

Nordmeccanica sells machines via web

STREAMING THE FLEXIBLE PACKAGING MACHINE TO 1,100 CUSTOMERS.

THE PLANT IS ABLE TO REDUCE ELECTRICITY CONSUMPTION BY %

by Laura Cavestri - Piacenza

If the company does not go to the fair (due to Covid), it is the fair that goes to the company. After the main packaging sector trade fair (Drupa in Düsseldorf) was cancelled, yesterday Nordmeccanica – the leading global manufacturer of machines for the production of packaged food bags, plastic packaging and pharmaceutical blisters - presented, in live streaming and in a world première via satellite, the first machine in the world capable of managing multiple flexible food packaging operating modes to selected customers scattered across Asia, Europe, the Americas and Africa. «A machine - explains the president of the company, Antonio Cerciello – capable of reducing the consumption of electricity by 80% and the use of raw materials by 35%».

Reacting to the pandemic

The connection starts on time at 9: 30 AM. An hour and a half of presentation on a stage mounted in the middle of the industrial warehouse, with demonstrations and a detailed explanation of how the "Nordmeccanica Triplex one shot" works.

This meter long 2 million Euro machine allows integrating technologies that were the prerogative of dedicated devices until yesterday, with consequent rigid uses and high operating costs.

The "one shot" technology allows gluing three layers of film in one step: in this way, processing times are reduced by 50%, waste is cut down in half and energy consumption is reduced by 80% compared to the traditional machines on the market.

In particular, it offers the possibility of assembling three layers of flexible packaging material, such as plastic film, paper and aluminium, or only two (lamination: plastic and aluminium) and it employs special solvent-free adhesives with rapid polymerization (developed by the multinational Dow Chemical in partnership with Nordmeccanica).

The new machine was born with the technology of Industry 4.0: all controls, automatic settings and remote connection can be accessed via tablet.

«The new machine allows us to always be one step ahead of the competition - added President Cerciello – because it offers maximum operational flexibility, reduces energy consumption, and eliminates the use of solvents. It is also our "creative" reaction to the Covid-19 crisis and the need to show our customers the latest innovations. Despite the pandemic, we have always remained 100% operational commercially, but also in design and production, with no temporary lay-offs at all».

However, a few more issues have been caused in recent months by the blocking of exceptional transports on many roads in the North-West of Italy, due to structural problems with viaducts. *«In the past few months, we have had millions of goods blocked in service areas - explained Antonio Cerciello – But the difficulties are related also to the port. We used the one in Genoa. We had to move to Livorno».*

«The emergency – explained Vincenzo Cerciello, technical director of Nordmeccanica – has increased the food and packaging chain by 15-20%. Today, single-doses and packaged items are very popular over bulk food, because they are perceived as safer. Those habits have changed as a consequence of the pandemic and packages are benefiting from it. Our machine is designed to produce the packages that can be found in coffee packets, certain kinds of chocolates, and soft-packaged beverages with three layers of material that protect the item from humidity and sunlight». The machine presented yesterday morning via satellite has already been purchased from one of the world's leading food packaging manufacturers, based in Canada.

«To reach the European, American and Asian markets – said Cerciello - we used a dedicated satellite and parable for an investment in technology of 300 thousand euros. We think we are the first to use this mode to present a production plant, and it could become a permanent solution, even after the Covid emergency that has imposed great limitations on travel and fairs and introduced uncertainties on international whereabouts »



ANTONIO CERCIELLO

President of Nordmeccanica, with headquarters in Piacenza

Stable turnover

With an export of 95% (40% in Asia, 15% in North America and 10% in Europe), Nordmeccanica estimates to maintain its 2019 turnover this year (equal to 110 million euros). The group, which employs about 300 people, has 5 production plants, including three in Italy, one in China (near Shanghai) and one in the United States (in New York) , with investments, each year, in research and development, exceeding 5% of their turnover.