

Our customers in focus: Roshen



PHOTO: MAXYM TYUTYUNNIK

Maxym Tyutyunnik,
chief engineer, Roshen



Mats Lindgren, sales manager.

Export initiative delivers results

Four year ago Vebe Teknik commenced an export initiative with the goal of entering new markets outside Scandinavia. Now it seems to have succeeded. Vebe currently has orders from countries including Russia, Turkey South Korea and Ukraine.

In 2011 Vebe Teknik's management decided to look beyond the traditional market in Scandinavia. The turning point came at the Interpack packaging trade fair in Germany in 2011 when Vebe established a number of important contacts. Today Vebe Teknik perceives major opportunities in both Europe and Asia.

– We quickly realised that we were not able to travel around the world on our own selling our machines. At Interpack we succeeded in finding the sales channels and partners that we needed in order to reach out, says Vebe Teknik's sales manager Mats Lindgren.

Vebe's sales outside Sweden have previously been around 20%.

– Now we want to turn the figures around so that exports account for at least 60% of sales, says Mats Lindgren.

He views the globally growing demand for milk powder as a chance for Vebe to take shares in the market for bag fillers.

– Right now all countries are crying out for milk powder packed in bags. Our machines are ideal for that. During 2014, Vebe has received orders from companies in Russia, South Korea, Ukraine and Turkey, and interest is now also coming from companies in Estonia, Malaysia and China. ■

Important order in Eastern Europe

Vebe Teknik is participating in the start-up of a new factory in Ukraine. Tetra Pak selected Vebe's Autopac 5.44 bag filler to handle the packaging in the Roshen chocolate group's factory.

The Ukrainian chocolate group Roshen is one of the world's largest producers of sweets, manufacturing around 400,000 tonnes a year. In 2014 the Swedish company Tetra Pak was commissioned to set up a factory for production of dried milk close to Roshen's chocolate production in the city of Vinnytsia in Western Ukraine. Tetra Pak decided to purchase Vebe's largest bag filler, Autopac 5.44, to package milk powder in the Ukrainian factory.

"Fast and dust-free"

Roshen's staff have now been using Autopac 5.44 for one year, and Maxym Tyutyunnik, chief engineer at the factory in Vinnytsia, is very pleased with the results. He mentions operational safety and simplicity as two important features.

– During the last year we have released a lot of products - milk powder, dried cream, other caramelized dry products. The Autopac quickly and easily adjusted to any type of bag that we use. Dosing with Autopac is fast, but almost no dust around. Unlike other machines we've never breaks bags with loss product, says Maxym Tyutyunnik.

For Vebe Teknik, the collaboration with Tetra Pak and Roshen is naturally a major success and an important step into a new market.

– This means that our export market is

continuing to grow. The Eastern European market is enormous compared with the market in Scandinavia, and there is great potential for us to make further inroads, says Mats Lindgren, sales manager at Vebe Teknik.

Another Autopac in operation

Mats Lindgren hopes and believes that the collaboration with Swedish Tetra Pak will continue. Another Autopac 5.44 has already been planned for Roshen's factory in Ukraine.

– As Autopac 5.44 closes the bags according to the EU's hygiene requirements, it means that Roshen can also export the milk powder onward to European countries. It is a major benefit for them.

– And of course, it is great for us to be involved in the start-up of a new factory in a large country like Ukraine, says Mats Lindgren. ■



SERVOMOTOR DELIVERS 20% HIGHER CAPACITY

Upgrade makes Autopac faster and cleaner

Improved precision, higher capacity and simpler cleaning. The new upgrade to Vebe's Autopac bag filler delivers a number of benefits. A servomotor is the secret.

From spring 2014, Vebe Teknik's Autopac product line is servo-powered. The servo generates gentler and more controlled movements, and Krister Bertilsson, designer at Vebe, sees only positives in the change of motor.

– As it produce a gentler motion in the machine, we can also increase the speed of the movements. In other words, the customers gain in terms of both capacity and the service life of the machine.

According to tests and calculations that Vebe has performed, the upgrade delivers an increase in capacity of around 20%.



The encapsulated motor also makes it simpler to inspect and clean the machine.

– The servo is enclosed. This makes it simpler to clean the machine by flushing it with water, says Krister Bertilsson.

For those customers that have already invested in an Autopac bag filler, the opportunity exists to upgrade just the motor part. ■



New testing hall for bag fillers

Vebe has built a new hall so that it can test run its machines even more thoroughly before they are delivered. The new testing hall was opened in late 2014 with the aim of simulating the customer's environment as realistically as possible.

– It has to be "plug and play" when buying a bag filler or any other machine from Vebe Teknik, says the company's CEO Stefan Andersson.

He emphasises that the company is relatively alone in the industry in subjecting its products to such stringent test runs before delivery.

– We test with the same material as the customer and we pack in the same bags as the customer. We film and analyse all movements and fine tune the mechanical operations in order to get the maximum output from the machines.

Putting time into tests is something that Stefan Andersson believes Vebe Teknik benefits from in the long run.

– Vebe always delivers quality. We want our customers to know that they can press "run" immediately when the machine is in place. ■

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Scanpack for twelfth time in succession

Scanpack, Northern Europe's largest packaging trade fair, is held in Göteborg from 20 to 23 October. Vebe Teknik will be located at stand **B05:40**. The company is visiting the Scanpack trade fair for the twelfth time in succession. The first time was in 1982.

– The trade fair is very important for us and for our Scandinavian customers. Our expansive development of packaging machines means that we have a lot of new features to display, says Mats Lindgren, sales manager.

20 – 23
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