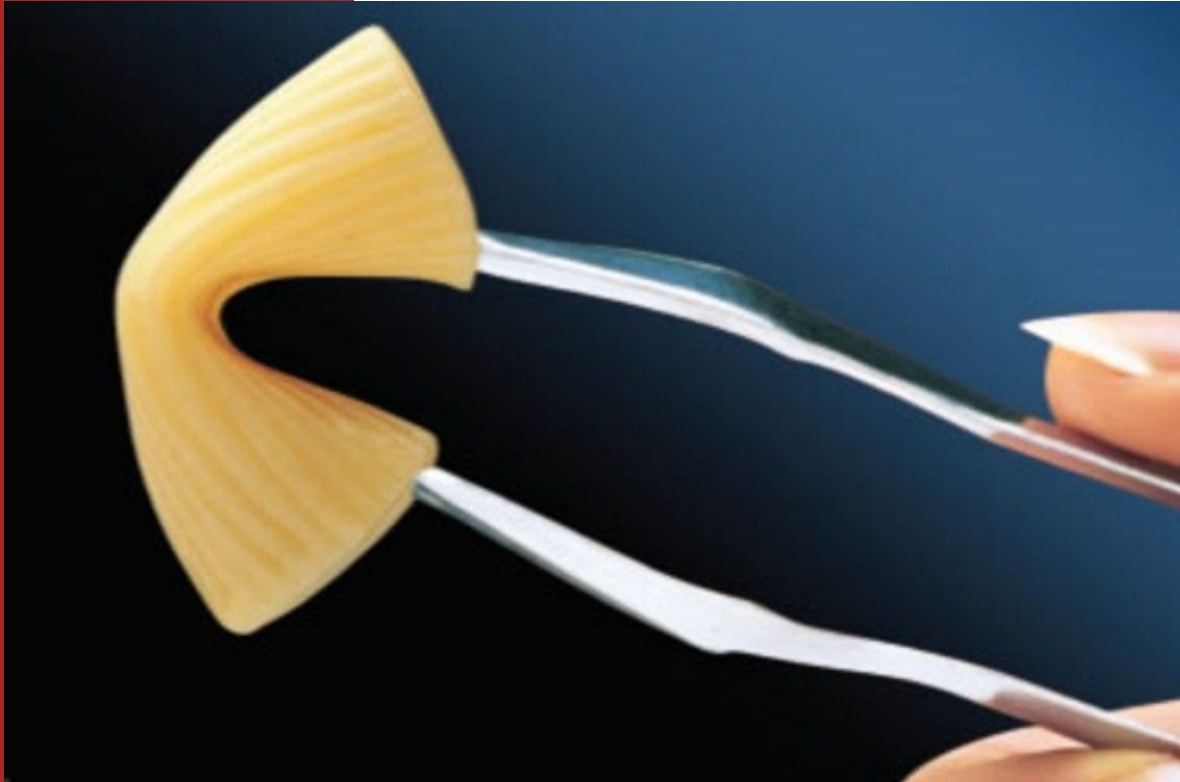


RICCIARELLI

PACKAGING SYSTEMS



**CASE
HISTORY:
GRANORO
FACTORY**



Granoro pasta factory plant in Corato (Bari, Italy)

Material's quality, passion for work and respect for traditions: these are the main factors that Mr. Attilio Mastromauro followed when he founded his own pasta factory with the Granoro brand in 1967, building a solid Italian company that still continues to work under the same guidelines from day one. The constant search for better quality and quantity for his activity has led the Granoro pasta factory to assert itself both on Italian and worldwide markets and the production has grown from 150 quintals of pasta per day to the current 3500.

To reach numbers like these, it was necessary to equip the plant with high-tech systems that guaranteed an high standard of production and that facilitated the management of the high rate of return. And precisely in this context **Ricciarelli Packaging Systems**, partner of the Granoro company since the 1980s, has entered and today it continues to provide complete integrated solutions for packaging.

With the demand's increase, a faster and more effective pasta packaging system that used automatic machines

was required and Granoro immediately found in Ricciarelli SpA a support to rely on.

Over the years, the Ricciarelli lines inside the pasta factory have been growth (or replaced with more performing ones) and today, inside the plant, there are eleven complete groups dedicated to packaging composed by weighing and packaging machines, twenty-eight weight control systems and two **RANCVI20D** cartoning machines designed for the insertion of 120 packs of pasta per

minute into pre-glued cardboard RSC in overlapping layers.

A LOOK TO THE MACHINES

Among the packaging machines present inside Granoro factory, we mention the VS150 and VS120 models by Ricciarelli. The latest vertical high speed packer model VS150 can be realized in intermittent or continuous motion and it allows to produce all types of packages required by the market, starting from a single reel of film (in this case the machine produces pillow packs). It can reach the maximum mechanical speed of 150 packs per minute and it's available in standard version or in *slim* version (the compact size of the second one allows the positioning even in small spaces).

VS150 can be equipped with the SB20 forming unit with modular structure and independent stations for the production of double square bottom bags with welded and folded top and resealable with label (Granoro currently has four) or with top carton applicator AC50, an independent applicator for top carton display on block bottom bags made by Ricciarelli too.



Vertical packaging machine mod. VS150



Double square bottom bag



Top carton display bag

«We have been working with Ricciarelli machines since many years – Daniela Mastromauro, one of Mr. Attilio daughters, commented – to realize packages able to keep our short goods pasta into the homes of millions of people in every part of the world».

«We are satisfied about our numbers – she continued – and about the product we offer. The aesthetic of packaging is a very important requirement and the market is really careful about it and when I say these words I am not only talking about

the graphic but to the shape and quality of the package itself too. Making a quality package, without defects and perfectly closed, is absolutely necessary and it is also synonymous with goodness and safety of the product so it means a great help on a commercial level».



500g pillow bags of short goods pasta



500g square bottom bags of Rustiche n°251

THE FUTURE CHALLENGES OF PACKAGING

The various challenges of a constantly developing market have taken the two companies to study new packaging solutions: Granoro has recently started a careful

research together with plant manufacturers and suppliers in order to achieve the same production yields with a **packaging** that is made of **paper** instead of plastic, finding in Ricciarelli a valid ally already projected on this type of demands. In the recent years, Ricciarelli company has developed devices and accessories dedicated to the treatment of more delicate materials, ensuring in many cases high quality performances.

«We believe that the reduction of the use of plastic material was really important - mrs. Mastromauro added - but at the same time it is necessary to maintain the same numbers in order not to run into production problems.

It is a rather long way and we must pay attention but we also believe that it is the right one to take».



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