

Food safety show stoppers

As food safety becomes a high profile issue in the US, *Machinery Update* examines how exhibitors at PACK EXPO International in Chicago this autumn are responding

Food safety has become a high profile issue in the United States with even the President getting in on the act.

The FDA, the Centres for Disease Control and Prevention, and the Food Safety and Inspection Service met earlier this year to decide how best to measure progress in reducing foodborne illness. The assembly was called after President Obama's Food Safety Working Group emphasised the need for improvements in the methods used to evaluate efforts to tackle foodborne illnesses. And these findings have filtered through the government. "To make our food safer, we must know as quickly as possible which foods are making people ill and why," says United States Department of Agriculture deputy under secretary for food safety, Jerold R Mande.

A report published in early 2010 by the Produce Safety Project estimates acute foodborne illnesses cost the US an estimated \$152 billion a year in healthcare, lost time in the workplace and other economic measures. *The Health-Related Costs from Foodborne Illness in the United States* study by former FDA economist, Robert L Scharff, further reports that about \$39 billion of those losses can be attributed to fresh, canned and processed produce.

As a result, the FDA is proposing standards which would trace every individual unit of product from farm to store shelf, with complete compliance mandated by 2012.

To help manufacturers respond to the current level of concern, processing and packaging exhibitors at this autumn's PACK EXPO International 2010 will feature

products to bolster safety efforts.

David Habib, product manager-strategic accounts and solutions for Markem-Imaje (Stand 2200), says for some years, the need to add date codes to packages was viewed merely as an additional manufacturing cost, but a series of major food scares affecting such products as fresh and processed meat, seafood, baby food, ingredients, and even spring water, threw the question of product traceability into much sharper focus. "Manufacturers began to realise that an effective product ID and traceability processes offers a measure of protection from such issues," he explains.

In mid-2009, Markem-Imaje introduced its 9000 Series line of inkjet coding printers for primary package coding suitable for the food, beverage, pharmaceutical and cosmetic industries.

"From our perspective as a manufacturer of food packaging equipment, the food safety focus is on making the machine conducive to complete and thorough sanitation by the customer - the food processor," says Jerry Hirsch, manager of marketing communications at Multivac (Stand 6242). "This includes making it resistant to accumulation of solid and liquid contaminants." Hirsch refers to the American Meat Institute's Ten Principles of Sanitary Design which "is one of the foundations upon which we base our hygienic design".

Multivac's R 535 high capacity thermoform packaging machine has therefore been designed for hygienic performance.

John Uber, product manager, Mettler-Toledo Hi-Speed (Stand 302), says that all large retailers require checkweighing, as well



Visitors to PACK EXPO in Chicago will be greeted by 1600 exhibitors

as inspecting or detecting.

"Although underweight packs may create an unfavourable image for any company, in pharmaceuticals, any underfill poses a health hazard, since correct dosages are often critical to life itself," Uber explains. "On the other hand, overfills can present problems in any processes downstream of filling."

Metal detectors and X-ray systems are often considered critical control points within a production line and as such, the systems are continually monitored and tested to ensure they are working as intended, says Robert Rogers, product manager Mettler-Toledo Safeline.

Rogers says the goal is to prevent, rather than merely identify, contamination. So it is not enough to simply have the

systems in place; they must be incorporated into an overall contamination-prevention programme that includes areas for frequency of testing, handling of rejected product, and tools to identify contamination at the source.

www.markem-imaje.com
www.multivac.co.uk
www.mt.com

What:	PACK EXPO International 2010
Where:	McCormick Place, Chicago, US
When:	October 31 – November 3
Who:	1600 exhibitors covering over a million sq ft of exhibition space
Contact:	00 1 703 243 8555 www.packexpo.com

Line offers RRP solutions

Cama Group will show two packaging lines: the compact monobloc loading unit and the display box and wraparound case packer for retail ready packaging (RRP) formats.

The FW749 on show has been developed combining the features of a wraparound case packer capable of running up to 30 cases a minute with a display box machine that can produce two piece packs (tray and lid of various types and configurations),

at speeds up to 20-25 cases a minute.

Depending on the configuration required, products can be loaded either on edge (landscape or portrait) or flat into the cases by this tried and tested case packer. It can also be customised to customer requirements by the Cama packaging service department.

Cama is taking this line to the show to meet the growing demand for RRP systems in the



Retail ready packaging options

US and will also show how it can design and construct customised RRP packs for any customer.

Stand 2352
01793 831111
www.camagroup.com

SHOW BRIEFS

Spiroflow will show one of its latest bulk bag filling machines which has new features to improve the number of bags that can be filled per hour while reducing operator fatigue and maintaining filling accuracy.

Stand 4661
01200 422525
www.spiroflow.com

Optima Group's Moduline machine can process two different products in parallel.

In addition, a filling and closing machine for prefilled syringes, a self optimising checkweigher for powdery detergents as well as a packaging solution for paper hygiene products will complete the range of equipment on display.

Stand 4606
01962 620898
www.optima-group.gb.com

FFS developments on show

HayssenSandiacre will show a range of new equipment including vertical and horizontal form, fill and seal (ffs) systems.

Latest equipment on show will include the Novus 250 Quad/Doy with Ishida scale. This can run

both quad seal and Doy packs with easy changeover to high speed pillow bag production. Joining this unit on the stand will be an Ultima ST with Spee-Dee CBS volumetric cup filler and sealstrip applicator.

Also on show will be a Rose Forgrove Integra flow wrapper, a vffs system that can achieve speeds of 200 packs a minute.

Stand S-800
0115 967 8787
www.haysensandiacre.com



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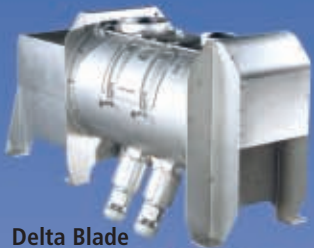
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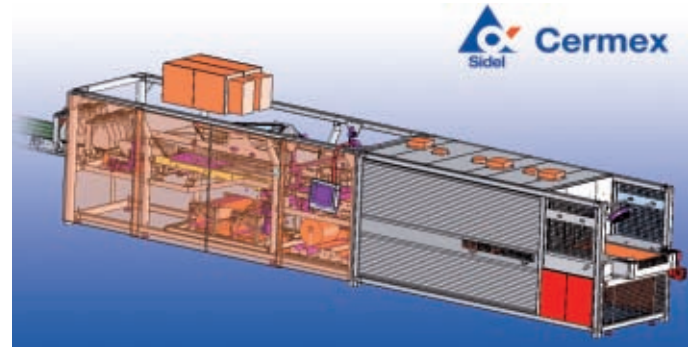
pack expo preview

End of line launches

Cermex is introducing the first end of line packaging machine to integrate Fanuc's new 6 axis parallel link (delta) robot as well as presenting its new range of shrink wrappers without a sealing bar.

The combined SD/P5 case packaging and palletising unit is configured in a totally new stand up pouch application with "truly innovative performance in terms of both movement and payload capacities".

With two additional axes, the new robot inches closer to the movement capacity of a human hand. In particular, it is capable of setting products upright or laying them down depending on how they are fed into the machine and how they are to be arranged in the case. Also, the



Cermex will launch the VersaFilm range of shrinkwrappers

increase in capacity widens the spectrum of possible applications for this version of the combined unit, as the stand up pouch on show proves.

Joining the robot on the stand will be VersaFilm, the new range of shrinkwrappers from Cermex without sealing bar which, due to

the technical developments involved, offers advantages in terms of costs and lead times. It is designed to be more innovative, more quickly available, less costly to acquire and to maintain.

Stand 1648

01480 455919

www.cermexuk.com

Pharma and food range on display

The Ima Group will show new machines for the processing and packaging of pharmaceuticals and cosmetics as well as for the food and hot drink industries.

The Kilian Synthesis 500 is a mid size tablet press machine designed for easy operation and cleaning by Ima Active. Machine design means there are no risks of cross contamination, less maintenance operations and 100% 'black spot' free tablets.

On show from Ima Safe is a new conveying filling and capping system that flexibly integrates the functions required to form a complete counting line: container loading, desiccant



The mid size tablet press is designed for easy operation

insertion, counting and filling, cotton insertion, capping, coding and rejection.

A new slat counter designed

to meet customer's demands for quick and easy cleaning will be demonstrated by Ima Safe Nova while Ima Safe Co.Ma.Di.S will show a linear tube filling machine which is described as a new machine designed from the operator's view point.

On show from Ima Safe is the Flexa CSD, a new version of the continuous motion cartoning machine while the MS280 PP servo driven stretch banding and shrink wrapping machine from Ima Safe Line runs at up to 100 bundles a minute.

Stand 1241

01789 767330

www.ima.it

Suction cups are flexible and energy efficient

Piab will launch its new suction cup designed to improve the operational flexibility, speed and energy efficiency of packaging lines.

The suction cup can be tailored to handle a variety of products and fit with a number of packaging machines including robotic arms, rotary cartonniers, labelling

machines and carton erectors. It also features superior suction grip and recycled materials to promote sustainability.

To further support manufacturers in their focus on energy efficiency and productivity, Piab will also showcase its new pilnline range of inline vacuum

ejectors. Based on coax technology, the pilnline range offers good vacuum flow and enables reliable gripping, lifting and moving of objects for reduced line downtime.

Stand 4620

01509 857010

www.piab.com