was top of our priorities when we first began enhancing the original six-layer IBCs here in Australia, so it was important for us to come to a show like Foodpro to introduce them to our intended target market."

For global glass giant O-I, meanwhile, it was Foodpro that took precedence in its exhibition roster this year after the company earlier this year was a notable absentee at AUSPACK PLUS in March.

The company used Foodpro to highlight its new global advertising campaign – 'Glass Is Life' – promoting the benefits of glass packaging for food preservation and presentation and the low impact of glass on the environment.

On its stand, bedecked with images from the campaign, the company also showed off its latest innovations in glass for the beverages and food sectors, including its newly launched Bueno glass range and its new internal embossing technology for beverage bottles (see p.20).

Avery Dennison, for its part, used the show to highlight its new pressure-sensitive valve seals for food packaging. Its Flexis Oxygen seal, for example, was promoted as a new technology to allow retailers to oxygenate individual packages, such as meat portions, when placed on the shelf, while keeping others from the same batch in storage, thus extending their shelf life. Similarly, the company's Flexis Air two-way air-release valve enables retailers to do the same for dry and perishable goods, such as dry pet food.

For Brisbane-based packaging marking and coding specialist Alternative Printing Services (APS), Foodpro was the opportunity to showcase its cartridge-based thermal inkjet technology as a 'zero downtime' alternative to conventional continuous inkjet, laser, thermal ribbon and other coding technologies.

The company showcased its Absolute coding and marking system as a clean and truly zero maintenance solution for printing best before

dates, batch codes, bar codes and logos.

“The packaging printing sector is a very diverse market, but even among this diversity we are already that little bit more different,” APS national operations manager, Paul Langley, told PKN.

“Most inkjet companies have to offer 24-hour service to re-assure their clients about minimising downtime. And for many companies, the ability to keep working continuously without interruption is critical to maintaining success.

“But, as our printers are totally controlled by cartridges, we do not have to worry about mechanics or moving parts causing operations to grind to a halt.

“With our technology, if something goes wrong – and as long as you have a spare cartridge – you can just replace the old one, pop the new one in, and you’ve fixed it yourself, while keeping your vital production and printing lines moving.”

Among the international exhibitors, Italy’s DEBEM SRL chose the show to highlight its Saniboxer Sanitary Diaphragm Pump. The pump is 3A certified, made with mechanically polished Aisi316, and specifically designed to handle food and pharmaceutical fluids.

Established in 1980, DEBEM SRL develops innovative and advanced industrial diaphragm and centrifugal pumps using materials and components that can withstand aggressive and demanding conditions.

The Saniboxer pumps are designed and constructed to pump food with a viscosity from 1cps up to 50000cps at 20°C, and built with materials compatible with liquid foods and the chemicals used to clean and sanitise them.

Also on display were DEBEM’s Foodboxer



LEFT: Schütz’s Gary Hardeman shows off the company’s Best Stand award.  
 ABOVE: Avery Dennison’s Flexis Oxygen valve on show at Foodpro.  
 BELOW: APS’s zero downtime Apsolute cartridge printing in operation at the show.



diaphragm pumps, which are characterised by high performance, power and strength, making them ideal for pumping liquids with very high viscosity up to 50000cps at 20°C, even if containing suspended solids.

The stall-prevention pneumatic system assures safe pump running and it does not need lubricated air. It offers self-priming dry capacity, even with considerable suction head, fine-tuning of speed without pressure loss and the possibility of dry operation without suffering damage.

Foodpro will return to the Sydney Convention and Exhibition Centre on 13-16 July 2014.

