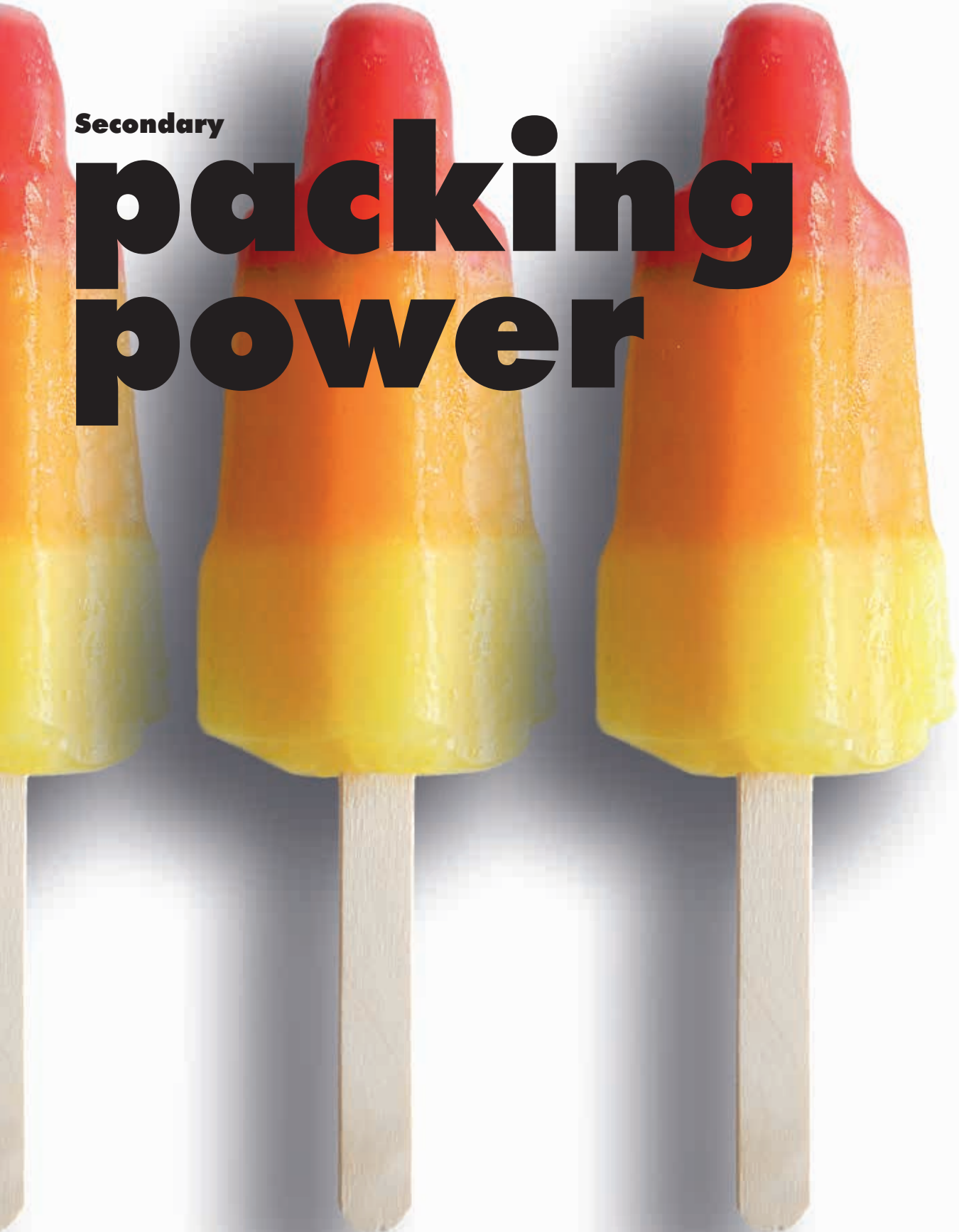


**Secondary**

# packing power







# Your challenges

The ice cream industry is a highly competitive market. Your company strives for the maximum result in output and efficiency. High-quality secondary packaging lines, in which reliability, hygiene & safety, speed and ease of operation go hand in hand, could well be the foundation for your success.

At the same time, modern consumers' choices are becoming more individual, driven by a more personal lifestyle. As a consumer, we demand a higher variety on our ice cream shelves. These market trends also affect the way your products are packed (for example multi-flavor multipacks).

High performance and customization, the combination is feasible: resulting in faster changeovers, shorter runs and higher levels of automation for your operation. The challenge is to transform this combination into an innovative and compact packaging solution that best suits your company; a solution that minimizes the number of operators and maintenance. That's where the power of BluePrint Automation lies.

By listening to your needs and translating our knowledge and experience into creative ideas and technology, we'll take your operation to the next level together. By adding flexibility in design and fostering a long lasting partnership, we'll help you face the challenges of the future. We call this 'Thinking into the box'. There is more to packaging than meets the eye.



# What we stand for

Over forty years ago, BluePrint Automation established its name in the packaging industry. It launched case packing by 'Gravity', a revolutionary machine for packing bags of frozen French fries. Not by investing heavily in (robotic) technology, but by cleverly letting gravity do its job.

What characterized BluePrint Automation then, still pulsates through the family business today. Innovation is the heartbeat of BPA; it challenges us and makes our work interesting and fun. We always question how we can make the packaging process for our customers more simple, efficient and sustainable.

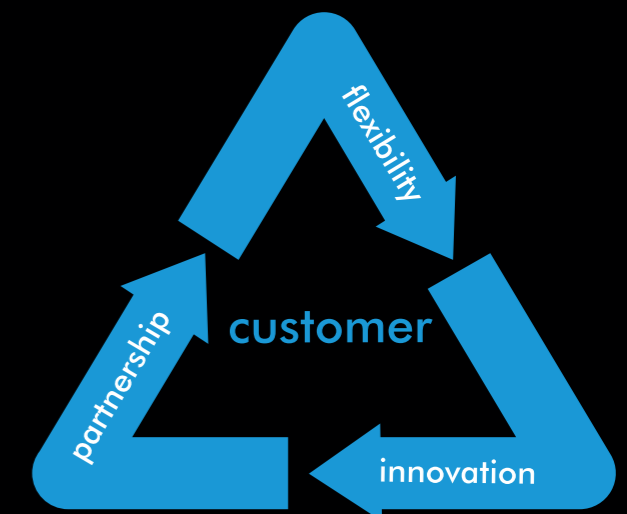
Innovation never occurs on its own. It evolves during the relationship with the customer. Innovation is a collaboration, a continuous exchange of ideas, wishes, possibilities and impossibilities. That's why we are so committed to a partnership: together we move forward. That commitment also results in short lines and a flexible attitude (and solutions), necessary to add value for the customer and to continue making a difference in a rapidly changing world.

BluePrint Automation has become an international market leader in end of line packaging automation, such as wrap around, pick and place and vision guided robotics. We deliver to sixty countries worldwide in the consumer goods industry. That sounds impressive, but it can always be traced back to the same principles Bob Prakken so passionately applied while working on his 'Gravity system': dedication to the customer, the ability to switch quickly and the irresistible urge to push boundaries.



## Sustainable BPA

BluePrint Automation takes responsibility for a clean, future-proof living environment. With our innovative power we also contribute to the green revolution. We incorporate sustainability in our packaging solutions. These solutions are becoming more energy efficient, pack more effectively (reducing transport movements) and can use less and lighter cardboard for the same packaging result.







“BPA brings together high reliability and high flexibility in a very compact solution, which I believe is true innovation.”

Charles-Etienne Le Renard, Managing Director Operations  
at major European snack manufacturer

**primary packaging process**



**primary product**  
product handling  
product orientation  
product settling

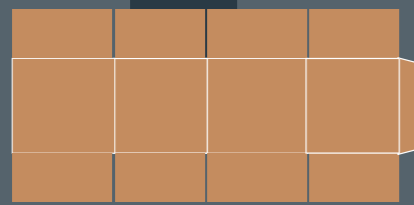
**product inspection**

seal testing  
open bag detection  
metal detection  
check weighing  
x-ray  
product rejection



**container forming**

case, tray and carton former  
hotmelt or tape  
crate de-stacking



**packing forms & patterns**

top, side and end loading  
horizontal and vertical  
(landscape or portrait) loading  
wrap around

**optimizing case filling**

case compacting

**case inspection**

missing products  
filling height

**container closing**

case, tray and carton closer  
hotmelt or tape  
lid application  
wrap around style

**case handling**

case handling  
inspection  
marking  
sorting and distribution



**tertiary packaging process**

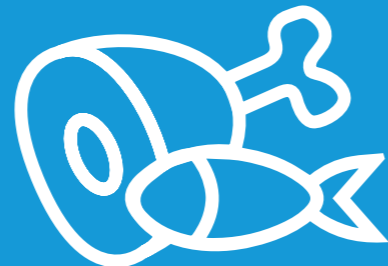
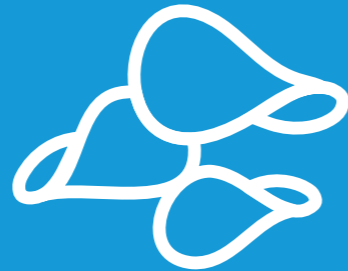
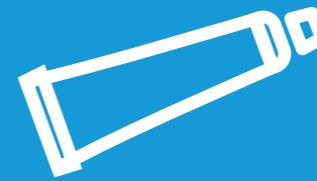
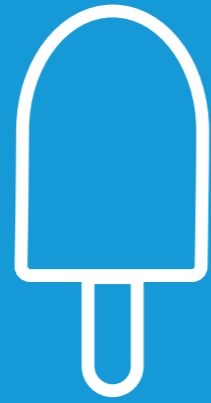
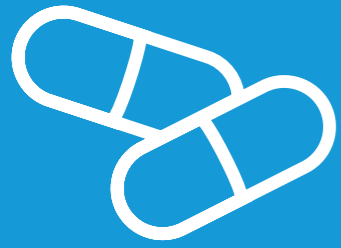
# BPA secondary packaging process

**integration**

OEM equipment integration  
turn-key end of line solutions

**service & support**

installation, commissioning  
of new equipment  
spare parts  
maintenance  
new product introductions  
machine modifications  
service contracts  
24/7 support  
next day on site guarantee  
hands-on and classroom training



# Markets

## **Frozen foods**

When frozen foods are supplied to the supermarket, chances are they are packaged using a machine from BluePrint Automation. BPA has built a great reputation in this segment. Starting with bagged potato products, we have broadened our focus to other foods such as fruits and vegetables, fish, meat, poultry, seafood and other proteins.


## **Snacks**

The snack market is constantly changing. Variety packs, attractive displays, distinct designs; the battle for the consumer is being fought on the shelf. Offering customized solutions, we thrive in this dynamic environment. Our technology for delicate packaging keeps the chips safe!

## **Other markets**

Ice cream, bakery, dairy, coffee, confectionery, dried foods and fresh produce. These food industry's strict requirements in respect to hygiene and quality, lead companies to BluePrint Automation. Our end of line packaging automation suits these and other markets where careful and efficient packaging is required. For example personal care products, detergents and pet food.





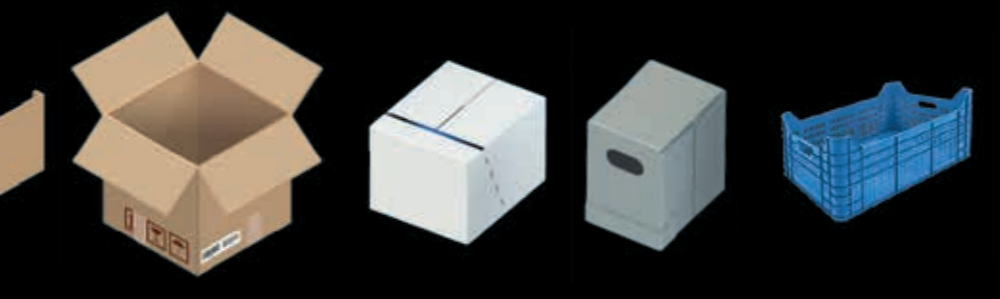
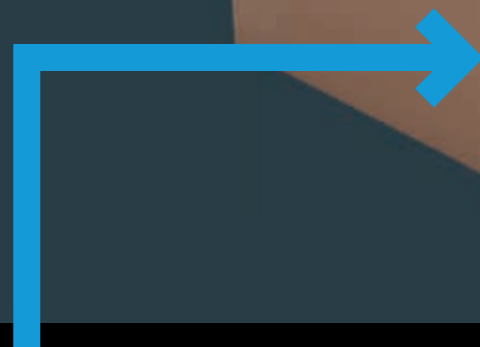
“Today’s solutions  
have to be flexible,  
but they have to be  
simple flexible.”

Bruce Marrale, Director Engineering TreeHouse Foods, talking about BPA solutions



# Your packaging profile

A case, crate, wrap around, tray or carton. There are many ways to pack products. But the question is of course: which secondary container is best for your products and is this suitable for your customers as well? But also: How can you maximize your presentation on the store shelf or enhance your logistics process by, for example, using storage pallets more effectively? BluePrint Automation is happy to advise you on this. Together we will develop a secondary 'packaging profile' that best supports your business. We will then match this custom profile to one of our packaging lines.



# We ask we listen we partner

**You are looking for a high-quality (secondary) packaging solution and you choose BluePrint Automation as your supplier. Together we enter into a thorough process consisting of five steps.**

## 1. Research

Every company is different, every market is different. A project always starts with a thorough assessment. What do you really need? What is the question behind the question? In doing so, we let our curiosity, expertise and innovation guide us. Even the first design draft from our application engineers shows the beginnings of your BPA packaging solution: customization for every customer.

## 2. Engineering

Once the functional details are clear, they are translated into a design. In this phase, a project manager is appointed. He is your point of contact throughout the project. Our engineers design the mechanical and electrical details as well as develop the software for your new packaging solution. Their design is compared with the original specifications. Is this exactly what you need? If so, on to implementation.

## 3. Realization

We build and assemble the packaging machines in our factories. We combine existing modules into the

right packaging solution for you. This modular approach not only makes us flexible, but also ensures faster delivery. Before delivery, we carry out extensive test runs with your products to determine whether the machine operates as it should.

## 4. Integration

Getting your packaging machine operational in our facility is one thing, ultimately it must run at maximum efficiency in your plant. Integration of the system into your operating environment, including operator training, is an important step. While doing so, we minimize the disruption to your regular business operations. After a final test procedure at your site the project manager hands over control to you and your team. Ready for automated packaging!

## 5. Service and support

After successful commissioning, our partnership does not end. Although all BPA solutions are designed to minimize maintenance needs, we update functionalities and performance over time to help you extend the lifecycle of your packaging machine. We provide operator training with extensive and comprehensible documentation and maintain a stock of OEM components to solve any malfunction you may experience. That is the BluePrint way. We value long-term partnerships with our customers.





BluePrint Automation bv  
Carrusserieweg 3  
3445 BC Woerden  
The Netherlands  
T: +31 348 410 999  
E: sales@blueprintautomation.nl

BluePrint Automation Inc.  
16037 Innovation Drive  
South Chesterfield Virginia 23834  
USA  
T: +1 8 045 205 400  
E: sales@blueprintautomation.com



[www.blueprintautomation.com](http://www.blueprintautomation.com)