



# GISSLER & PASS OPT FOR BAHMÜLLER TECHNOLOGY

IN LOOKING  
TO INCREASE  
PRODUCTION OF  
SHELF READY  
PACKAGING SYSTEMS,  
THIS GERMAN  
INDEPENDENT LOOKS  
TO A LEADING O.E.M  
FOR THE RIGHT  
SOLUTION.

A report by Daniel Brunton.

**R**etail-ready and shelf-ready packaging are here to stay. So is the desire to reduce the fibre content of packaging while achieving sustainability standards set by various organisations. Retailers and brand owners specify RRP/SRP because it offers big savings; the box makers like the idea because it creates demand for new designs and an opportunity to create a competitive advantage. This is exactly what leading German group Gissler & Pass GmbH has been doing for many years already. "Retail-ready and shelf-ready packaging solutions have been championed by German boxmakers for many years," explains Thomas Gissler, CEO. "With German retailers such as Aldi and Lidl looking to continually upgrade

the appearance of their stores, they turned to the packaging producers almost a decade ago, asking us to help them brighten up the shopping experience for their customers. As an industry, we achieved that with multi colour decorative print, and economical shelf-ready solutions, meaning that the shelves could be attractively dressed quickly and at low cost. As retailers have expanded, so has the need for retail-ready and shelf-ready packaging, and at Gissler & Pass, we are ideally positioned to help all our customers achieve excellent results with our tailored solutions."

The company, which specialises in all types of decorative print from flexo pre-print through to litho laminated work, is one of Europe's leading producers of high



quality printed packaging. Its customer list includes many household names. Generating annual sales of €95 million, the company operates from four sites in Germany with its headquarters being in Jülich near Dusseldorf. The other locations are Kirchberg, Lorsbeck and Rodenberg. Site specialities are as follows:

- Jülich – litho offset print and litho laminating;
- Kirchberg – production of displays and co-packing;
- Lorsbeck – corrugated board plant, with high quality flexo print capabilities;
- Rodenberg – corrugated board plant, with litho offset and flexo print capabilities.

The company is a member of Allibox, a group of independent, privately owned companies that create corrugated packaging ideas and solutions for Pan-European customers. The Alliance was founded in May 1995 and has production sites throughout Europe and Scandinavia. "The growth of retail 'power' and 'Own Label' products has certainly put the ball in our court as packaging producers," continues Mr Gissler. "One benefit of being in the Alliance is that we are able to share our experiences with fellow members, and this helps satisfy Pan-European customers. We are also seeing

significant growth in demand for shelf-ready and retail-ready solutions in the Netherlands and UK, so our experience gained in Germany helps our fellow members in the markets where there is rapid development."

### Expanding production

"Our continued growth over the years is as a result of carefully thought out investment strategies," explains Herbert Breuer, COO. "We implement a 10 year plan, which includes machinery requirements as well as factory expansion and key personnel. The rapid development of shelf-ready packaging has been catered for in our latest plans that included two new gluing lines. Having carefully looked at what was available in the market, we opted for the Turbox speciality gluer — we were attracted to it due to its flexibility and its ability to handle many different box styles. The first machine was installed in January this year at the Rodenberg site, with the second one installed at our Jülich facility in early July. The Jülich machine is equipped with the Topmatcher unit and once we have run it for several months, we will consider installing it on the



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other machine at our Rodenberg facility."

The company has a design team consisting of 18 people. The addition of the Turbox has allowed them to really develop some novel ideas. "We pride ourselves on our innovation at Gissler & Pass, and we believe that the Turbox gluers will allow us to come up with some exciting new ideas," comments Mr Gissler. "We have been impressed with the way in which the machine is able to handle such a diverse range of sized boxes with ease — not just shelf ready boxes, but all manner of different box styles. Having said that, we realise that we need to further develop the market to allow us to fill the capacity of the Topmatcher — this is the reason we only opted to fit one of the machines with the new system. Once we get capacity moving, we will consider the second machine."

"In the box business, our Turbox speciality folder gluer has quickly become the technology of choice, producing new box standards because of its productivity advantages, total flexibility of machine configuration and its ability to handle any board grades — from heavy doublewall to the thinnest microflute," explains Ulrich Wolz, Managing Director of the Corrugated Machinery Division of Germany based Bahmüller GmbH. "Today, Turbox gluers produce the vanguard products innovative box makers such as Gissler & Pass need to have and which leading international consumer product companies require. And now the

Turbox produces multi-piece packaging thanks to the Topmatcher. Up to three blanks of corrugated board, boxboard, or a combination of both, are converted to create new high value-added packaging at sustained production speeds."

Mr Wolz continues, "In economically challenging times, industry innovators are investing for the next growth cycle — and they invest in technology that will put them in pole position."

Bahmüller claims that the Topmatcher offers accuracy of  $\pm 1\text{mm}$ , which is important for such specific box styles. The unit is just 2.5m longer than the standard feeder, and the same width, which is important as far as space is concerned.

Thanks to the fact that three different sheet sizes can be glued together, there is a significant percentage of board that can be saved in the process. Thanks to the modular design of the Turbox, the Topmatcher can be added to any machine already installed. "Following the launch of the Topmatcher in August 2008, over 80 per cent of new Turbox lines sold are being specified with the new unit," confirms Mr Wolz. "Users state that since using Turbox Topmatcher Technology, they are able to run SRP style boxes at speeds of up to 10,000 kicks per hour."

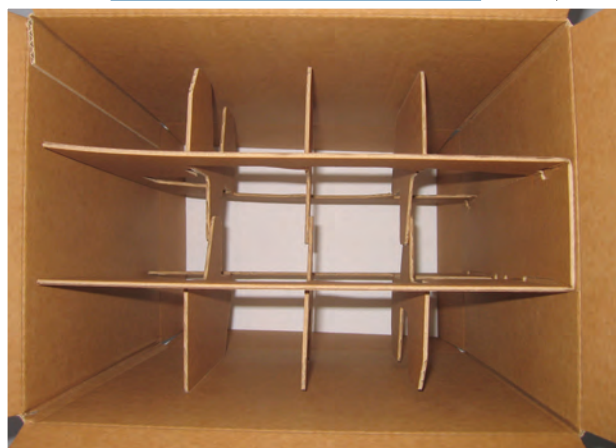
In recognition of the importance of this new

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At left, Ulrich Wolz with Thomas Gissler and Herbert Breuer.

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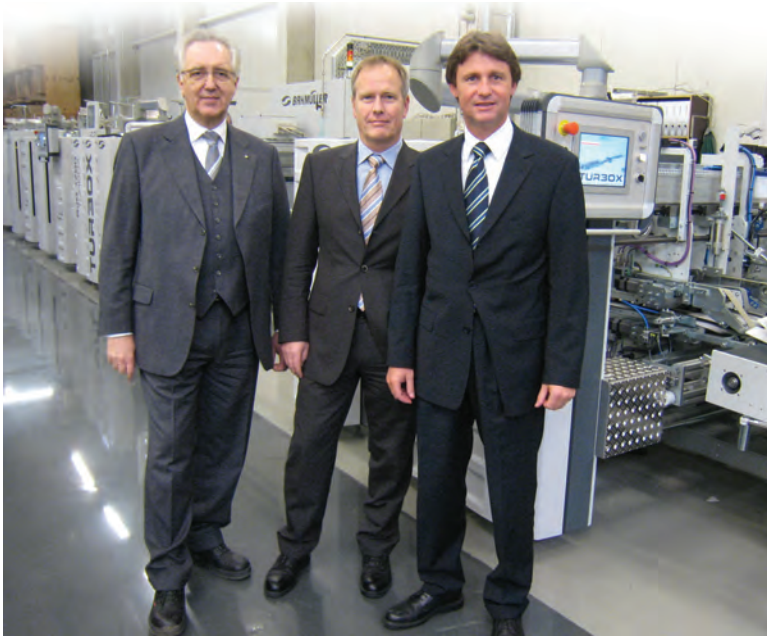




development Bahmüller received an industry award recently. "To have received the Silver Award for Best Innovation at the recent FEFCO Congress was an added bonus and recognition of our product development, which is always

driven by customer demand," stated Mr Wolz.

"We always expect the highest standards of technology from our machinery suppliers and we have been very happy with the new speciality



**At left, Herbert Breuer with Heiner Stelter (Manager of Rodenberg plant) and Thomas Gissler.**



gluing lines from Bahmüller," concludes Mr Gissler. "From the first design of the Turbox, through to today's machine, including the Topmatcher, we positioned our requirements and pooled our know-how and experiences with Bahmüller. This partnership resulted in an uncomplicated implementation of our gluer investment, resulting in increased productivity right from the start. We see the new machines as a key element of our continued growth for the coming years and are excited by the opportunities they offer us."