



## MODULARITY BRINGS COMPETITIVE ADVANTAGES

*Turkish machine builder Vervo Advanced Packaging Technologies equips end-of-line packaging systems with innovative and reliable hot-melt adhesive application systems from Robatech. The modular systems considerably simplify the customer-specific configuration of wrap-around packaging machines and provide flexibility.*

Agility and flexibility are more in demand today than ever before to compete successfully. The bar is set high for machine builders because with rapidly changing market and customer requirements, systems must be easy to configure as well.

### High Packaging Speeds Require Top Technology

Vervo Advanced Packaging Technologies, based in Istanbul, Turkey, is familiar with these challenges from the packaging sector. Since 2010, the company has focused on the manufacture of modern end-of-line packaging systems. Typical customers of wrap-around packaging machines are mainly Turkish and international producers of Fast Moving Consumer Goods (FMCG). This term mainly covers food, cosmetics, and personal care products. For the shipment of these products their primary packa-

ging is packed in blocks into serially produced folding cartons. The wrap-around packaging machines ensure fully automatic preparation of the cartons, placement of the packaged goods in the folding cartons, and reliable gluing of the cartons. To ensure that this high-speed process runs reliably and efficiently, Vervo uses high-quality and innovative systems in its machines. Vervo is continually striving to find new technological solutions that enable its customers to achieve greater productivity and sustainability in the production process.

### A Partnership Is in the Making

When Vervo 2014 approached Robatech at the international packaging trade fair interpack in Germany, the manufacturer immediately realized that Robatech's modular and sustainable adhesive application solutions were a perfect fit for Vervo. "With

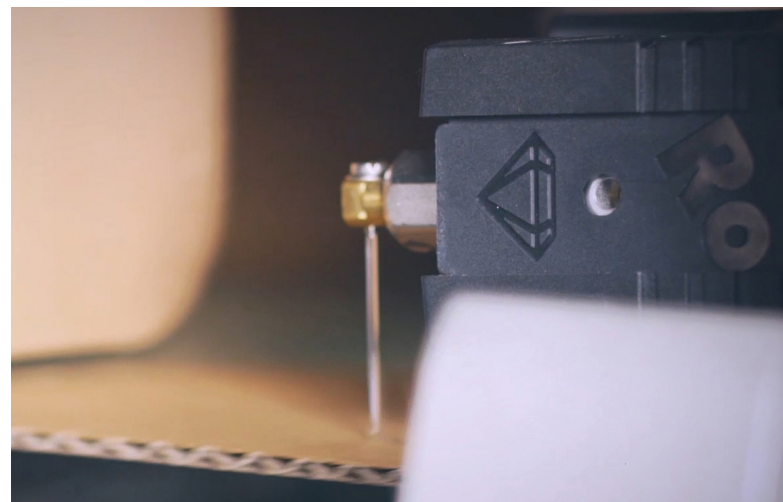


## THE CUSTOMER

Since 2010, Vervo Advanced Packaging Technologies, based in Istanbul, Turkey, has focused on the automation of end-of-line packaging lines and the manufacture of wrap-around packaging machines for secondary packaging made of cardboard.



Intermittent bead application to the lid flap using SX LongLife



Hot-melt adhesive application to the side flap using SX LongLife



*“In Robatech, we have found a partner that gives us a technological edge and can support our customers around the clock via its global service network.”*

**Ali Ekrem Özüzümcü**

Business Development &  
Advanced Packaging Technologies,  
Vervo Advanced Packaging Technologies

Robatech, we can offer our customers various hot-melt adhesive application systems and configure the most optimal variants for the desired customer applications on our machines,” explains Ali Ekrem Özüzümcü, Vervo Business Development & Advanced Packaging Technologies, enthusiastically. “The hot-melt adhesive application heads of the SX Diamond family operate quickly and precisely. The various jetting elements and valve heads can be combined. In addition, this allows for easy adjustment of the application angle and quick format changes.”

**Robatech Becomes the Preferred Supplier**

A lot has happened since the trade

fair visit: Robatech is now equipping Vervo’s wrap-around packaging machines with hot-melt adhesive application systems for carton preparation as well as carton end gluing. With the durable SX LongLife application head and the tankless Concept Stream melter in combination with the RobaFeed 3 automatic filling system and the GlueFill granulate container, the gluing process runs automatically, very quickly and without unscheduled production downtimes.

**Cooperation Brings Technological Advantage**

Hakan Tanrıöven, Sales Manager at Robatech Turkey, is familiar with the reasons that led to this trusting partnership: “Robatech solutions optimi-

ze the consumption of adhesive and energy and also offer maximum safety and precision. We offer a competent and fast maintenance and spare parts service for our modular products worldwide. Proximity is crucial to us. We are continually working on further improvements together with Vervo. This brings innovative impulses for both companies." Ali Ekrem Özüzümcü from Vervo is certain: "In Robatech, we have found a partner

who is interested in a long-term co-operation and will give us a technological edge. Without this partnership, we would not be able to pass on advantages such as reduced operating costs and increased efficiency to our customers as naturally." For 2020, the two companies have already planned to further optimize the hot-melt adhesive application in Vervo's all-round packaging machines.

## 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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