

BLISTERPACKING SOLUTIONS

With a 100-year heritage and an enviable reputation for reliability, precision and sophisticated technology, the Zahoransky Group ranks as one of the global leaders in the manufacture of injection moulds, brush making machines, blister packing lines and automation systems, with a proud portfolio of products used by well-known clients such as the worldwide superpower Siemens or Oral-B, a leader in oral-care products. Christiane Turner talks to managing director Ulrich Zahoransky to find out more.

What was started as a small, family-run company in Germany has grown into a multinational powerhouse with sophisticated state-of-the-art operations across the globe. Boasting over 550 employees working at six international locations, Zahoransky is a key part of the world's largest supplier of brush making machines, blister packaging lines and moulds. In 1980 it constructed the first blister packaging machine and has remained at the very cutting edge of innovation ever since. To date, the company has supplied close to 500 packing machines worldwide and produces and supplies complete systems from injection moulds and handling systems, through to all kinds of brush production machines and packaging machines.

Packaging machines

The vast array of products offered by Zahoransky encompasses injection moulds, machines and production lines for all kind of brooms and brushes, toothbrushes, inter-dental and mascara production, automation systems and blister packaging systems. Mr. Zahoransky tells us: "The demands of our customers are constantly changing. This keeps us on our toes and makes sure we are maintaining our market leading edge, but we can never be complacent because the industry can move so quickly. We are a technology leader in the industry and for us to keep there we have to make sure we offer the client what they want, when they want it. Currently, a big growth area for us is the packaging machines sector. In the future we believe the biggest growth area will be the packaging sector, so we are at the forefront of this movement."

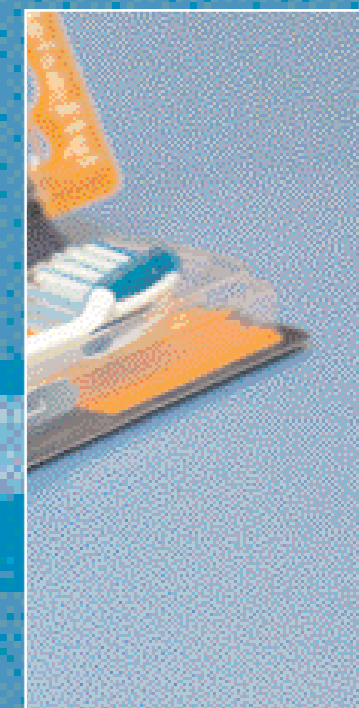
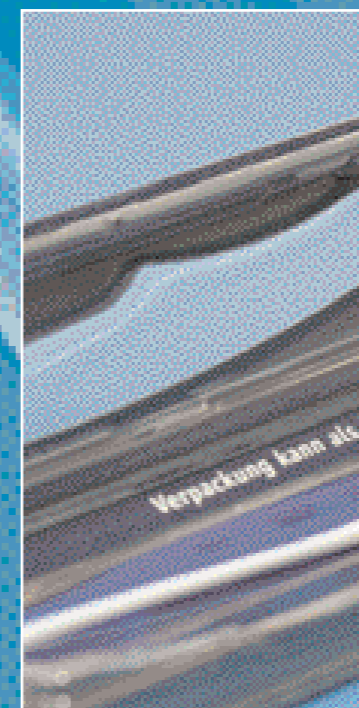
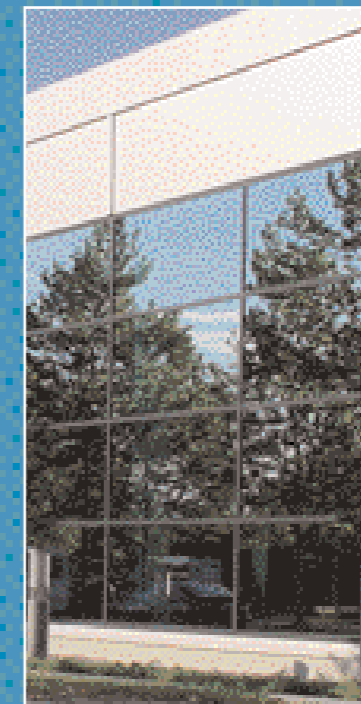
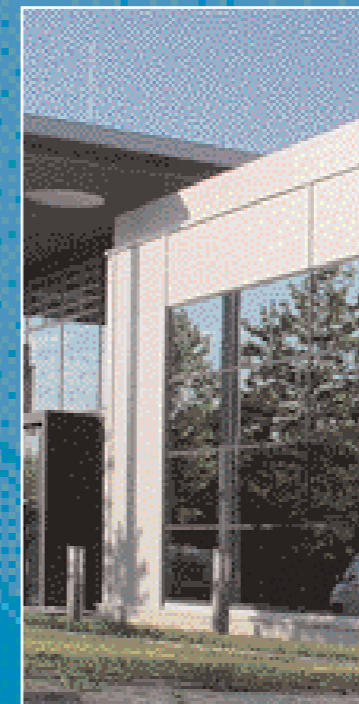
Packed in blisters

Zahoransky's products can be supplied as both stand alone units and equally as entire production lines, in which the output from the injection moulds is finished, automatically assembled and then packed into blisters. Mr Zahoransky is keen to point out that its newest innovative 'clam shell' blister packaging is proving to be a very popular line.

Blister packs are invaluable in the retail sector because hanging space is at a premium and visibility is key in terms of customer appeal. They take up minimal retail space, yet are highly visible to the customer, are used in a wide variety of industries and have proven to be cost and space efficient. Zahoransky's blister packing systems are used by the global blue-chip giant Siemens for the display of a variety of mobile phone products, as well as by Oral-B and many other well-known bulk goods producers across the globe. Mr Zahoransky explains: "For clients using our clam shell blister packs, a new opportunity for keeping reusable travel goods is offered. For example, selling travel toothbrushes in this packaging is successful because, although the product is inexpensive, it is pretty sturdy which lends itself well to this market. Indeed, we have found that a number of advertising samples of products are using this type of packaging because they really promote themselves on the shop floor." Zahoransky believes the perfect packaging must offer good product visibility, be cost effective and be environmentally friendly in order to achieve success on the worldwide stage.

The Zahoransky B4 blister packaging machine is a simple and economically priced single unit with a high output for the automatic packaging of toothbrushes, combs and a variety of other hygiene and household items into blister packs. On a technical level, the machine offers a deep draw station for positive deep drawing, which is suitable for tools of all shapes, widths between 25mm and 140mm, and lengths between 170 and 294mm. The maximum draw depth is approximately 40mm. The impressive performance of these machines can be seen in the 80 blister packs per minute it creates, with a performance cycle of 20 per minute.

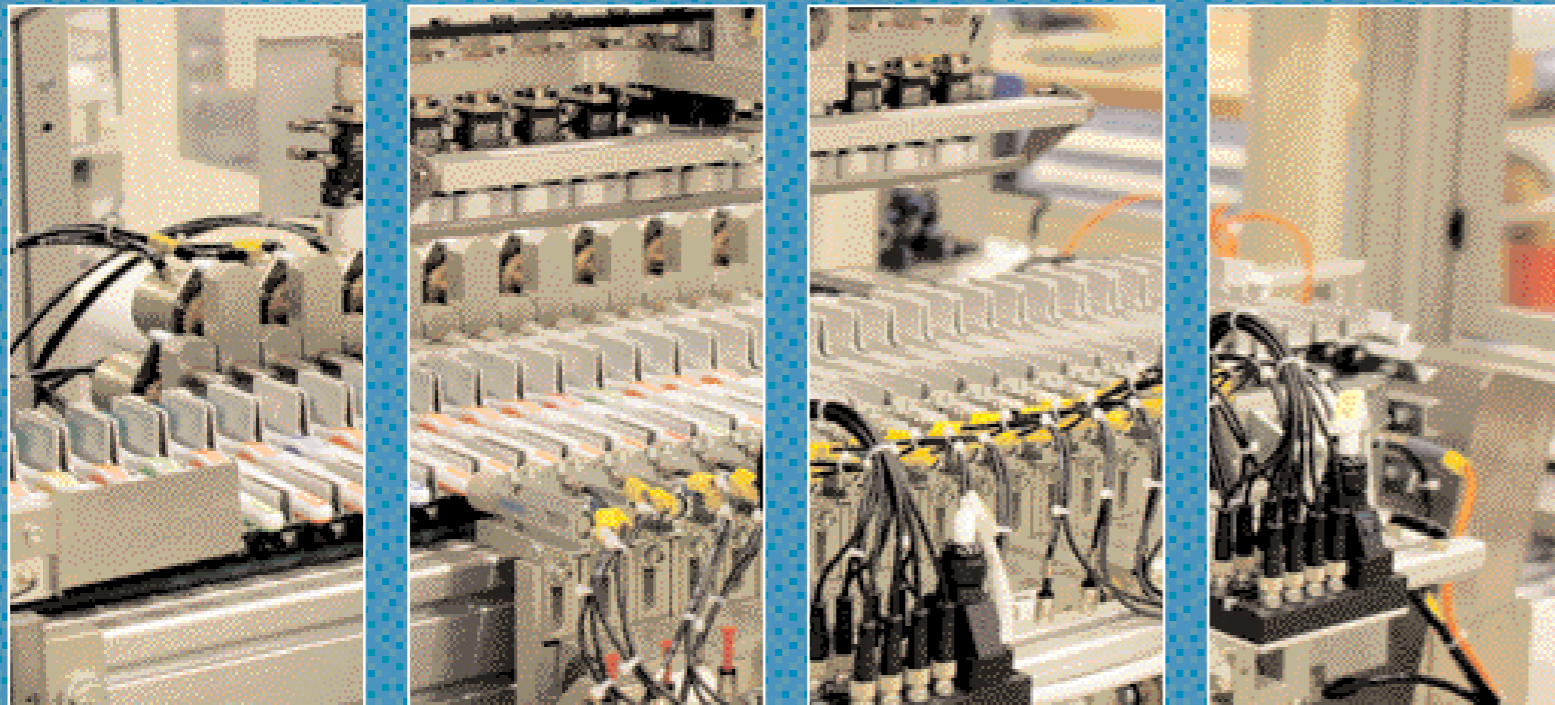
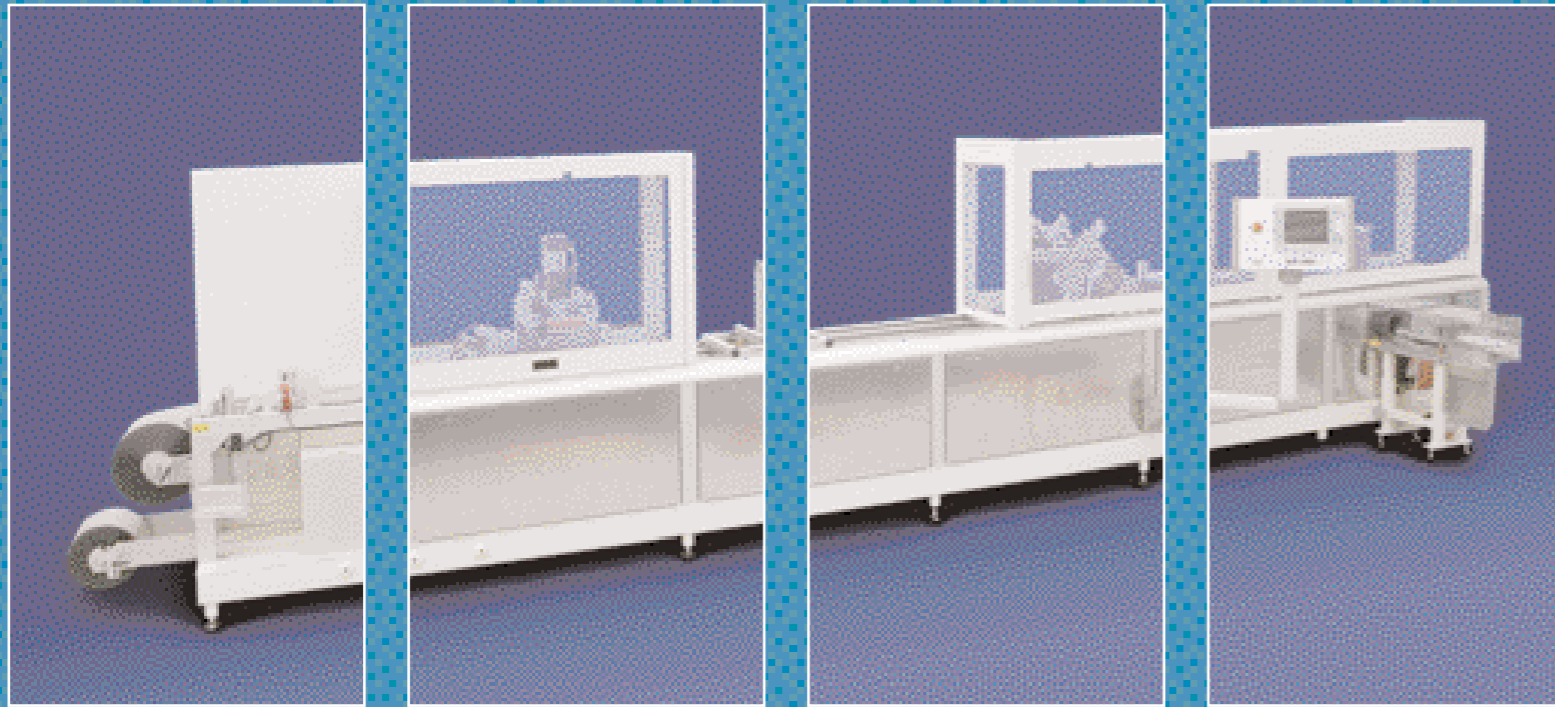
The company's B16, B18 and B111 series machines are amongst the most efficient and sophisticated in the world. The B16 blister packaging line provides the processing of PVC, PET and almost all currently available types of foil. The B16 is noted for its maximization of product safety and minimization of necessary maintenance - both characteristics



appreciated by Zahoransky's clients. When production starts on the B Series, the blister packaging line does not need any assistance. The B-Series is fitted with a contact heating system, allowing both negative and positive forming tools to be used on the station. The conversion time for forming dies is only two minutes as the semi automatic change system is a fast, effective mechanism. Mr Zahoransky comments: "In our machines, the foil transport is made through synchronised servo motors with proven precision chains, offering high production safety and exact feeding. It also creates narrow edges on the foil sides that cut down

on costly losses in packaging materials. We now have over 25 years of hot sealing experience, and that tends to mean we are able to find a solution for almost all blisterpacking tasks."

The modular construction of these B series machines allows for the easy installation of a number of additional devices for services such as labeling, printing, code stamping or perforation. By using the most modern control systems, adding additional components results in fully automatic packaging lines where finished blister packs are packed into advertising trays and shipping boxes. >



Advanced service solutions

Projects undertaken by the group are initiated with the client's brief, as it firmly believes that it is not the technology which determines the product, but that the product determines the technology. Whatever the client requires is the starting point, not what is currently on offer or already in existence, as Mr Zahoransky stresses: "Often a client will come to us with an idea, and it is then for our teams to transform that idea into a practical, cost effective reality, utilizing their skills and the impressive technology we have available. We take the brief, draw up the idea and make a 3D model to illustrate our interpretation of their requirements. We then build a prototype so we can test the product in a number of intensive tests and analyse the results. All this happens with full two-way communication with our clients, to make sure they are happy at every stage of the process."

"The products offered by Zahoransky are backed up by its impressive worldwide customer service provision. It provides its customers with comprehensive and long-term support, right from delivery of their machines to product training and on-site support. The service teams can act effectively thanks to the Zahoransky Group's remote diagnosis technology. This enables all machines to be quickly diagnosed via router-systems. Adjustments to the units can also be made in a very short time, ensuring clients are not unnecessarily affected. This fast service promise is key to the customer service focus of the group."

As part of the 'long service life' commitment to clients, Zahoransky also provides a complete worldwide spare parts facility. The original spare parts are subject to the same high quality checks and rigorous testing as all the machine components. The company also offers the production of individual components for older machines and speedy inter-



national delivery by air freight. Mr Zahoransky adds: "Our worldwide service and agency network guarantees the fast supply of spare parts and customer satisfaction."

Commitment to customers

"Clients who work with us can be sure they are dealing with specialists and we retain open communication with them throughout the project. Our primary role is to give form to their ideas and offer solutions to their packaging requirements. Through converting their ideas into processes, which are then realised using state of the art technology, our clients are able to effectively target their potential end users. Narrowing markets mean that anyone who wants to be successful needs a partner who is flexible and can react quickly. At Zahoransky we believe we are that partner and we are in the fortunate position that our clients agree."

Hi-tech innovation

Zahoransky's ability to offer this high level, responsive service is thanks to the investment in its Innovation and Training Centre in Todtnau. This research and development facility produces high quality innovations that the group is able to launch quickly onto the market. Here, what was originally created on drawing boards is now generated using the most sophisticated of computer aided design machines. These CAD machines have helped to intensify the creative relationship between designers and clients, as they enable clients to witness 3D visuals of their products and



manipulate their desired outcome. The data produced by the design department is directly transferred to the production department. Mr Zahoransky illustrates the thinking behind one of the company's key design philosophies: "Our prototyping lends protection to the customer's product and marketing decision. We can create modular products that are to the exact specifications of our client's desires."

The Zahoransky Group is proud to have been a holder of the ISO 9001 accreditation since 1984, as Mr Zahoransky confirms: "This certification represents to us the importance of maintaining the highest quality standards. We can guarantee that our individual high precision parts are produced under constantly high quality control. It is our quality and flexibility that differentiates us from the competition. To keep our standards up, we regularly hold seminars for our employees to share our goals with them and make sure they feel part of them. Without the commitment and skills of our workforce none of our achievements would be possible - they are the key to our success."

Future focus

The Zahoransky Group's commitment to innovation will remain the focus of its future strategy however, as Mr Zaoransky concludes: "The highly skilled minds of the innovation and design teams at Zahoransky will help to generate even more forward thinking ideas that will utilise and maximize the Group's capabilities. We are all committed to keeping Zahoransky at the very forefront of the industry." ■

