

## Sweet end of packaging

With the global bakery and confectionery market predicted to reach [€436 billion](#) and [€203 billion](#) respectively by 2020, the specialist packaging industry is gearing up to provide machinery that is efficient and effective for its customers.



Products such as wrapped sweets, bagged toffees, Easter eggs, liqueurs and boxes of chocolates are popular items, as are doughnuts, baked snacks, biscuits, cereal bars, cakes, pastries and crackers.

Producers in both sectors are looking for flexibility and variety where packaging is concerned, and according to Bosch Packaging Technology, it is important that they consider their exact requirements ahead of purchasing packaging machinery. Many bakery items, for example, require special handling and packaging to ensure they reach retail shelves suitably protected and well presented and working with an expert supplier will ensure that this is the case.

### Endload systems

Where packaging is concerned, both bakery and confectionery items are often placed in endload cartons. Given consumer demands for variety, there are vast arrays of products that need to be packaged in this way, many with differing requirements from a production point of view. For example, machinery suppliers have developed simple hand-pack models for low volume items and test marketing samples, all the way up to high-speed servo driven systems for high volume, multiple carton format production lines. It is important to have a comprehensive options list available, as a variety of carton styles, closing methods, speeds and sizes may be required.

Endload systems available on the market today offer the flexibility manufacturers expect to adapt to changing production needs. Size changes and adjustments are done quickly and efficiently. In addition, in order to streamline operations further, operator-friendly HMI controls have been developed that feature excellent diagnostic capabilities, optional on-board manuals and training videos. This leads to operators spending less time during set-up, enabling them to focus on other production-related tasks.

### Topload cartoning

Topload cartoning is also a popular packaging method for the bakery and confectionery industries, with lock-form cartoning being by far the most economical method. Cartons and trays for certain products may require special structural features, added strength, or improved appearance, and it is imperative that every former is coupled with an effective carton closer.

Topload structures enable packaging lines to grow with product demand – from initial hand packing on a single line to fully automatic product loading with multiple head configurations.

## **Wraparound sleeving improves sustainability**

Finally, wraparound sleeving is also an attractive packaging option in the confectionery industry. This is popular, due to its ability to improve a manufacturer's sustainable credentials through the decreased use of packaging materials. As an example, the wraparound concept uses less board than a traditional endload carton solution. Sustainability has long been a buzzword wherever manufacturing is concerned, therefore any measure that can be taken to effect improvements is seen as a clear positive. The savings that can be realised because of reduced material usage is also highly desirable.

## **Quality is critical**

Whatever your requirements it is important to look at the bigger picture. Packaging equipment varies vastly from supplier to supplier in terms of construction, specification and quality, and pricing will be equally varied. However, one vendor's price may include more options, offer added value and ultimately provide a lower cost of ownership. If you automatically choose the lower cost machine, you may pay dearly in the end when lack of reliability and performance affects your production output.

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