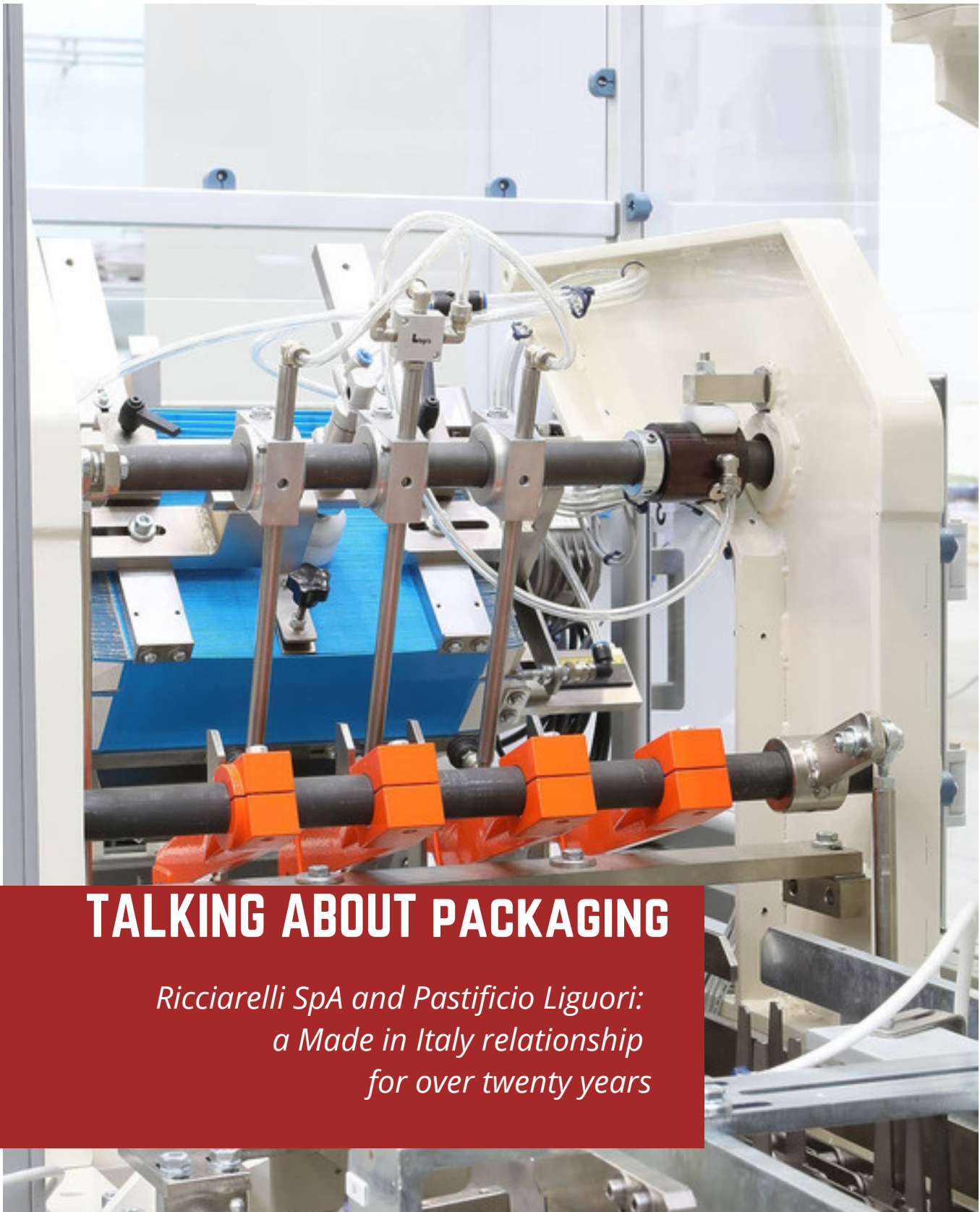


# RICCIARELLI

PACKAGING SYSTEMS



## TALKING ABOUT PACKAGING

*Ricciarelli SpA and Pastificio Liguori:  
a Made in Italy relationship  
for over twenty years*



*Pasta Liguori factory  
in Gragnano (Naples)*

*It was 1996 when the first agreement was signed between the Liguori Pasta Factory and Ricciarelli Packaging Systems: since that day the Gragnano pasta factory hasn't changed its mind and, today, it has packaging machines exclusively made by the Milella' company*

Pasta Liguori is an Italian brand that has been producing pasta for Italy and for the world since 1795. 100% Italian wheat and water from the Monti Lattari, bronze drawing and slow drying technique as tradition wants. These three steps guarantee a superior quality product that some years ago has received the PGI certification (Protected Geographical Indication) at European level.

An Italian excellence for all over the world markets that needs the best packaging solutions to express its quality.



*From the left: Salvatore Casillo (Liguori),  
Daniele Bagni (Ricciarelli) e Antonio Gargiulo (Liguori)*

For this reason Ricciarelli SpA has been supporting Liguori for more than twenty years, offering it each time customized and innovative machines to face any challenge. A complete Made in Italy relationship based on transparency and trust that makes the Gragnano factory a "showcase" for Italian and not only customers who want to see and test the capacity of Ricciarelli's machines to work.

## **A REAL CONFIDENCE RELATIONSHIP**

«The relationship with Ricciarelli has been started since 1996 - tells the owner of the pasta factory, Salvatore Casillo - when SASIB owned the company and Marino Milella, the current owner, worked as a sales manager of the company (together with his father-in-law). As soon as we met, we started working together because I immediately understood the validity of the people I was dealing with».

It was born a great trust and transparency relationship, like we said, that has made with time the business relations even closer. «Even an excellent product, if it is bad presented, it will become something to be rejected - continues the number 1 of Liguori. When you buy a product for the first time you are not sure that it's created specifically for you, but you must have confidence of the person who sells it to you. You will have the availability of the company to follow you and give you an after-sales assistance, like the Pistoia company does.

Ricciarelli offers an Italian product that has nothing to envy from his competitors and it has satisfied us and it continues to do it. This is why our packaging machines are entirely signed by Ricciarelli».

**"RICCIARELLI  
IS AN ITALIAN PRODUCT  
THAT CONTINUES TO SATISFY US"**

*-Salvatore Casillo*

## THE IMPORTANCE OF PACKAGING

«You can't believe it - continues Casillo - but presenting a bad packaged bag is a great loss on a commercial level, because also a graphic beautiful package loses value if not correctly and effectively welded». In this sense Ricciarelli walks alongside the customer and also supports him during the final sale, creating a qualitatively high level pack which guarantees reliability and maintains the food shelf-life.

With the machines inside the pasta factory, exclusively made by Ricciarelli, both short and long pasta are packaged and they achieve up to 150 packs per minute.



*Our machines at work  
inside Liguori factory*



**UP TO 150  
PACKS PER MINUTE**



Current packaging for sale  
of Liguori pasta

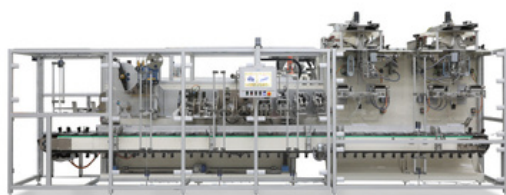
## ECOLOGICAL CHOICE

Pastificio Liguori is committed on awareness against excessive use of plastic. The VSB175 model, designed and assembled by Ricciarelli for the production of double square bottom bags, is able to treat more delicate materials such as paper, maintaining sufficient working speed to support large industrial productions. This allowed Liguori move his choice towards recyclable paper packaging to protect nature and facilitate low practices environmental impact.

«Our pasta is stored in recyclable paper packages with Aticelca® 501 certification - says Antonio Gargiulo, plant manager. It is not easy to offer a 100% recyclable pack because the customer is used to seeing the type of pasta he buys through a transparent window. However we are studying alternative solutions to guide the consumer to new customs».

## VSB 175:

*one of our packaging groups  
for the production of  
double square bottom bags*



DO YOU WANT  
TO KNOW MORE?

**Ricciarelli S.p.A**

Via U. Mariotti 143, Pistoia (Italy)

+39 0573 4457200

info@ricciarellispa.it

www.ricciarellispa.it

