



Automatic dosing – a photocell triggers the correct amount of adhesive to be transferred to the carton's surface.

Cadbury gets 'stuck in' with Baypac

THESE days, good green practices have a place on everyone's agenda and Cadbury's Packaging Strategy is no different. However, it comes with its own set of challenges.

As Cadbury continues to drive its environmental programme forward, the giant confectionery manufacturer has had to think smart to widen the scope of its development agenda.

Since its adoption in 2007, Cadbury's 'Purple goes Green' (PgG) initiative has seen great success with its materials reduction programme – a programme that bases its success on an engaged supply base and strategic review of both specification and process (PPM New Year 09, pp16-21).

With particular focus at consumer pack level, the PgG agenda is well on track to deliver its target of 10% reduction in packaging to product ratio by 2010. However, there's a continual challenge with a materials reduction programme – products need to be protected, deliver a message to the consumer and yet retain their brand appeal.

This move has led Cadbury to review the benefits resulting from possible technology investment – and one such investment has been the adoption of Lock 'n Pop technology that is now delivering against both sustainability and efficiency agendas.

This move has been the recent passion of Vicky Ashley, Cadbury's project leader and senior packaging technologist. Together with technology partner Baypac, Cadbury has found a host of benefits, not only materials reduction, from the introduction of the Lock 'n Pop system for the palletisation of corrugated cartons at its Port Elizabeth plant.

'With Lock 'n Pop we've made a significant reduction in the amount of stretch film used to distribute products around Southern Africa,' Vicky explains.

The figures are remarkable. Using an example of 120 000 pallets/annum, a reduction of 100kg of stretch film/pallet removes more than 25t of CO₂, 50 barrels of oil and 1,8t of solid waste from the environment.

'The system,' says Vicky, 'has been adopted with amazing success, not only in terms of environmental benefit, but also in damage reduction in transit. Product loads can be partially depalletised in our distribution centres without the danger of loose cartons falling from unwrapped loads, thereby increasing the safety aspect.'

The automatic dosing equipment is simple to operate, unobtrusive and operates economically, using plant air. Custom-made stands have been designed by Cadbury's engineering team to facilitate smooth, speedy changeovers of the 210-litre drums.

'We have implemented the Lock 'n Pop system on two of our packing lines and hope to extend its use to other areas of our plant in the near future,' Vicky adds.

Benefits all round

And Cadbury has discovered added advantages. General manager, Stuart Hancocks, fully supports the Lock 'n Pop initiative. 'Apart from its environmental benefits the system has had a positive impact on productivity. By using less stretch film, less time is spent on packaging. In addition we've managed to cut down maintenance costs as there are fewer automatic stretch film stations to maintain,' he remarks.



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Also happy is Nathan Bradley, Cadbury's packaging manager for the Middle East and Africa (MEA). 'When you look to materials reduction in our MEA region, you are hard pressed to find any low-hanging fruit,' says Nathan. 'Cadbury has been so cost efficient with its packaging specifications over the years that it's not easy to find big win opportunities with products that could be considered as being "over packaged"'. Materials developments have been an initial focus for us and have led to some great initiatives. However, adoption of alternative technologies, similar to our approach with Lock 'n Pop, have a significant role to play in our sustainability agenda.

'The energy with which this solution has been adopted at Cadbury and its success in a highly-automated packing environment are testament to the strength of our join-up philosophy with market leading technology partners such as Baypac,' Nathan remarks.

A further comment comes from Baypac's Dave Louw: 'The introduction of Lock 'n Pop at Cadbury's Port Elizabeth plant has had a significant impact on the company's carbon footprint. Lock 'n Pop is non-toxic, non-hazardous and manufactured from organic FDA-approved ingredients, suitable for use with food products. It's virtually invisible and doesn't damage the packaging surface.'

And final word goes to Vicky: 'The support from Baypac throughout the months of trial and eventual implementation – from installation, through commissioning and training, has been crucial to the success of this project. Working together on this project, Cadbury and Baypac have found a "win-win" solution, at the same time contributing to our common goal of environmentally-friendly packaging solutions.'

An operator loading cartons at the end of the packing line after Lock 'n Pop application.



Full pallets of product before being loaded on to transport for transfer to Cadbury's distribution centres. A single layer of stretch film is placed over the top layers for dust protection.

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