

PACKAGING MACHINERY TECHNOLOGY

PMT

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PROCESSING AND PACKAGING Take Center Stage

STAND OUT AT

**PACK
EXPO**

Also:

SPECIAL REPORT:

Serialization & the Packaging Line *Pg 86*



October 28 - October 31, 2012 • McCormick Place • Chicago, Ill., USA

PACK EXPO Creates Collaboration

A SUCCESSFUL PARTNERSHIP BETWEEN A SUPPLIER AND A GLOBAL TOYS AND ARTS AND CRAFTS COMPANY ORIGINATED FROM A MEETING AT PACK EXPO.

In a little over 45 years, MEGA Brands Inc. has evolved from a small toy company started by Victor Bertrand and his wife Rita in Montreal, Que., into a staple of toy stores and retail outlets around the world. MEGA is now viewed as a trusted family of leading global brands in construction toys, games and puzzles, arts and crafts and stationery. As the company and its product line grew from Rikvik Toys, to MEGA Bloks, to MEGA Brands, Inc., so too has the demand for packaging.

With such a broad range of products and product sizes, MEGA has a nearly infinite amount of boxes in a wide variety of sizes and configurations. Since a good percentage of the boxes are imported from overseas sources, it is common

for the consistency and quality to vary from shipment to shipment. Factor in constant temperature and weather changes as the boxes made their way to various fulfillment centers and MEGA was forced to manually assemble the boxes.

“We are also purchasing some boxes from China where the quality will vary according to the season,” says Domini Prevost, maintenance and automation manager. “The boxes are on the boat for four weeks.”

Initially MEGA could keep up with production, but as volume continued to increase, they decided the time was right for a capital investment in automated equipment to meet customer demands. Finding a turn-key solution wasn’t an option as the machine needed to be able to handle the quality and size variations of the boxes, while maintaining a good production speed.



Eagle Packaging Machinery's Boxxer case erector.

After contacting the majority of the suppliers that manufacture box and case erectors, MEGA eventually partnered up with **Eagle Packaging Machinery LLC (Booth S-1273)** Miami, Fla. MEGA was aware of Eagle’s ability to customize its packaging solutions to their customer’s needs after seeing them at PACK EXPO International. For most of the other suppliers MEGA contacted, the speed and variety of box sizes limited the solutions they could offer.

“We are very impressed by the professionalism and [flexibility] of Eagle,” says Prevost. “From sales to installation they were open minded and ready to help. It is very important for a company like MEGA that our supplier understand our [unique circumstances] and collaborate to solve



Eagle's full solution at the MEGA Brands facility.

Thinking Outside the Box

POPLOK

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Fold & Tuck Trays*



VASSOYO

*Corrugated
Tray with Glue*



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*Erecting Cases with
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any issues along the path.”

The Eagle tray formers were easy to load with blanks and could handle the inconsistencies and variations of the trays.

Eagle Sales Executive Anthony Del Viscio used the packaging of HALO branded MEGA Bloks as an example of how Eagle adapted to the challenges presented.

“We were the only company that was willing to design a custom engineered solution within budget and time constraints,” says Del Viscio. “We in-



Eagle's Vassoyo tray former.

vested in our customer by committing to work closely with MEGA Brand to de-

velop the best solution for forming their particular tray design.”

An Eagle Vassoyo tray former including tray sealer was designed that can handle a wide range of trays, from very small to very large. This required custom engineering to accommodate such a wide range and Eagle effectively took a two machine job and created a solution that ran on one.

“To add to the difficulty of this application, our solution formed two very different tray styles with lids,” Del Viscio says. “One with a onetime use lid and the second with a reusable lid that was mandated [specifically] by Walmart.”



Vassoyo Clamshell tray former.

From day one to the push of the button, the installation of the new system took eight weeks, and Prevast says Eagle was thorough in providing training and the proper documentation for maintenance and changeover.

Since the first installation, MEGA has added two additional Vassoyo tray formers including tray sealer, one Boxxer case erector taper and two case sealers.

“Eagle always listens and brainstorms with us to come with solutions that meet our requirements,” Prevast says. “They say what they will deliver and they will deliver what they say . . . in the cost and time schedule, as planned day one.” **PMT**

When others say no, we say no problem.



Case & Tray Forming
Automatic Loading
Pick & Place Technology
Sealing & Palletizing

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- Dominic Prevast, MEGA Brands
Automation & Maintenance Manager
(PackExpo Show Daily 2012)



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