

Friedrich Wenner GmbH, Versmold, Germany

Innovative technology for food packaging

manroland



Large format, bright future

The Friedrich Wenner GmbH cardboard boxes printing company produces food packaging from solid board and corrugated board. In order to make the packaging more appetizing and attractive, this company in Versmold near Bielefeld in North Rhine-Westphalia has invested heavily. A powerful configuration has been running in their new 700 m² printing hall since fall of 2009: a six-color ROLAND 900 in format 6 with coating module and double delivery extension which is 26 meters long and weighs 100 tonnes. “We wanted to expand the range of packaging we can offer”, is how Managing Director Stephan Potthoff-Wenner describes the challenge. “We invested more than 4.5 million Euro and know that the new press including the logistics is ultramodern and the configuration is unique. It’s worth every cent and represents for us growth and progress.”

A glance at the shelves in supermarkets and discount stores shows that packaging and cartons are becoming ever more striking. As Stephan Potthoff-Wenner points out: “Packaging has to protect the contents and be elaborately designed to trigger the buying impulse. In some cases the packaging is even more valuable than the contents.” The new investment in a ROLAND 900 with coating module has expanded this company’s field of business, their traditional product range can now be designed more exclusively: packaging as well as stackable folding boxes and automatic crash lock boxes, which are delivered glued and folded so they are easy to erect. As counter presenters, they are especially suitable for upmarket presentation and sales of packaged products. The Managing Director is certain that “the possibilities for food packaging are by no means exhausted and this market will continue to grow. The ROLAND 900 enables us to grow with it.”

In the past, Friedrich Wenner produced mainly in flexo printing but in recent years they repeatedly found that this process had its limits. “We had to find another way and studied the market very carefully. In the end we were certain about the advantages of offset printing”, reports Stephan Potthoff-Wenner who has been managing the company since 1997 in the third generation together with his brother Achim Potthoff. “At the end of the day, choosing the right partner was easy: manroland convinced us with seamless planning and implementation of a highly efficient logistics structure.” ■■



So big, so fast, so good: the ROLAND 900 offers outstanding efficiency and flexibility.



HiPrint

ROLAND 900

ROLAND 900

Added value for packaging

A logistics system unique in the world. The new printing and logistics system provided by manroland is exactly configured to meet the requirements of the Wenner company. As Potthoff-Wenner emphasizes: "It was of overriding importance to us that a uniform system was constructed with everyone involved pulling in the same direction." In partnership with manroland, the company built a remarkable 100 meter long production line. The printing system and an AUPASYS pile turner are integrated in a special AUPASYS materials handling system which, at the press feeder and delivery, has buffer stations, turntables, corner transfer units, empty pallet storage stations, and an integrated weighing scale. The new logistics system covers all requirements from preliminary storage of substrates through fully-automated transport and loading the piles in the feeder right up to automatic transfer of the printed sheets to the finishing operations.

Large and efficient. Every hour up to 14,000 sheets are printed in six printing units and then coated inline. The widest variety of substrates ranging from thick paper to thicker board can be processed without any problems. Potthoff-Wenner about the new flexibility: "The ROLAND 900 can handle material thicknesses up to 1.6 mm. The greater flexibility enables us to deliver top quality and to be more flexible. This makes us more productive and provides our customers with additional benefits." Some types of high quality printed display blanks could not be produced by the flexo process. These consist of one piece of solid or corrugated board connected to a gluing edge plus top and bottom flaps. They are shipped flat and ready to use. They are the ideal tool for automatic and fast packaging lines. The company has already produced a folder with printing samples for their customers who really appreciate the new technology.

VAP in all areas. manroland has provided Friedrich Wenner with a highly-efficient job and quality management system in the press process. The printnet PressManager administers data and processes and networks them with one another. "It carries out all our technical presettings fully automatically which saves us time and improves printing results. This is further supported by the DataCollect module for online production data acquisition." ColorPilot ensures precise color control and constantly high printing quality during production. This Versmold company obtains numerous customized process-compliant system components from printcom such as blankets, washing agents, varnishes, and inks.

A specialist for food packaging. Already when Friedrich Wenner founded his wooden box factory in 1930, the main customers were food producers. In the 1950s he switched production from wooden boxes to cardboard boxes. Today a staff of 50 convert around 25,000 tonnes of solid and corrugated board into some 40 million cartons every year. Besides Chicago the region in and around Versmold is the world's biggest center for production and handling of meat and sausage products. The family-owned company Wenner benefits from this – the customer list includes well-known food producers, discount stores, and supermarkets from the region and from all over Germany and Europe. The company's sales have grown in recent years and reached around 17 million Euro in 2009. ■■



■ With the new ROLAND 900 Wenner can now create more appetizing and attractive food packaging.



■ The two brothers Stephan Potthoff-Wenner and Achim Potthoff (right) lead the successful business today.



■ The ROLAND 900 with coating module and double delivery extension helps Wenner to be more efficient and productive.

Technical data

Printing system and equipment:
six-color ROLAND 900 in format 6 with coating module and double delivery extension

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Customer profile

Product portfolio: packaging, stackable folding boxes

Markets: food producers and discount chains from the region and all over Germany and Europe

Contact at customer



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