

SENZANI TODAY

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New horizons of growth

"A crisis can be a real blessing to any person, to any nation. For all crises bring progress."

That is what Albert Einstein said in 1955, and it is with this spirit that Senzani wants to face these years, characterized by a particular global economic condition.

*Despite the present situation, markets can still offer development, innovation and improvement opportunities. **For Senzani, 2011 has been a year of relevant increase of cartoning request that is ever since its core business.***

This Senzani Today's edition, with focus on the cartoning sector, wants to give an overview of this actual trend, both for small firms and for multinationals in different product sectors: food, chemical and agricultural. Moreover, it is has always been investigated how Senzani has given excellent responses to the high demand, presenting in dedicated boxes the in development and already delivered machines.

*Nevertheless, the increase of the demand of vertical cartoning machines, which represent 40% of Senzani's production, has not removed the attention on **production development and diversification**. As Senzani knows, the skills of diversification and innovation bring the company in a leading position on the global scene. This leading position was reached also thanks to **strategic cooperation alliances with Spherotech, a Mumbai company leader in liquid packaging**. Spherotech and Senzani have just signed a distribution contract for India.*

This new contact is a result of Interpack 2011, which gives Senzani a mainstay in a dynamic and booming country, opening a direct sales channel to quickly follow customer's requests.

*The edition ends with a look at one of the most important Senzani services: the After Sales. The customer's attention has always been one of Senzani strength, that's why the **Customer Service is on the purchased products at 360 degrees**, including spare parts and updates, to keep up functionality and reliability in 30 years old machines too. "It's in crisis that inventiveness is born, as well as discoveries made and big strategies. He who overcomes crisis, overcomes himself, without getting overcome Einstein said."*

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**SENZANI
WISHES YOU
A SPARKLING
2012**

SPECIAL: FOCUS ON CARTONS

Senzani is confirmed as a global leader in manufacture of vertical cartoning machines, both for quality small companies and for the most important multinational.

Today, for a company, production diversification is the key to keep growing in a deeply unstable market like the present one, which is characterized by the continuous emergence of new players and a strong contraction and caution in investments.

Senzani has made this philosophy its own, diversifying the production and indentifying new niche markets where to improve its expertise. However, **the company core business was and still is oriented towards vertical cartoning machines, which represent 40% of Senzani's production.**

It is exactly for the excellence acquired in the design and production of vertical cartoning machines (and not only) that Senzani has achieved an international leadership position in the packaging machine sector, exporting its production and design skills all over the world.

2011 has given Senzani strong feedback signals with regards to its core activity: vertical cartoning machines. **The market trends have inclined with strong resolution towards carton to handle food products** like coffee-capsules, sugar, pasta, frozen foods; but also to handle chemical products such as detergent powder and agricultural seeds. **This high demand has found an excellent response in Senzani** which has been, international leader for almost 60 years in the vertical cartoning sector and which has timely followed the commercial requests from all over.

Senzani production includes **machines that can handle a vast range of carton sizes**: from the smallest (100 gr.) to the biggest (7-8 kg.). Flexibility and personalization are the features which characterize the company's vertical cartoning machines, designed and engineered to handle particular customized cartons too. Above all, Senzani's strength is on size change, guarantee of adaptability and duration. Size change can be totally automatic, with a size change time record of only 3 minutes; or it can be carried out by an operator, with a size change time of 30 minutes max.

The picture shows the geographical areas where Senzani has designed, engineered and delivered its vertical cartoning machines in 2011.

MEXICO

Senzani has delivered a CM6 vertical cartoning machine for detergent soap chips with quick size change over facility for La Corona, a Mexican company producing household detergents. This machine is handling 3 different sizes, ranging from the smaller 250g - 500g at a speed of 140 cpm, up to the bigger 1 kg boxes.

BELGIUM

Senzani's cooperation with Soubry, "Belgian leading company for the production of pasta" has grown, and recently the 5th machine for "nidi" was delivered. The CM4 machine was engineered and personalized following the customer's request having a production capacity of 120 cpm.

CZECH REPUBLIC

A CM3 vertical cartoning machine also for Dochema of the Czech Republic, producer of household detergent powder. The machine is equipped with a size change kit and a volumetric head with 3 telescopic cups.



UNILEVER AND NESTLE: THE "BIG" CHOOSE SENZANI RELIABILITY.

Unilever still chooses Senzani. In fact, the company has decided once again to entrust in Senzani's technical professionalism to enlarge its fleet of machines. The delivered machines are vertical **cartoning machines for household detergent powder**: a CMX8 for small sizes ranging from 150g up to 1 kg and one IB4S4 for big sizes ranging from 750 gr. up to 4 kg. Unilever chose, one NHS18 also for detergent powder, one of the fastest vertical cartoning machines in the Senzani portfolio, designed to handle two sizes: 100 and 500g at a speed of 500 cpm the NHS18 has been delivered with the BE15 weighing system, totally completely designed and programmed by Senzani technicians. The carton trend is also confirmed for packing of coffee-capsules. That is why Nestlé chose Senzani CM6 CD cartoners to pack their Dolce Gusto capsules in their facilities. The machines are custom built and are designed and personalized for Nestlé to pack 16 capsules per carton at a speed of 90 cpm.

ZAMBIA

On the African continent, specifically in Zambia, Senzani has delivered another CMX8 for detergent powder for small cartons sizes ranging from 150 g to 500 g for the company Trade King Ltd. This machine can reach speeds of 220 cpm on small sizes.

QATAR

A CMX8 also for the company Qatar Detergents who requested a vertical cartoning machine for detergent powder for 3 different box sizes, at a speed of 200 cpm. The machine is predisposed and was engineered for future upgrades to handle various carton sizes.

SHANDONG

Senzani has conquered China! The first vertical cartoning machine for detergent powder has been delivered to Shandong: a CM4 equipped with a sophisticated size change kit. In fact, this particular version of CM4 has been designed to handle 5 different carton sizes at a speed of 80 cpm.

FROM 1953, OVER 3000 SENZANI'S MACHINES IN THE WORLD

RESEARCH & DEVELOPMENT

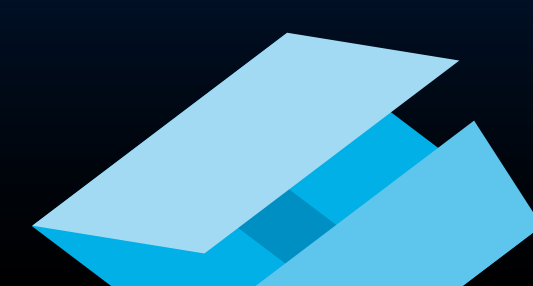
PRECISION AND EFFICIENCY IN THE FINAL CHECKS THANKS TO COGNEX

In order to guarantee every customer with innovative solutions through **innovative technologies**, Senzani chose **Cognex**, a global leading company for software and vision software, to follow and match Nestlé requirements. In fact, the well-known multinational has recently required more precise checks of the BBE date code and for the squaring of the cartons on the Senzani CM6-CD in its Spanish facilities. The Senzani solution is the addition of the Cognex vision system.

A vision system that can read the product date code and compare it with the one received by the MES (Manufactory Execution System) which **has been installed for the BBE (Best Before End) control at the entry of the cartons.** If the date code was not correctly printed, the carton will not be filled and it will be automatically rejected.

Moreover, a **second vision system** has been installed inside the machine exit conveyor to improve the cartons quality; the camera checks the upper side of each carton, **verifying its intactness** and the correct whether it's been correctly closed closure. If the carton is not in accordance with the standards, it will be rejected.

Both the cameras are **connected via Ethernet to the PLC.** In addition, in the camera's Ethernet net has been installed an HMI Operator Panel, which enables to **view live images**, consult records and **modify camera's parameters** through a proper application created by Cognex for Windows CE.



SENZANI TODAY

AN INTERNATIONAL BUSINESS CARD

The updating process of the Senzani communication is proceeding. Now the company has one more instrument to introduce itself to customers, dealers and prospects, all over the world: an interactive video which goes back over Senzani's successes and shows the current range of products through a short presentation in English. A multi-media tool easily usable by everybody.

*The video has the Senzani institutional colours, in line with the new graphics which reflects the dynamic approach oriented to progress, as the new advertising campaign presented at the Interpack 2011. The video which has a duration of approx. ten minutes, starts with **most important phases of the Senzani history**, from mileposts like the first participation at Interpack in 1963 until last successes; the patent of the revolutionary NPU turret in 1992 up until the installation of the commemorative stele for the first 50 years of activity in 2003. The video proceeds with a **view of the company's products** (CaPa, VeCa, Top Pack and Automation). Each product family is characterized by a different colour and by a short description of its performances.*

The video is available on the company's web site www.senzani.com, and it can be viewed in different ways, in one piece or by topics.

Enjoy!



SENZANI IN THE WORLD

SENZANI CUSTOMER SERVICE: MACHINES GOODS AS NEWS

Senzani Customer Service has a whole series of services to guarantee **excellent performances and long-lasting machines**: dedicated projects, 24 hours teleservice and continuous spare parts availability.

Senzani's attention and professionalism do not only impinge on the production of high quality machines, but also on the **after sales services**, that help to keep the machine's original efficiency and reliability.

Persan, a Spanish company producing household detergents, recognizes Senzani's assistance worth asking for a double intervention, on an IB4S4 cartoning machine and on two 4BE15 weigher groups in their facilities in Sevilla (Spain).

The upgrade and improvement interventions are related to the machine's electronics and to the weighing system.

On the IB4S4, the Senzani service engineers have installed a new PLC with the back-up on an SD memory card, which avoids black out risk due to flat battery that can cause a loss of the programm.

Moreover, the new PLC has lower cycle-times and guarantees a better precision on the controls and on movement activation.

The intervention on the weighing system has required the complete removal of the prior electrical enclosures and the installation of new weigh cards, equipped with a better weighing precision and with quicker reaction, in order to obtain extremely precise weights and reducing the overfill risk.

The timely update of the electrical components of a machine are to **avoid break-down times** caused by sudden malfunctions, to **improve machines performances** and permit spare parts that are no longer to be found.



SENZANI
From innovation to pack

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