

Two family businesses, one perfect solution

Caluwe Artisan, makers of the finest Belgian chocolates, has recently upgraded its packaging capabilities by introducing the Marden Edwards (ME) BX100FF overwrapper to its production line. The upgrade from traditional hand wrapped methods to an automated solution was required due to increased demand for their product range.

This family owned chocolatier company, not only take great care with the processes in which the chocolate is made, but also take great pride, and recognise the importance, in the way the product is presented to the consumer.



Caluwe Artisan worked closely with local ME trade partner, Christian Holcomb, of Bipack Packaging Machines, based in Rollegemstraat, on the machine requirements. Dennis Goelen, Production Manager at Caluwe Artisan, commented “We needed an automated wrapping solution that could overwrap not one but, two different sized chocolate cartons. I wanted to increase output without damaging the chocolate contents”.

The BX100FF was engineered, in order to meet the requirements set by Caluwe Artisan. Additional components included enhanced tight paper wrap change parts (specific to paper based overwrapping), chocolate protector sections, to prevent heat damage to paper and product and paper print registration facilities to ensure consistent overwrapping presentation of print around product.

A further addition to the BX100FF included rapid tool less changeover parts, to enable carton size changes from 108 x 101 x 62mm to 250 x 150 x 62mm in less than 20 minutes, whilst performing overwrapping output speeds of up to 35 cartons per minute.

ME Sales Manager, Tony Strutt commented “All modifications applied to the BX100FF were supplied in order to meet the requirements set by Caluwe Artisan. Each part is vital in ensuring the product, package and overwrap is maintained and enhanced and the BX100FF model certainly achieves that. This really is the perfect machine for chocolate based carton overwrapping”.

Since the introduction of the BX100FF, Caluwe Artisan’s overwrapping output levels has increased by 35%. “We have increased output whilst maintaining the same staff levels. We are truly happy with the outcome and look forward to working with Marden Edwards again in the future” added Dennis Goelen.

To find out more about Caluwe Artisan and its products please visit: <http://www.cdchocolates.com>

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OVERWRAPPING TECHNOLOGY

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