

An industry first in Italy for SADA PACKAGING

SADA PACKAGING



With an investment of over €25 million, including delivery of the first KBA Rapida 6 colour + UV coater for printing direct onto microflute corrugated in Italy, Sada Group expands its portfolio to offer high quality printed fine flute packaging to the frozen food, beverage and dairy industries.

An exclusive report by Daniel Brunton.

The Sada family are certainly not afraid of investing to continue their growth. Originally established as a wooden box maker in 1883, Antonio Sada & Figli SpA is now run by the fourth generation of the family from factories in Pontecagnaro, a stone's throw from Salerno in southern Italy. The company operates a corrugated casemaking raw material mill that produces over 50,000 tonnes of recycled grades, a high-tech, state of the art corrugated box plant that was completed in late 2002 at a cost of €30 million and the newest of the facilities, a folding carton factory, officially opened in January 2007.

Trading under the name of Sada Packaging, the folding carton facility is run from a facility located within a couple of hundred metres of the corrugated plant. Currently employing 25 people, five days a week, the factory is large enough to house double the amount of machinery being utilised at present. Production equipment includes full design and sample making facilities along with a



Large format CtP system.

large format CtP system, a KBA Rapida 162 six colour + UV coater printing press, Bobst SP 162-CER flat bed die-cutter and a Bobst Alpina 110 II folder gluer.

"We've chosen the best equipment on the market in our opinion," explains Antonio Sada, Group Chief Executive. "We have been heavily involved in corrugated packaging for many generations and my Father always had a dream of expanding the business into new areas. Sadly, my Father passed away in 2006, but I think he would have been proud with what we have done by venturing out into the folding carton market."

Mr Sada is quick to point out that it is the people that make the difference. "Our customers request evermore packaging solutions, particularly our pan-

European customers who tend to be buying carton and corrugated packaging. While we are traditional corrugated people, we understood the need for folding cartons and realised that we had a perfect solution in terms of micro flute corrugated. It is strong, yet very good for litho print, so we decided to invest in this new facility. With the help of Enrico Fulfaro, whom I have known for many years, Mirko Aliperta in sales and Alfredo Formicola in production and planning, we created a team that had all worked together in the past. Without this 'ready-made' team, I don't think we could have seriously got the project off the ground. It is the power of this team, coupled with its flat management structure, that has resulted in success."

Operating an Agnati 2.5m corrugator capable of producing B, C, E and F flute board, the company is totally in control of over half of the convertible stock. "We are currently split 50/50 between microflute and traditional cartonboard grades," explains Mr Fulfaro. "For me, this is a dream come true, because I have believed for many years that microflute corrugated has a great deal to offer the traditional folding carton customer. We had to make a few modifications on the corrugator single facer to allow us to run G flute and some investment at the stacker, but apart from that, we have not really had to modify anything significantly for material supply. In the new factory, we have opted for high-tech printing and converting solutions to give us a real edge."

"Using microflute corrugated board is of great advantage to us, as we are able to show considerable savings to our customers," explains Mr Aliperta, Sales Director. "Due to its great printing characteristics, we can achieve excellent results meaning we do not have to rely on litho laminating a printed top sheet to a microflute singleface, which can be expensive and requires slightly longer lead times. Also, because we have two corrugators running in the group, we have a constant supply of material, which is great."



Modifications to the stacker and take-off on the Agnati 2.5m corrugator



L to R: Alfredo Formicola, Antonio Sada, Mirko Aliperta and Enrico Fulfaro.

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The Rapida 162 from KBA.

Large sheet size

Well-known as a large format press in the litho printing market, the Rapida 162 from KBA is believed to be the first large format machine in Italy that is regularly running corrugated board. It has a maximum sheet size of 1120 x 1620mm and a minimum size of 600 x 920mm. It has a gripper margin of 10mm and is capable of running at a maximum speed of 14,000 sheets per hour. As standard,

the machine can handle cartonboard from 0.06 to 0.9mm, but the the machine at Sada is configured to handle corrugated board up to a maximum of 1.6mm with ease. To date, more than 600 Rapida presses of all varieties have been sold around the world since its launch at Drupa in 2004.

Sada is now one of the few companies in Italy that can litho print directly on corrugated. To enable it to do so the press is equipped with a special package for microflute and heavy board. It also boasts

aqueous and UV coating capabilities and an extended delivery, which allows it to apply hybrid coatings with their typical matt/gloss contrasts and special haptic effects. The Rapida 162 stands on a 420mm plinth and is embedded in an automated pile logistics system. With thick substrates being run for jobs such as ice cream boxes or for frozen foods, the feeder and delivery piles fill up in no time, so if pile logistics were not automated, the frequent pile changes necessary would make efficient production impossible. Other automated features include plate change, colour register control (video), DensiTronic S closed-loop colour control and a LogoTronic Basic management information system with online link to pre-press.

The Bobst SP 162-CER's was chosen by Sada to die-cut and blank a vast range of boxes printed at this large format. Any product where high run volumes are regularly produced on a multiple-shift

The Bobst SP 162-CER





Bobst Alpina 110 II.

basis, this machine is ideal. In addition, the SP 162-CER is also often used to blank short runs of laminated corrugated cartons where cutting precision and Just-In-Time delivery are crucial. The SP 162-CER's size, accuracy and speed are key to profitability. The machine has a maximum sheet size of 162 x 112cm and has a maximum running speed of 7,000 sheets per hour. It can convert stock from 80gsm up to 2,000gsm as well as corrugated board including B and F flute.

The Alpina 110 II is a modular gluer and is capable of handling regular boxes, crash lock, 4 and 6 corner glued boxes. In addition to these standard formats, the machine can handle difficult box styles that traditionally might have needed two

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passes by utilising the Gyrobox unit. It is capable of running carton stock up to 800 gsm as well as B, E, F and N flute corrugated board. The maximum drive speed is 500m per min.

Evolving business

As well as the significant investment in establishing the new carton factory, the company continues to invest in its corrugated board plant. They are now the first boxplant to install the new robotic palletising system from Lucca based NE Engineering. Located behind a high speed EMBA casemaker, the robotic palletiser has significantly increase productivity throughput.

"We have been delighted with the response from our customers to our latest investment in cartons and microflute packaging," concludes Mr Sada. "We are already making plans to double our capacity. The second SP 162 CER is installed in August and an additional Alpina 110 II is scheduled for delivery in October. The final piece in the puzzle will be a second press, which is already ordered and planned for installation in December 2007. I think my Father would be proud of this latest venture."



The NE Engineering robotic palletiser behind the EMBA casemaker in the corrugated box plant.