

## New honeycomb pack collation

Some of the most important international research institutes have found out that in the points of sales of large retailers a good deal of consumers' buying decisions are driven by emotional impulses; therefore, an innovative packaging solution, which is also particularly attentive to logistical dynamics, becomes a valuable sales support, since it helps draw the occasional buyer's attention toward a specific product.

SMI is well aware of this and offers its customers a range of high-tech packers capable of producing quite versatile, innovative and customised packs such as the new "Bee-hive Pack," inside which containers are arranged in a honeycomb configuration.

The Bee-hive Pack is a newly developed packaging solution for heat-shrink film bundles, which offers huge benefits in terms of manufacturing and palletising cost-cutting. The bottle arrangement in parallel "staggered" rows creates the well-known honeycomb layout, which enhances the structural and mechanical performances of the each single container packed; in more detail, the improved top load value provided to each single container by the Bee-hive Pack allows, when palletising, to avoid the insertion of cardboard pads in between the pallet layers, ensuring huge savings in the packaging material procurement.

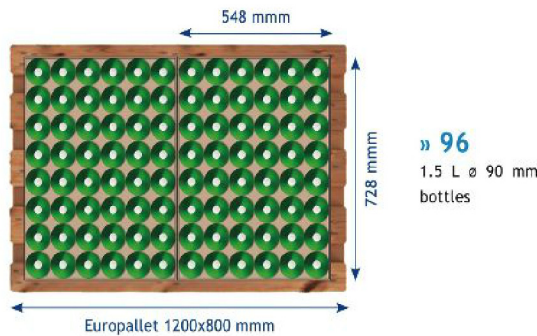
In addition to that, the new Bee-hive Pack is very stable and compact, since packaged containers are lodged into one another and empty spaces in between are minimised, contrary to what happens in usual rectangle-shaped pack collations where bottles are arranged side-by-side in parallel rows.



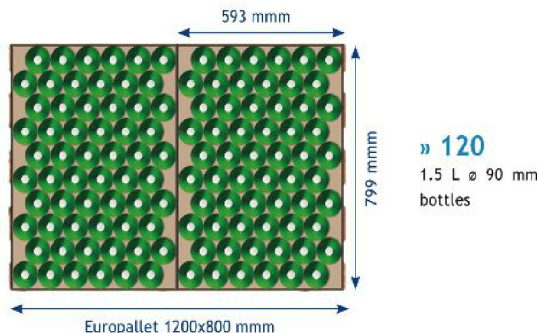
This feature enables, with certain palletisation schemes, to place a higher number of packs on each

pallet layer, with great benefit in term of better exploit of the pallet area.

### TRADITIONAL CONFIGURATION

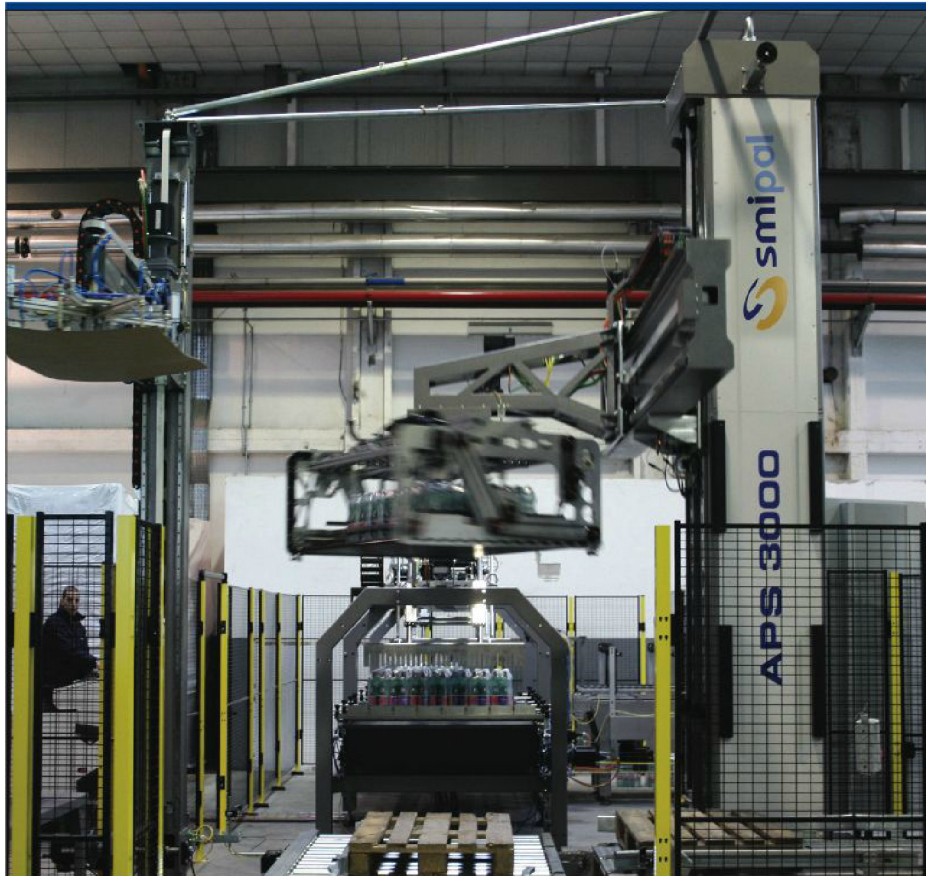


### "BEE HIVE" CONFIGURATION



The collation is produced by Smiflexi shrinkwrappers of the LSK/SK series and by Smiflexi wrap-around casepackers of the WP series, all equipped with a dedicated device arranging containers in staggered rows in alternate motion and keeping them in that layout all along the whole packing process.

Further benefits come as this packaging solution is combined with the forming of large pallet display trays (made by Smiflexi packers in XL version), since the honeycomb formation allows to insert 120 containers (1.5 litres - Ø 90 mm)



## Cachaça gets US approval

Cachaça is set to be recognised as a 'distinctive product of Brazil' in the US from April after the authorities published a final ruling.

The US Alcohol and Tobacco Tax and Trade Bureau (TTB) said that it would formally amend its regulations to recognise cachaça as a 'rum' and product of Brazil. The final rule will be effective from 11 April, the TTB said.

Under Brazilian law, cachaça is a Brazilian distilled spirit with an abv between 38% and 48%, obtained from the distillation of the fermented must of sugar cane.

## Effective preparation for K 2013

While the official opening of K 2013 is 16th-23rd October, the most important International Trade Fair for Plastics and Rubber in Düsseldorf/Germany is still seven months away and yet things are getting started at [www.k-online.de](http://www.k-online.de)

During the last K in 2010, the portal recorded more than eleven million clicks. With its clearer structure, the new K portal again provides a wide variety of topical information surrounding the trade fair, news from the industry, research and science as well as a lot of practical advice for visitors.

into 2 maxi trays of ½ pallet size, instead of the 96 containers usually arranged on a pallet layer when using a standard rectangular pack collation.

The solution proposed by SMI provides greater stability to the pallet and, thanks to the possibility of adding an extra layer, ensures a better top-load. In addition, number of pallets being equal, it allows the loading of more bottles on the truck. The palletising operations are quicker and simpler since the pallet display of the packages allows the placing of a reduced number of packs on each pallet layer (even only two in the case of the 1/2 pallet collation!). Packaged containers being equal, the extra large packs allow to reduce considerably the handling of the product along the entire supply chain. Besides, even placing the individual bottles on the shelves of shops and supermarkets is quicker and more efficient since the operator optimizes

the time taken to remove the boxes from the magazine and trays to be emptied.

Smipal models from the APS series are ideal for the automated palletizing of corrugated blanks, bundles, trays and packs in general. The APS series includes three main families of machines: the APS 3050 models for outputs up to 50 p.p.m, the APS 3070 models for outputs up to 70 p.p.m and the APS 3080 models for outputs up to 80 p.p.m. The basic versions of the APS 3050, 3070 and 3080 models include a single-column system with two Cartesian axes, an infeed equipped with a layer pre-formation device, the pallet conveyors and the fork-adjustable magazine for empty pallets.

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