

## Shelf Ready Packaging Solution

*Cumbrian Seafood are one of the country's leading suppliers of seafood to the supermarkets and following pressure to reduce packaging waste, shrink wrapping was the chosen solution with YPS supplying three fully automatic side feed sleeve sealers and shrink tunnels for wrapping multiple packs of crab sticks for transit in polythene shrink film.*

Due to the potential harsh environment these machines have to operate in, Stainless Steel was a necessity along with water proof low voltage electrics.

### **REDUCED PACKAGING WASTE LIABILITY**

Since the equipment was installed Cumbrian has seen an increase in productivity with a reduction in packaging costs, and happier customers who now have a much reduced packaging waste liability.

The initial order was for two lines, but within a week of them being delivered and commissioned an order for a third line was confirmed due to the escalating demand and drastically improved productivity gains.

Stuart Turnbull senior projects manager explained 'YPS was the logical choice because they were the most attentive to detail and the easiest to deal with during the initial trial process. Now the equipment is on site, it has performed beyond expectation and so we are

extremely pleased with Rochman equipment and YPS".



## Re-Order Levels Hit Record High!

*Sales of Rochman shrink wrapping equipment have continued to show solid growth over the last five years and one of the reasons for this is the high level of repeat orders we receive.*

As YPS is a family business and has been for nearly 30 years, total customer satisfaction is a matter of pride and reputation, but actually it makes good commercial sense too.

Sales of Rochman shrink wrapping equipment have increasingly been to existing Rochman machinery customers, which would not happen if they were not happy with the equipment or their experience of dealing with YPS in the first place.

Last year over 40% of our total Rochman machinery sales came from existing customers who made repeat purchases to the extent that we now have many customers with multiple machines and indeed it is almost unheard of that an

existing Rochman machinery customer would buy a different brand for future requirements.

The future looks rosy; the more equipment we supply, the more we are likely to supply in the future.



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## ■ Sage Software Choose YPS (Again)!

*Yorkshire Packaging Systems, has recently installed its second fully automatic Rochman shrink wrapper into the prestigious new head office of blue chip firm Sage Accounting the market leader in the UK for accountancy software and major sponsor to Newcastle United football team.*

Sage had previously invested in a new Rochman fully automatic 'L' sealer and shrink tunnel from YPS earlier the previous year to replace an old unreliable piece of equipment, which had also suffered from poor backup and service from the previous vendor.

This first piece of equipment from YPS is now used for wrapping Sage boxed accountancy products at speeds of up to 25 packs per minute and is essential in order to provide aesthetic appeal and tamper evidence.

Individual customer orders are then shrink wrapped together using a sleeve wrapper and polyethylene shrink film to



provide a secure parcel for the distribution cycle. As Sage's business has continued to expand their old manual process became inefficient and the need to automate became overwhelming.

### **IMPROVED PRODUCTIVITY**

Therefore a fully automatic Rochman inline sleeve wrapper and shrink tunnel was supplied by YPS for this purpose. The result has been an immediate increase in productivity with the equipment capable of wrapping at

around 15 packs per minute. Also, there are now no costly re-raps which had been a big problem before.

As Brian Waugh, Production Manager explains "*Because we had been so pleased with the first machine from YPS and crucially for us, the incredibly high level of ongoing support with the inclusive service contract, it was an easy decision to buy Rochman again*".



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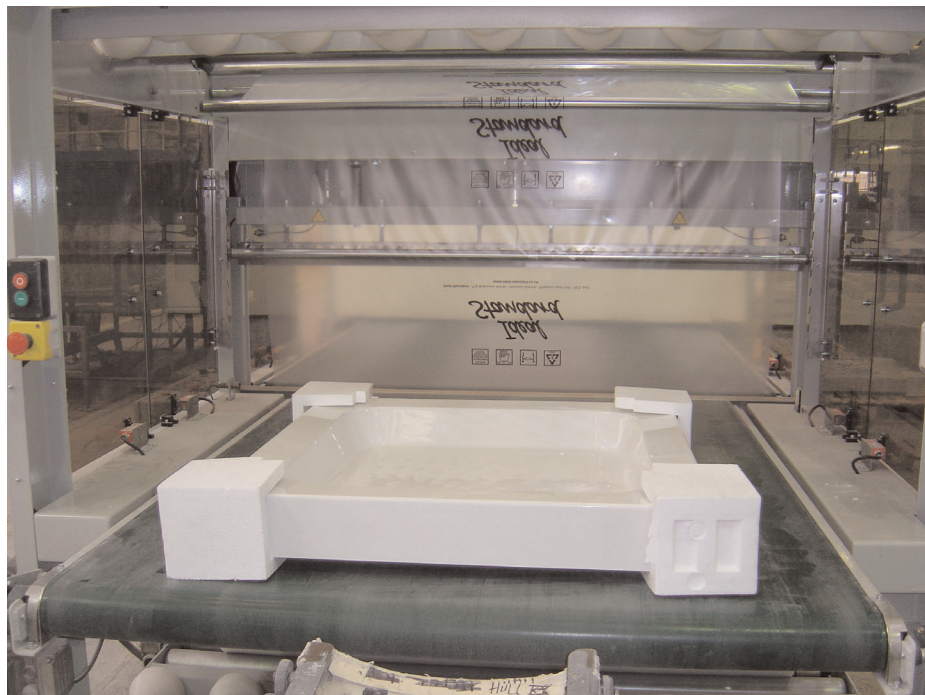
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## ■ Ideal Standard Wraps It Up With YPS

*Ideal Standard, home of leading brands such as Armitage Shanks and Trevi to name just two, are the world's premier producer of bathroom products, with eight factories in the UK alone and so have recently taken delivery of their third Rochman inline sleeve wrapper and shrink tunnel from YPS in the space of 12 months.*



The first line consisted of a 2.6m wide sleeve sealer and shrink tunnel and is being used to shrink wrap shower enclosures and doors, as part of a major investment to improve productivity. This machine was installed in to the Hull based factory of Ideal and at the time represented the largest Rochman inline system in the country.

Indeed so large was the equipment it had to be supplied in five parts and built up over the course of the week on site before it was operational.

### ***MADE TO SPECIFICATION***

The standard specification was upgraded in a number of areas to accommodate packs up to a maximum weight of 80kilos as well as provide the best presentation possible. Due to the width of film required, the weight of each roll is relatively high and so a unique hoist system for ensuring the top roll of film is

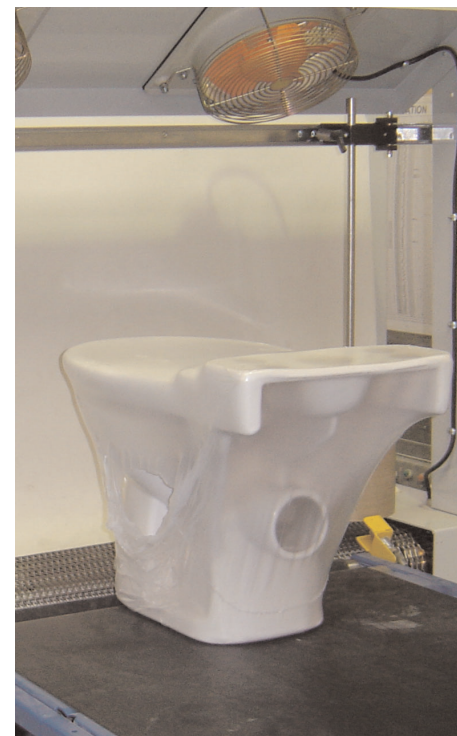
easily fitted onto the machine was provided.

YPS fought off strong competition to win this order. Stuart Bullock, senior operations manager explained 'We chose YPS because of their attention to detail and commitment to after sales backup and service, with the inclusion of a service contract over and above the warranty'.

So pleased were Ideal Standard that when a second machine was required for the shower bases department, they did not have need to look any where else and so a second machine was supplied to a width of 1500mm for securely shrink wrapping a variety of shower bases.

Stuart Bullock, continued '*Staying with YPS really was a logical choice and we are as pleased with this line as we were with the first*'.

Finally, when the Middlewich site of Ideal Standard required new shrink wrapping equipment they got a glowing recommendation from Hull and so they too chose YPS to supply equipment for wrapping a variety of sanitary products.



## **■ Tougher Packs and Reduced Packaging Waste Liability !**

*When Fourstones Paper Mill a leading specialist manufacturer of paper products required shrink wrapping equipment to be installed in to their newly expanded factory, they looked no further than YPS.*

Following requests from key customers to help reduce packaging waste liabilities shrink wrapping of packs was seen as an ideal replacement for cartons.

### **A WINNING FORMULA**

Therefore to avoid the usual 'bull's eye' hole on the ends of the pack which is usual when sleeve wrapping, an extra wide sealer was recommended that was able to handle excess wide film upto a maximum width of 1200mm.

In addition because of the fact that the packs are loose collations, a specially modified infeed arrangement was provided consisting of a completely adjustable pusher assembly complete with side guides in order to securely hold the packs together whilst the film is applied.



The air flow in the shrink tunnel was also modified in order to ensure the ends of the film securely sealed together, with the resulting pack completely enclosed.

Owner, Peter Duxberry commented "We now have a much more resilient and weather proof pack, at a fraction of the cost of cartons".

## **■ Triple Success From TOTAL 2004**

*Yorkshire Packaging Systems Ltd, has recently installed three specially modified Rochman side feed sleeve wrappers as part of a major investment to improve capacity, into the Redditch based factory of Contract Foods Ltd; a leading contract manufacturer of dry powder food products and major food contract packer to some of the country's leading brands.*

The equipment supplied consisted of three Rochman fully automatic side feed sleeve sealers and shrink tunnels which were specially modified to be able to easily switch between a variety of trayed and trayless collations.

### **A WEALTH OF EXPERIENCE**

Because YPS already manufacture a range of heavy duty stainless steel shrink wrappers for wrapping trayless collations of milk, a ready made solution existed in the form of a pack clamp and pack counter to ensure packs entered the collation area in a controlled manner. Indeed round packs which can be notoriously difficult are handled with ease.

The system can easily switch from multiple push for trayless collations to single push for trayed product at the push of a button, providing absolute flexibility.



Because this order was placed at the TOTAL 2004 show, YPS fought off strong competition, as Jon Cheswick, Operations Director explained "We chose YPS from many vendors primarily because of their ability to provide a standard proven modification to provide us with a totally flexible piece of equipment as well as improved build quality and reliability."