

SYNTEGON

PROCESSING & PACKAGING



BRIDGETOWN NATURAL FOODS

Flexible secondary packaging from Syntegon drives fast expanding company



Sigpack TTM1 Cartoning Machines from Syntegon increase productivity at Bridgetown Natural Foods



Today, consumers are living more health conscious and, as a result, are keeping fully up-to-date with the ingredients and nutritional values in the food they consume. Producers are responding to this trend with new, healthy and tasty alternatives, such as natural ingredients that are grown organically, without flavorings or preservatives, that are gluten, soya, sugar and nut-free, or suitable for vegans. These are just some of the consumer requests that food producers handle today in relation to their products. These changes in market conditions create space for new companies to exploit, but they also create diverse challenges for fast growing start-ups. These challenges are partly down to the variety of products required, which needs additional flexibility in production, as well as in their primary and secondary packaging.

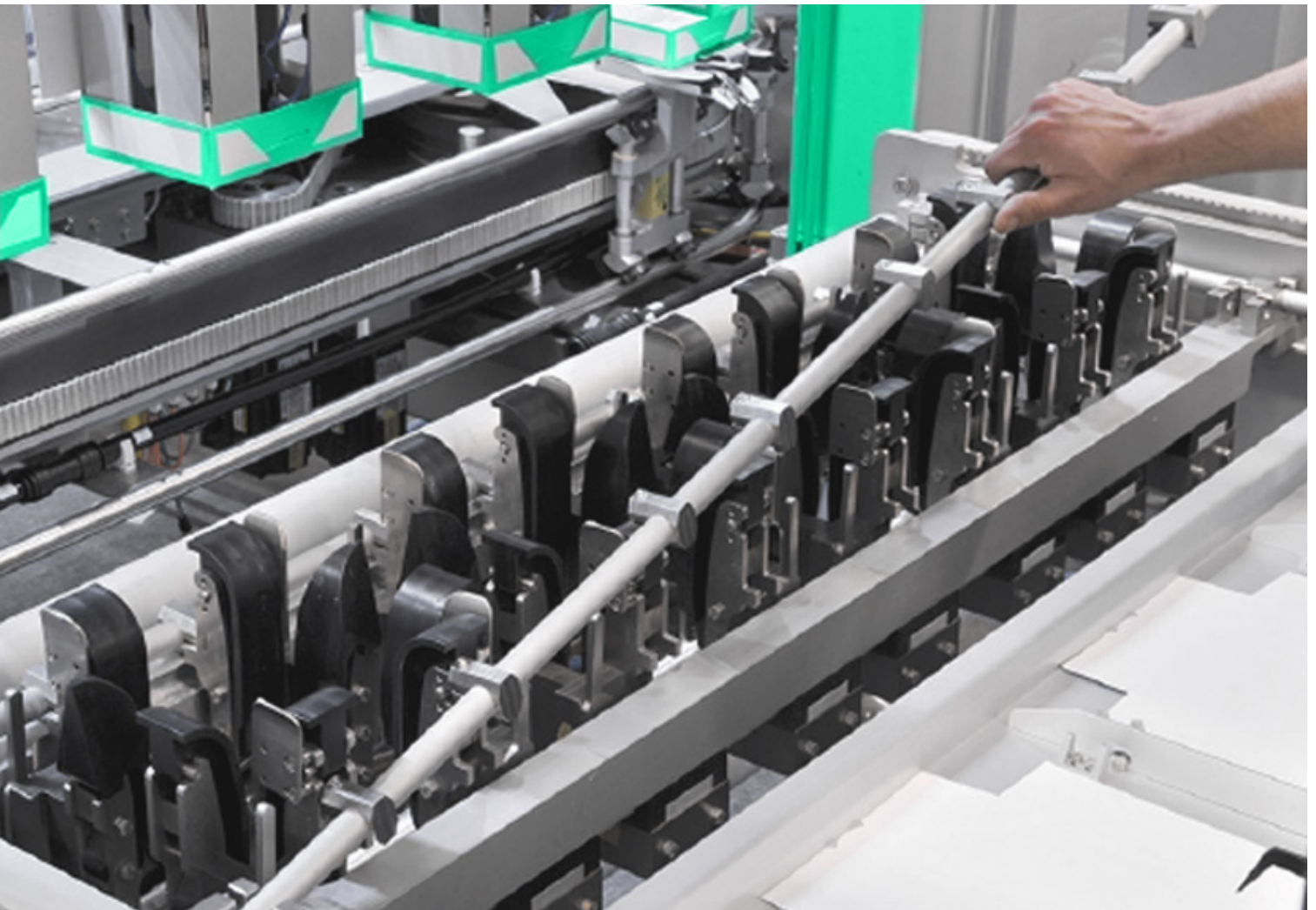
Bridgetown Natural Foods is one of the fastest growing players in the US market. The young company is capitalizing on the trend for organic products and has firmly established itself in the market in the past few years as a trusted manufacturing partner for leading brands. Bridgetown's rapid growth soon required increased flexibility and a greater degree of automation for its secondary packaging in order to match demand and increase productivity.

Convincing output from the first year

The simple format changeover process in particular was the crucial factor for Bridgetown Natural Foods: «Fast and error-free format changeovers are essential with our variety of products. The different products and pack styles had to be managed quickly and reliably. That's why the Sigpack TTM1 was our first choice,» says Dan Klock, CEO of Bridgetown Natural Foods.

Through the high output of the Sigpack TTM1 the horizontal flow wrapper was also able to run a higher number of cycles. Line output increased by more than 40 per cent. Klock says: «We are very pleased. We've been able to increase our overall equipment effectiveness significantly thanks to the consistent high output of the TTM1 Cartoning Machine. The compact machine design and layout flexibility are all important additional benefits. The new machines were incorporated smoothly into the existing packaging lines and commissioned very quickly. We were able to attain maximum output levels from the very first day.»

With the TTM platform, Syntegon has developed reliable and efficient technology for secondary and final packaging, which is fully focused on securing the future of production for its customers. Thanks to Syntegon's proven global network of expertise, a wide range of customer requirements can be accommodated quickly and efficiently.



Courage to invest pays off

The issue of flexibility is particularly important to contract manufacturers. A producer of organic granola bars, for instance, decided to contract Bridgetown Natural Foods due to its flexible production, and its innovative packaging systems. The customer has more than 20 different types of bars, emphasizing Bridgetown Natural Foods' ability to diversify to address demand.

Aside from the wide product selection, the Bridgetown customer's different formats need to be packaged quickly and in a compact manner – avoiding spoilage and optimizing the plant's footprint. Once the bars leave the form, fill and seal machine in their primary packaging, they are packaged into 4-count retail cartons, 12-count display cartons or several carton sizes in between. Quick changeover times are crucial in order to switch between the different formats with maximum efficiency.

Bridgetown Natural Foods invested in a number of impressively flexible automation solutions for its secondary packaging with not one, but three Sigpack TTM1 Cartoning Machines from Syntegon Packaging Technology. The patented format change concept of the TTM1 enables easy and tool-free changeovers of pack styles and different formats – within just a few minutes. The vertical restart takes place with no additional time required for supplementary fine adjustments. The Sigpack TTM1 Cartoning Machine is an investment in the future, with a fast return. It's a solution that benefits companies such as Bridgetown, who produce and package goods for various customers and markets, in particular. New customer formats can be implemented efficiently thanks to the format sets, which are extremely easy to change.

The reliability and consistent high output, in a comparatively compact space, are further reasons as to why Bridgetown Natural Foods decided on the Sigpack TTM1. The products are packaged securely in up to 96 cartons per minute in 24-hour non-stop operations. Unscheduled downtimes are avoided through the careful forming process and one hundred per cent carton controls.





Flexibility as a factor of success

Founded in Portland in Oregon in 2010, Bridgetown is a manufacturing partner for leading branded companies focused on the organic, gluten free and natural snacks market. Over an area of almost 10,000 square meters in size, the fast growing company's 300 employees produce and package a wide range of products for their customers, including bars, biscuits and granolas. These products are manufactured and packaged at Bridgetown's plant as organic, gluten-free, and kosher versions, in line with different customer requirements. Bridgetown Natural Foods not only takes care of the product development, but it also implements the entire process from procurement, to production, right through to packaging of the various products.

In the fast growing market segment of organic granola bars, Bridgetown Natural Foods stands out above the rest through its flexible and product-specific production solutions. This service is often one that traditional contract manufacturers are simply unable to offer. The success is evident: in 2015, Bridgetown Natural Foods ranked no. 495 in the «Inc. 5000», which lists the fastest growing companies in the U.S.A., making it one of the few young companies in the top ten per cent of the country's economic drivers – an impressive feat.

About Syntegon Technology

Syntegon Technology is your reliable partner for process and packaging technology in the global food and pharmaceutical industries. Whether you are an aspiring start-up or a global market leader, we offer intelligent and sustainable solutions for everyone. Individual machines, systems or services – as a full-service provider, we take responsibility right up to fully integrated end-to-end solutions.

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