

WALDNER DOSOMAT POUCH

Filling and closing machines for flexible packaging

WALDNER

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WALDNER has been constructing high-grade filling and closing machines for cartons, trays and portion packs for over 60 years. Building on its proven filling technology and its many decades of experience, WALDNER has now developed a new machine in response to market requirements that is designed for use with flexible packages and stand-up pouches. The capacity of this series ranges from smaller machines handling 1,000 pouches/hour to high-performance machines capable of handling 100,000 pouches/hour. Mr. Henno Hensen, consultant and expert in the field of "flexible packaging" outlines his view below of the role of stand-up pouches in the packaging industry.



WALDNER Brief: Mr. Hensen, how do individual customers identify the right packaging solution for their products?

Henno Hensen: *If a customer opts for a stand-up pouch, he should be able to differentiate between the system provider's reasons for using and the actual needs of his product. Customers should never be guided by prices, but should compare a range of different foils, as well as different pouch and foil manufacturers. They should also compare printing processes and manufacturing tolerances and relate these to the product-specific requirements of their products. Customers should also be able to convey these requirements to potential providers of machinery for processing the customer's product into stand-up pouches.*



Hochflexibler DOSOMAT 1.1 Pouch-Rundläufer mit schnellem und einfachem Formatwechsel.
Ultra-versatile Dosomat 1.1 pouch rotary machine with fast, simple format changeover.

WALDNER Brief: What is the secret of the massive growth in stand-up pouches on the market?

Henno Hensen: *When you consider the growth in volume, you also have to take into account above all the price trend, as the cost price of the material drops significantly with standardised quality and mounting volumes. This is demonstrated by the success of the well-known drink pouch, which is so successful because the shape and size of the packaging, as well as the material composition, have been standardised. The same now applies to 80 and 100 gramme portion pouches for cat food, large volumes of which are now also being sold and have caught up with the volume of the "Capri Sun" pouch.*

Marketing is also a key tool here. Consumers have been educated about the environmental and quality-based reasons for purchasing this type of pack and the price of the packaging for 80 and 100 gramme cat food pouches has now also become a significant incentive for customers to buy them. Industry is now clearly passing onto consumers the logistical and energy-related savings associated with autoclaving, resulting in falling volumes of tins and jars in favour of pouches.



Dosomat 20.28 high-capacity pouch machine line in final assembly.

WALDNER Brief: Do you think that stand-up pouches will experience further market growth?

Henno Hensen: *The more than 10-fold increase in the annual consumption volume of stand-up pouches in all segments in 12 years from 1.8 billion in 1995 to 4.5 billion in 1999, then to 9 billion in 2002 and up to 19 billion in 2007 is truly outstanding and, in my opinion, will continue to rise.*

WALDNER Brief: What are the visual benefits of stand-up pouches for our customers as a packaging shape?

Henno Hensen: *The unusual benefit of stand-up pouches is that their shape can be adapted to their content, a factor that offers marketing experts incomparable opportunities to differentiate their products from the competition. With stand-up pouches, it is not the label on the tin that is the distinguishing feature at the POS (point of sale), but rather the effect of the overall "look" of the product.*

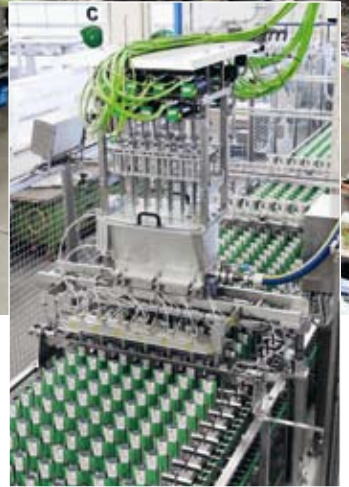
In addition, Marketing Managers can make use of the different barrier properties of the foil as a further opportunity for differentiation, in some cases even including a window through which to show the product.

WALDNER Brief: What is the cost of the packaging material compared with conventional packaging?

Henno Hensen: *It is fair to say, in terms of the cost of these packs, that the massive increase in volume of these pouches in a specific direction means that correspondingly large volumes of a printed pouch would be between 2.5 and 2.8 cents delivered. You could not get a tin with a label for that price. The energy consumption of autoclaves is also significantly more economical with pouches, not to mention the considerable benefits associated with the storage of empty pouches.*

WALDNER Brief: Mr. Hensen, thank you for your informative comments.

Gravy filler full servo.



INFO - BOX



HENNO HENSEN, DIPL.-ING. (FH)

Absolvent des Oskar-von-Miller-Polytechnikum, München
1969 bis 1971 Europa Carton AG, Bremen

1971 bis 1997 geschäftsführender Gesellschafter des väterlichen Betriebes für Lohnverarbeitung und Maschinenbau, der HENSEN GMBH

1997 bis 2008 geschäftsführender Gesellschafter der HENSEN PACKAGING CONCEPT GMBH (HPC). Trennung der

Bereiche Lohnverarbeitung (Hensen GmbH) und Maschinen- und Anlagenbau für Standbodenbeutel (HPC).

Juli 2008 Verkauf der HPC an die KHS AG. KHS ist Teil der Klöckner Werke AG, die wiederum zur Salzgitter AG gehört.

Seit August 2008 als Berater mit der HENSEN CONSULT selbständig.

Kenntnisse/Arbeitsbereiche

- Seit 1980 aktiver Verfechter der Nachfüllverpackung Standbodenbeutel
- Entwicklung von Formen und Verschlüssen für den Standbodenbeutel
- Verpackungs-Design
- Festlegung des geeigneten Packmaterials
- Festlegung geeigneter Systeme und Verfahren für dieses Packmittel
- Systemoptimierung
- Ganzheitliche Betrachtung Produkt – Packmittel – Maschine – Verbraucher
- Nutzung und Verwertung von Patenten

HENNO HENSEN, DPL.-ING. (UNIV. OF APPLIED SCIENCES)

Graduate of the Oskar-von-Miller Polytechnic, Munich

1969 to 1971 Europa Carton AG, Bremen

1971 to 1997 Executive Partner of his father's contracting and machine construction company, HENSEN GMBH

1997 to 2008 Executive Partner of HENSEN PACKAGING CONCEPT GMBH (HPC). Separation of the contracting division to become Hensen GmbH and of the machine and plant construction division for stand-up pouches to become HPC.

July 2008 Sale of HPC to KHS AG. KHS is part of Klöckner Werke AG, which, in turn, belongs to Salzgitter AG.

Since August 2008 Henno Hensen has been acting as a freelance consultant with HENSEN CONSULT.

Knowledge and skills/Fields of operation

- Since 1980 active champion of the stand-up pouch design of packaging
- Development of shapes and closures for stand-up pouches
- Packaging design
- Specification of appropriate packaging material
- Specification of appropriate systems and processes for this type of packaging
- System optimisation
- Holistic analysis of Product – Packaging – Machine – Consumer
- Use and applications of patents



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