



## OEM RETROFIT INCREASES CUSTOMER PRODUCTIVITY

*Ruizhi Packing Machinery Co., Ltd. retrofitted its machines for the production of window bags in 2013 with a hot melt system from Robatech. The new system not only increases the production speed by 50% but also delivers high-quality products through a precise and consistent adhesive application.*

Environment and health are topics that people deal with intensively today. Therefore, eco-friendly paper packaging is enjoying increasing popularity. Especially in the food industry, paper bags are used for snacks, bread, and take-away products such as McDonald's or KFC. In addition, paper bags can be wonderfully printed or reveal the delicious content via a window.

### Adhesive Traces are Quality Killers

Ruizhi Packing Machinery Co., Ltd. was founded in 1995, expanded its production in 2003, and relocated its headquarters to Wenzhou, Zhejiang Province, China. Since then, the company has also produced machines for the production of block and sharp bottom bags made of paper. In response to the growing demand for paper bags with window, Ruizhi has been offering a dedicated machine

since 2009. Initially, the paper and window were glued with hot melt adhesive using a coating system. "However, the amount of adhesive applied at that time was very variable, and the result was unsatisfactory, so we thought about using a different adhesive application system," explains YiZhi Zu, President of Ruizhi China. When gluing windows, hot melt adhesive is continuously applied in bead form to the left side of the paper. The transparent film is pressed on and the paper folded. Then, the adhesive is applied to the right side of the paper. Next, the remainder of the film is pressed on. If the application is inconsistent, there is a risk that too much adhesive is applied to some bags, which then spreads towards the inside of the bag, when the film is pressed on. Traces of adhesives can then be seen in the window when looking at the bag contents. This is

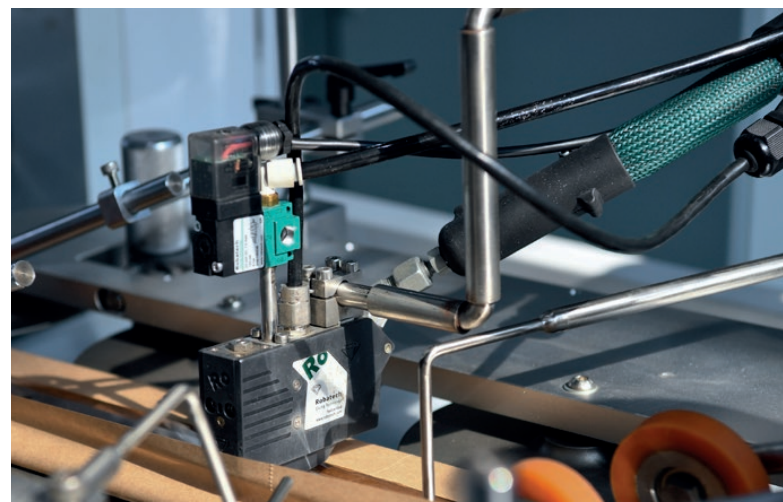


### THE CUSTOMER

Ruizhi Packing Machinery Co., Ltd. with headquarters in Wenzhou, China exports 70% of its machines worldwide. Since 2003, the company has focused mainly on the production of machines for manufacturing paper bags, relying on high-quality gluing.



First Continuous Bead Application using the AX Diamond



AX Diamond Jetting Head for Second Hot Melt Adhesive Application in Bead Form



*"We equip our machines for the production of paper bags with windows exclusively with hot melt systems from Robatech. The adhesive application is precisely dosed, even, and very precise. This considerably increases the productivity of our customers."*

**YiZhi Xu**

President of Ruizhi Packing Machinery Co., Ltd. China

not a pretty sight for the customers buying food. For this reason, the quality of the packaging is of essential importance in the food industry. At the same time, packaging manufacturers would like to run at the highest production speed possible.

#### **The Key to Success**

In 2013, Jeff Cao, Robatech Local Sales & Support, visited Ruizhi. "It was immediately clear to me that a different application technology could improve the gluing quality, and Robatech had the right solution." The AX Diamond application head is ideal for contact-free application of low-viscosity thermoplastic hot melt adhesives. Due to its robustness, it can be used especially in environments with rough conditions

and guarantees a uniform adhesive application. "Contact-free, continuous bead application significantly increases the application speed without applying too much adhesive, as was the case with the surface application. Between 50 and 350 bags can be glued per minute using the AX Diamond," explains Jeff Cao. "The Robatech solution is 50% faster than the previous system," says the Robatech expert, describing the new situation. "That would have been impossible before the conversion."

#### **Reliability Convinces**

An integrated filter in the heating block of the AX Diamond prevents nozzle blockage. Nozzle damage, as well as heat loss, are minimized through a guard. This reduces the

risk of operation interruptions while saving energy. The reliability of the Robatech application system has convinced Ruizhi. "Since 2013, we have been equipping our machines for producing window bags with two AX Diamond jetting heads and a Concept melter as standard," explains YiZhi Xu, President of Ruizhi. "The adhesive application system works quickly, evenly, and precisely. The excellent quality leads to a consider-

able increase in productivity among our customers. Robatech is, therefore, our exclusive supplier, when it comes to window gluing," highlights YiZhi Xu. "As we export 70% of our machines, our customers also benefit from Robatech's global service network. All of this results in added value for us as a machine builder as well." In the end, everybody benefits from a flawlessly glued window.



Machine for Production of Paper Bags with Window

## ROBATECH

Headquartered in Muri, Switzerland, the Robatech Group is a leading global manufacturer of innovative and sustainable adhesive application solutions for industrial hot melt and cold glue applications. Robatech has produced and supplied high-quality controls, application heads, melting and dosing systems since 1975. Robatech representatives advise and support customers in 80 countries in a wide variety of industries around all questions and concerns regarding adhesive application and optimization of gluing processes.

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

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