

BEVERAGE

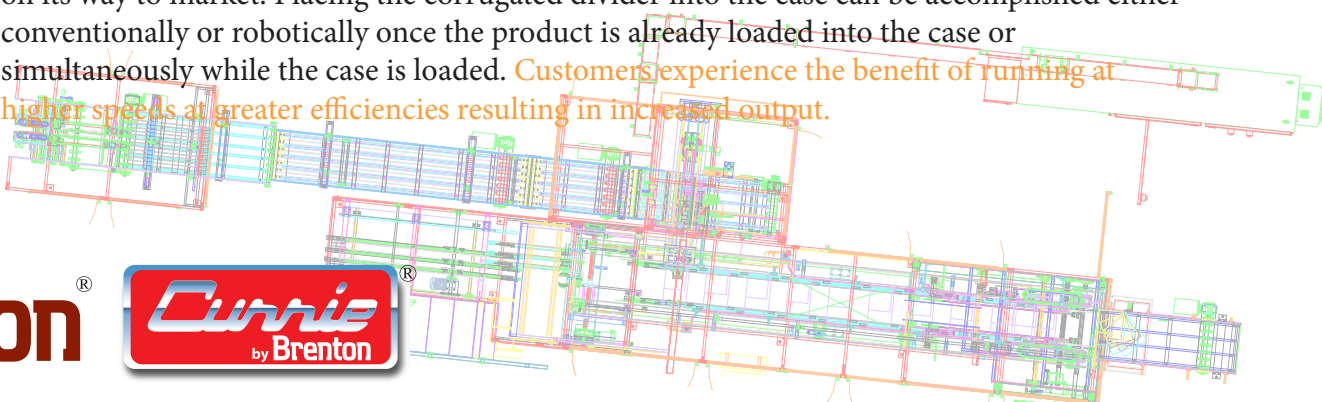


The beverage industry has experienced a growing emphasis on more efficient, sustainable packaging operations and lightweight containers. Lighter containers can also damage more easily and pose more challenges for packaging manufacturers. **Brenton has developed case packing, robotic and palletizing solutions that balance sustainability and output goals.**

Bottles once drop-packed into a case are no longer strong enough to withstand the impact from drop-packing. The new BrentonPro Series of continuous motion case packers marry high speed case packing with gentle product handling.

Brenton's corrugated partition inserter also presents outstanding value. The technology is ideal for businesses that pack product such as bottled beverages that require separation, jars that need to remain upright and labeled products likely marred or damaged by abrasion. The technology places corrugated dividers, paperboard partitions or carton dividers into a product loaded case to virtually eliminate bottle to bottle damage during packaging and while on its way to market. Placing the corrugated divider into the case can be accomplished either conventionally or robotically once the product is already loaded into the case or simultaneously while the case is loaded. **Customers experience the benefit of running at higher speeds at greater efficiencies resulting in increased output.**

Brenton®

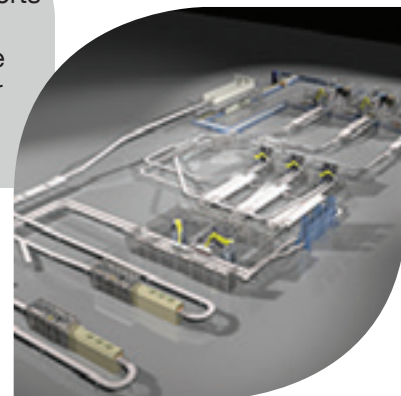


Project Overview:

A major sports drink manufacturer contacted Brenton to retrofit a packaging line in one of its facilities because the original line supplier was no longer in business. Brenton agreed to fix their line which also gave the opportunity to show them Brenton's extensive packaging and integrating capabilities. The customer was impressed, and days after the retrofit was completed, they asked Brenton to build a similar, but much larger scale, packaging line for another facility.

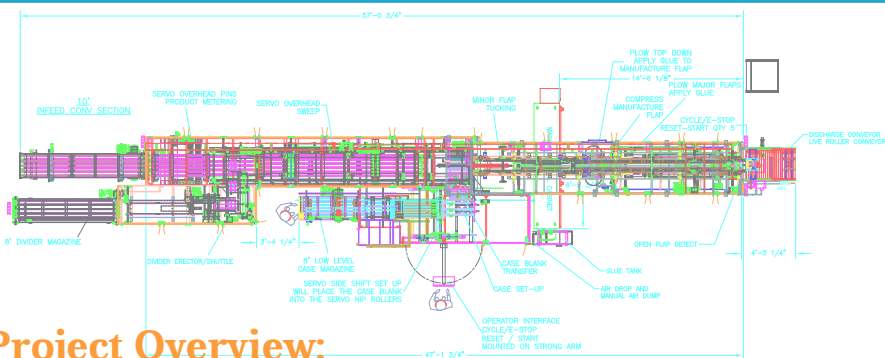
The Customer Challenge:

The customer, at the request of wholesale club stores, needed to take all single flavor sports drink shrink wrapped trays, sort the drinks by flavor and repackage them into multi flavor shrink wrapped trays. They needed a fully automated system in order to keep up with the volume demand from the retailers, desire for rainbow packs from customers, and also for quality reasons as they needed to automatically track inventory through the mixing and re-palletizing process.



The Pro Mach Solution:

Brenton created a system operating at speeds up to 70 trays per minute, increasing capacity by 30% and adding the ability to track products through the entire repacking process. The system utilized robots with clamp-style tools to remove an entire layer of trays of the sports drink, take off the shrink wrap, use vision technology to resort the drinks into multi flavor shrink wrapped trays, and palletize and stretch wrap.



Project Overview:

At a Pack Expo trade show, Fowler introduced a long-standing customer that produces alcohol and spirits to Brenton after identifying a need for new case packaging technology.

The Customer Challenge:

The customer's packaging operation for their vodka plastic bottles involved drop-packing the product into cases. However, since reducing the amount of plastic in the bottles, the product was not strong enough to withstand the impact from drop-packing. The customer was also exploring new case packing technologies to realize corrugate savings and better utilize facility floor space.

The Pro Mach Solution:

Brenton provided the solution with their BrentonPro case packer, which operates at speeds up to 33 cases (or 396 bottles) per minute and occupies smaller floor space on the packaging line compared to other continuous motion case packers. It side loads product into the case and utilizes continuous motion in all sections of the machine to improve product stability and offer gentle product handling. The bottles are packed into 5-panel wrap-around cases which use 22% less corrugate, helping the customer achieve their corrugate savings goals.



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in the **success** of our
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