

# Bev tech

## Beverage Innovation technical news

### Positive bottle handling

**Posimat** demonstrated a number of handling solutions for plastic bottles and cans at **Interpack** in Düsseldorf earlier this year. The Posiflex unscrambler with automatic changeover, which allows you to add new formats at the push of a button, was shown on the conveyor in action on the stand. A Posio built in silo on the unscrambler has a special discharge flap system to handle very delicate bottles without damage. While the Posijet air conveyor with Vertijet system is the first vertical air conveyor capable of operating in any incline from 0-90 degrees. This was shown in operation using an oval PET bottle.

Other equipment on display included the BTU – bottle transfer unit – which carries even unstable bottles from the unscrambler to the filler in pucks. A Giramat D linear



turning device able to orient asymmetric bottles in pucks. And a Posipharm unscrambler able to handle containers with wide openings and large diameter caps. Finally an air conveyor for empty cans known as Posijet Cans is available for a single line system and a wide range of solutions and unscramblers for varying line speeds. ■



### Aptar Original for kids' juice

**Mattoni**, the mineral water company in the Czech Republic has launched a new juice drink for children, in co-operation with Czech paediatricians. Available in three flavours the high fruit content of the Aquila Bimboo Frutta range means there is no need for added sugar or artificial flavours, making it a healthy alternative to many drinks on offer. Filled on a **Krones** aseptic filling line, the product contains no preservatives or other chemical additives.

The 33cl PET bottle label features popular children's movie characters, Shrek and Jack Sparrow. A standard Original 30/25 sport cap from **Aptar Food+Beverage** completes the package, making it both fun and practical.

Mattoni has a long-standing relationship with Aptar and has been using the 28mm Original sport cap on its leading brands for several years. ■

### Shape-Shift reservoir

**Hydrapak**, known for its active lifestyle hydration equipment has a new reservoir set to launch in its 2012 line this August. It is a revolutionary engineered drink system with virtually universal top pack brand compatibility to enable consumers to upgrade their hydration ready packs.

"The Shape-Shift was created to address the need for a reservoir that could maintain shape control, while still offering an easy cleaning feature," said Hydrapak President Matt Lyon. "Whether consumers are using the Shape-Shift for big-wall climbing, off-piste



skiing, single-track riding or trail running, active outdoor athletes will appreciate the balance and utility offered by the reservoir. It's a big leap for hydration management and should enhance our customers' sense of security in taking on challenging activities while staying hydrated."

The patent-pending Shape-Shift Reservoir, available in a 100oz and 70oz model, is constructed with an interior form-supporting Snap-Zip baffle which improves the structural integrity of the reservoir, without giving up the trademark cleaning features. ■

### Holographic effects

**H**olographic effects on metal packaging can help brand owners capture consumer attention and minimise the risk of product counterfeiting. "The holographic foil effect is the perfect tool for brands looking to 'wow' consumers at the point of sale," said Matt Twiss, European Sales Director – Consumer Products, **Crown Speciality Packaging Europe**.

This holographic foil technology uses the diffraction of light to create a three dimensional image that continuously changes position and colour. With this range and combination of potential hologram designs, brand owners can create unique tins, for eye-catching promotions and displays.

The holographic foil can be used to highlight specific parts such as the logo, individual images,



or shapes in the design and can be used on all shapes of tin.

The new technology also helps protect brands against product counterfeiting. "Crown uses a specialised design that is difficult to reproduce due to its complexity and sophistication," added Matt.

The holographic foil technology helps brand owners add a luxury feel to products while being sustainable, as metal can be recycled in existing recycling streams with no degradation in its performance. ■

## FINAT label winner

One of the winners in this year's **FINAT** Awards held in Taormina, Sicily in June organised in collaboration with **GIPEA**, the Italian label association, was Austria's **Hirschmugl** vineyard with this striking sinuous snake design highlighting just how innovative today's self adhesive labels can be.

"With this year's theme 'Embrace Change, Enjoy Success' we inspired leaders in the industry to embrace change in order to secure future success," explained Jules Lejeune, Managing Director FINAT. "We received a record 355 award entries this year." Finalists go through to the World Label Awards.

From all time lows in mid 2009, demand returned in 2010 with volume of 5.7 billion square metres and 9.5% recovery for paper based label materials. Exceeding this was the increase in demand for filmic roll label materials (PE, PP, others), 15.3% over 2009. Filmic materials resumed their rise in the share of European self-adhesive materials demand rising from 15% in 2000 to over 22.5% in 2010.



Growth was driven by Eastern and Southern Europe. Both recorded healthy double digit growth figures of 20.6% and 13% respectively. Within these regions, Turkey, Russia, Bulgaria and Romania stood out with growth over 20%. In matured regions, growth of self-adhesive label demand was more modest at around 4.5-8.5%, although double digit growth figures were recorded for Germany, The Netherlands, Italy and Spain.

Over the past three to four months, pressure on raw materials has aggravated. Between January 2010 and January 2011, pulp prices increased between 20-25%, while resins for LDPE, PP and PET, crucial to filmic label materials, increased in price between 25-35%.

For more on this story, visit [www.foodbev.com](http://www.foodbev.com)

## 3M improving health on site

**3M**, the diversified technology company, has launched an innovative sound level meter as part of its Total Hearing Solution for noise in the workplace. The 3M Sound Detector SD-200 is a compact and lightweight entry-level sound meter that has been introduced within the 3M Quest detection range. Designed to provide accurate measurement of workplace noise levels through an advanced integrating feature that computes the average sound pressure level, it is ideal for industrial and task noise sampling.

The company has also launched a uniquely shaped disposable respirator that will provide wearers with superb flexibility and effective protection at incredible value.

The 3M VFlex Particulate Respirator is part of 3M's Classic range of disposable respirators. It is ideal for working environments where Respiratory Protective Equipment (RPE)



for dusts and mists is required for short duration or light duty tasks and also when RPE has to be frequently replaced.

3M launched the 'safety spotlight' series of webinars earlier this year to share with customers its knowledge and expertise on workplace issues and hazards. As well as an informative and interactive webinar, the 'safety spotlight' series includes free access to thorough technical bulletins. ■

## Sophisticated can inspection

**Can-Pack Group** is using KromaKing camera based technology from **Applied Vision** for performing colour converted end inspection at the company's beverage can factory in Brzesko, Poland.

Monochrome (black-and-white) imaging is insufficient for accurate examination of today's coated and printed can ends. These tools from Applied Vision integrate colour cameras, and sophisticated software to differentiate defects and colour-obscured features in ways standard monochrome systems simply cannot.

Digital software smart filters detect and learn colours, enabling the systems to enhance targeted defects or ignore those that are not problematic. For Can-Pack



and other can makers, the ability to extract higher-detail colour information when performing inspections can mean greater colour consistency, fewer false rejects, reduced spoilage rates, smaller hold-for-inspection (HFI) piles and larger profit margins. ■



## Detection system for viscous drinks

**Food Radar Systems** has developed a foreign body detection system for pumpable and viscous food. The LOOK100 system is apparently the only one that can detect low density foreign bodies such as plastic and wood.

"The filters for premium orange juice with pulp have larger holes in order to let the pulp through for instance,"

explained Vice President Mikael Reimers.

"In our pilot plant we could detect pieces of soft plastic down to a size of 5x6mm and alufoil to 4x5mm. "Under more controlled processing conditions we believe that we can detect even smaller pieces." The company is currently working with some major manufacturers in this area. ■