

Case Study

Altmühltaler Teigwaren

Altmühltaler
Teigwaren
develops their
long term
partnership
with ROVEMA



Sustainable and flexible packaging for pasta products

Per capita sales of pasta in Germany are growing slightly. Anyone who wants to score in this market now must rely on good raw materials and sustainable packaging. The switch from plastic to paper packaging currently promises success with customers on pasta shelves. Therefore: keep your eyes open when choosing packaging technology!

Sounds easy, it isn't. Many producers in the food sector have experienced this during the sustainability boom of recent months. The changeover from plastic films to paper is not trivial and can only succeed if the packaging technology also plays along. The machine can become a limiting factor. In Lohen in Southern Germany, high-quality raw materials are processed into the finest fresh egg pasta.

In 1986, pasta production was launched as a new branch of the business and quasi second mainstay of the Schnell family. In 2007, the focus on pasta followed: And they have grown as a producer of quality noodles in Lohen in healthy rates year after year. The entrepreneurs Caroline and Christian Schnell radiate calmness and deep satisfaction, they have achieved a lot in the past decade and have moved forward. From an agricultural business, they have developed a pasta factory that is worth seeing.

 **ROVEMA**

Passion for packaging



Pasta for retailers, discounters and direct sales

In addition to their own brands, the Schnell family now also produces private labels for Edeka (a German retailer), among others. The production plant is considered one of the most modern in Germany. The drying plant works with regenerative energy. And the way was cleared for further growth in September 2019.



“For our Altmühltaler pasta we only use fresh eggs of quality class A. These are whipped daily in our house and processed together with the best durum wheat semolina or finest spelt.”

Caroline Schnell



New formulations and textures are constantly being developed and tested. In our own farm shop, we are happy to help customers with advice.

The Schnell family relies on quality, which has long been known far beyond the region. The entrepreneur knows her pasta down to the smallest detail. She

knows which sauce harmonizes best with which type of pasta and how the sauce sticks to the pasta.

In a tone of deep conviction, she says: “In terms of taste, our pasta is a great pleasure throughout: it is firm to the bite, economical and stable when cooked.” Caroline Schnell knows what she is talking about: she always develops and tries out new recipes and textures herself; and in her own farm shop she is always happy to offer her customers advice. She is passionate about her work.



The products of Altmühltaler Teigwaren are produced for the trade, discounters and their own farm shop. Also many restaurants in the region receive their pasta in packaging that is most suitable for them.

Paper packaging is more popular than ever and is ideal for packaging short pasta products.

As Heike Balzer, editor of the Lebensmittel Zeitung wrote in September 2019, consumers have become more willing to experiment and rely on domestic products

“The consumer demands our pasta in paper packaging.”

This is one of the reasons why pasta producers have to offer an ever wider range of products, which must also be sustainably produced and packaged for a constantly growing group of buyers. “The consumer demands our pasta in paper packaging,” reports Christian Schnell. He is responsible for the technical part of pasta production right through to packaging. By 2013, the Schnells had long since established themselves in the market as pasta producers.

for pasta, using locally sourced ingredients from the region.

The good sales figures and the further foreseeable growth made the investment in a new Form Fill and Seal machine indispensable. Christian Schnell looked around the market and found what he was looking for. He relied on a ROVEMA SBS system for the future development of the Altmühltaler pasta. Why? The technology-oriented entrepreneur quickly makes this clear in the conversation: “I was looking for a flexible unit that would allow us to grow flexibly and not immediately set limits again.” That is why the Schnells agreed on a packaging machine from ROVEMA. Since then a single version of the SBS 250 with one Form Fill and Seal machine has been installed in the new production rooms of Altmühltaler Teigwaren. The package of advantages was impressive right from the start and now the changeover to paper was managed without any major start-up problems.

Versatile and flexible

Flashback to the year 2013: The Schnell family now has a very complex SBS system that also enables the production of block bottom bags with a cardboard rider or clip. This enables them to react flexibly and ad hoc to market changes. Premium variants and “everyday pasta” can be produced and packaged without any major changeover work. The Schnells are impressed by their new packaging technology, which is intuitive and easy to understand.

The SBS enables the best possible differentiation of Altmühltaler pasta at the point of sale: a wide variety of bag shapes can be produced on it. Christian Schnell praises the easy machine accessibility due to the modular design, but at that time he knows as little as ROVEMA about the development of packaging materials in 2019.

Premium varieties and “everyday pasta” can be produced and packaged easily and without major conversion work.

The compact SBS block packaging machine

- Best differentiation of your products at the point of sale
- Outstanding flexibility – wide product range, various bag shapes, 40 different bag top shapes
- Processing of different packaging materials
- Investment security, because flexibly expandable
- Conveyor filling for fragile products

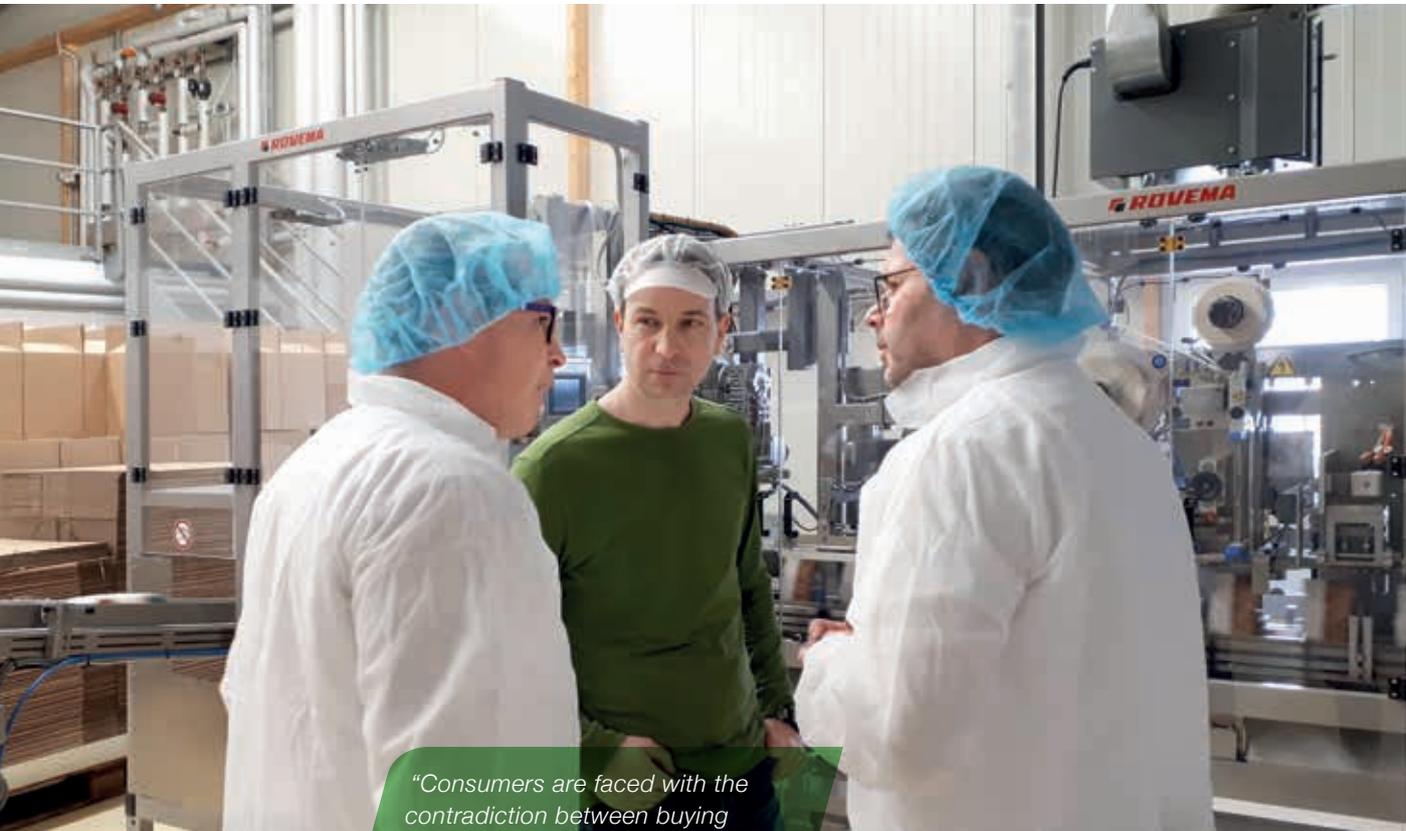


Paper or plastic film: quick and easy to convert

Today, the SBS from ROVEMA has proven to be a safe investment, because it can be expanded flexibly, but what is even more important now is that it not only processes plastic films, but also paper. Thus, it fulfils the trend that has made its way onto the shelves of the retail trade because of the sustainability wave:

more and more often today's demanding consumers only buy their quality pasta if it has been packaged in paper.

In dialogue: Christian Schnell and Lars Reichle, ROVEMA area sales manager with Matthias Mahr, publisher at Deutscher Fachverlag



“Consumers are faced with the contradiction between buying healthier, unadulterated or organic food and packaging that does not seem to be appropriate to this approach.”

*Nadja Richter,
ROVEMA Marketing and
Communication*



At the end of 2019 Christian Schnell switched from flat film to paper for the first time. For paper, he relies on an Italian packaging manufacturer. A partially coated, completely recyclable kraft paper is used. More exciting, however, is the question of whether the changeover was a difficult undertaking, especially since the SBS will continue to have to be changed over from paper to plastic (and vice versa) as required.

“This can be done with minimal effort and is easily done with a little technical understanding, after all; only a forming shoulder and new exchangeable inserts have to be installed in the sealing station and brought into operation. With the help of ROVEMA I quickly got the hang of it,”

confesses the pasta producer.

Schnell, however, currently feels confident that he made the right purchase in 2013.

Also in Fernwald at ROVEMA, the machine concept of the engineers proves to be target-oriented.

It is not necessary to build and purchase a completely new machine for every new packaging task.

This is based on a simple statement: ROVEMA focuses on future-oriented concepts that should satisfy the customer in the long run.

Background: When retrofitting, a new format set with a forming shoulder angle suitable for paper ($\leq 27^\circ$) is normally required; otherwise, the paper may be damaged. To achieve the required combination of time, temperature and sealing pressure, several components of the sealing system may have to be replaced. However, this does not require any more effort.

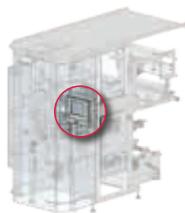


Quick changeover between tothing profiles or sealed seam widths

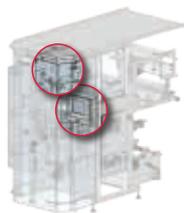
Cross sealing jaws with exchangeable inserts allow your machine's conversion within a few minutes and without long adjustment work.

Maximum investment security through holistic approach

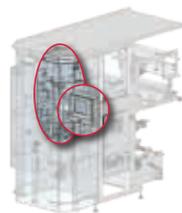
Tailor-made adaptation of existing machines, also to alternative sustainable packaging materials (ASPM**)



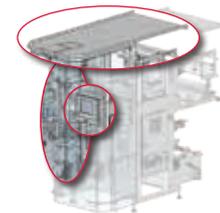
Option A



Option B*



Option C



Option D

New demands

Use of slightly different packaging material on an existing machine.

Use of ASPM** on an existing machine.

New bag size and use of ASPM**.

New bag size and use of ASPM**.

Assessment of machine frame

Action
(building on each other)

+ New recipe
+ Easy adjusting

+ Maybe new forming shoulder

Machine frame suitability:
+ New forming set
+ New sealing tools

Machine frame not suitable:
+ Adaptation of format support
+ Adaptation of product infeed

* This variant was carried out at Altmühltaler Teigwaren / ** ASPM: Alternative Sustainable Packaging Materials



**BACK-
GROUND**

According to Statista, the turnover in the pasta segment will amount to about 1,644 million euros in 2020. Converted to the size of the population, the turnover in this market in the current year 2020 is about 19.62 euros per capita in Germany. The average per capita consumption in Germany in 2020 is around 10.3 kg, with a slight upward trend recently. In terms of pasta consumption, Germans are in the lower middle range compared to the rest of Europe. There is room for development. Hungarians, for example, eat 6.5 kg and Italians a whole 25 kg a year. This makes Italy unbeaten Pastaland number one – who would have thought that? In order to increase the worldwide consumption of pasta, pasta producers have created the “World Pasta Day”, which, by the way, has taken place annually on October 25th since 1995.

In the case of Altmühltaler Teigwaren, the flexibility of the plant, which can produce up to 95 bags per minute, can currently be marveled at: In Lohen different bag shapes made of plastic are produced often in extremely small batches, as well as the eye catching block bottom bag made of paper which is produced vertically. In this context, the machine manufacturer points out that the material changeover could reduce the output rate,

but that everything is done to keep the output rate stable. Christian Schnell has this learning curve behind him: “Of course, paper tears faster than film, and sharp pasta edges can also penetrate the paper package during the filling process. Paper must be handled more gently. That is simply the way it is.” Ultimately, however, he is very satisfied with the result, because the performance of the SBS is also right for paper.

“ROVEMA machines are often faster fit for new packaging tasks than expected”

*Uwe Maier,
ROVEMA Head of
Life Cycle Services*



Highest output, even with alternative packaging materials

Comprehensive and long-term support: ROVEMA Life Cycle Services

The packaging and thus the packaging material used has always been an important differentiating feature. However, sustainable business models require a multidimensional approach – internal processes, but also saving potentials in logistics and packaging, are put to the test.

Consumers also expect more – primary packaging is increasingly being evaluated according to its recyclability. Sustainable materials are preferred more than ever before, while the requirements for product protection and shelf life remain constant.

Efficient bag shapes with the narrowest possible seam areas, packaging optimized for transport, recyclable, thin packaging

materials and the lowest possible use of resources in production are leading to changed packaging tasks for existing machines.

ROVEMA's machine technology has always allowed manufacturers a free choice of packaging material. In close cooperation with the customer, ROVEMA analyses the interaction of machine, packaging material and product in detail and is thus able to make adjustments to changing market requirements throughout the machine's life. The customer is advised individually and recommendations include existing machines as well as possible new investments. Often a big change can be achieved with little effort:



ROVEMA makes existing machines fit for new packaging tasks. A separate business division takes care of the preparation and resale of used ROVEMA machines. With DL Packaging as a partner, a circular economy of new machine sales, long-term support in production and a possible second machine life, sometimes with a new owner, is created. ROVEMA machines are often only really obsolete after decades.



www.rovema.com
www.altmuehtaler-teigwaren.de

Committed to the future

Application know-how for sustainable solutions

More and more customers are having their existing machines checked for the processing of sustainable packaging materials or a more resource-saving packaging process.

ROVEMA is well prepared and has tested more than 180 different packaging material variants in the past 18 months, mainly paper packaging materials and mono packaging materials made of plastic. At the same time, the life cycle portfolio has been closely examined. Existing machines can be prepared for new packaging materials faster and more economically than before, for example, by using sealing jaws with exchangeable bars.

A proportional valve now ensures optimized gas consumption in gassing applications. Spare parts and conversion kits for dosing, bagging and final packaging systems have been tested for their resource efficiency and durability.

“Not only the new ROVEMA machines should be sustainable”

*Peter Lökös,
ROVEMA
Vice President Sales*



Passion for packaging

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