

MILK AND DAIRY SECTOR

Lattebusche S.c.a.
Busche (BL), Italy

3 packers
SMIPACK BP802AR 230R

2 packers
SMIPACK BP 800AR 340 P



VIDEO



GEO LOCATION

ATTE USCHE



There is often a link between a company and its natural surroundings but when the company in question lies at the foot of the Belluno Dolomites, a few meters from the Piave River, bordering the National Park of the Dolomites, the bond becomes a perfect symbiosis. We're talking about Lattebusche, a modern dairy cooperative that represents the major business in the dairy sector of the Veneto region. To maintain this strong link with the environment, which is the basis for the life of the company itself, Lattebusche annually invests in activities that help maintain a sustainable balance of the entire structure, from an environmental and social standpoint. Among the many initiatives taken by Lattebusche, some that stand out include those which promote energy saving, reduce production process environmental impact, privilege the use of recyclable packaging materials and point to the ongoing modernization of machinery and plants.



LATTE BUSCHE

THE ENVIRONMENTALLY FRIENDLY PACKAGING



Being strongly sensitive towards the territory pushed Lattebusche to establish collaborations with SMIPACK and BBM Packaging for the installation of special packers at the plant in Chioggia in the lines that package milk and sherbets in the classic Rex containers.

The key objective of the new investment was to bring down the cost of packaging sherbets and milk in cans and replacing the cardboard box or the plastic case with a cheaper, more versatile and less bulky package.

The choice of Lattebusche fell on a package consisting of just shrink film that has a special protection: a layer of cardboard inserted between the cans.

The system supplied includes three SMIPACK packers model BP802AR 230R (two for the milk line and one for the sherbet line), that pack cans in just shrink film; the latter solution resulted in considerable savings on the cost of the package compared to the previous packaging in

corrugated cardboard boxes.

At the same time, however, SMIPACK had to guarantee the Chioggia-based company adequate product protection during handling in the factory, road transport and storage in the warehouse.

This need has been adequately met by fitting the β P packers with an innovative system that vertically inserts a cardboard layer between one can and the other to prevent the risk of crushing and damaging the containers and ensuring the appropriate top-load during palletizing.



Lattebusche turned to SMIPACK and BBM Packaging for the installation of two shrinkwrappers with sealing bars, model β P 800AR-340P, for the ice cream production line.





The scrupulous attention that Lattebusche pays to all the production processing stages of its plants is reflected in the values and actions that characterize the company in the daily relationship with the territory in which it operates. In fact, Lattebusche sponsors or organizes every year over 300 events and sporting, cultural, education and social venues. Targeted especially to young people and schools, these initiatives aim to raise public awareness on food safety, the quality of life, the environment and other important values associated with the lives of future generations.

BAR BIANCO: HISTORY AND CURIOSITY

Bar Bianco is a brand born in 1975, when Lattebusche decided to open a direct sales shop for dairy products flanked by a bar for selling non-alcoholic products only, hence the name "Bar Bianco" that is reminiscent of the white color of milk and its derivatives. Opening a bar where alcohol was not sold was a brave decision, which was rewarded over the years by the growth in customers and revenue, as demonstrated by the numerous promotional activities and the frequent "special days" - such as the fall festival or the spring festival - and other venues that attract thousands of people from various provinces.

Bar Bianco has become a center of aggregation of the dairy sector in this area and attracts sports stars such as cross-country skier and Olympic champion Pietro Piller Cottler as well as showbiz celebrities who visit this special bar to taste a piece of Piave cheese or drink a glass of fresh milk.



APPEALING LOOK

FOR THE LATTEBUSCHE SHERBET

Lattebusche's efforts in pursuit of customer satisfaction are aimed at making the respect for genuine dairy traditions coexist harmoniously with the technological upgrading of production facilities.

The strength of this corporate vision translates into a broad portfolio of products of excellence, recognized and appreciated by many Italian and international consumers.

Thanks to the new project run in collaboration with SMIPACK and BBM Packaging, Lattebusche managed to improve the appeal of its sherbet packs packaged in just shrink film.

This type of packaging has a high level of eco-sustainability since the shrink film is recyclable and disposable and, compared to cardboard, can

be disposed of more easily (since it generates lower quantities of waste) and stored in less space.

Furthermore, different products of different sizes can be packaged with the same reel, in different package



INSTALLATION / Lattebusche

A LITTLE HISTORY ON THE SHERBET

Lattebusche's Sherbet is a fresh, creamy and irresistible product, particularly suited to break the taste of food during a meal and prepare the palate for tasting new dishes.

Sherbet has ancient roots: its presence is evidenced in the Roman days of Emperor Nero (37-68 AD). In Venice in the thirteenth century it was served on the dinner tables of the aristocracy as a refined interlude between dishes of fish or meat and it seems that even Marco Polo mentioned it in his famous book "The Million" (known in English as the Travels of Marco Polo). The name itself of this cold dessert, considered the progenitor of ice cream, brings us back to the past: the Roman term "sorbere" means to sip, while the Arabic word "sherbet" means syrup. Over time the characteristics of the sherbet have differentiated and in Veneto a variant called "sgropin" was born, which is characterized by its low alcohol content.

Today Lattebusche offers the classic lemon sherbet and the red orange variant: non-alcoholic and cool, both flavors are suitable both at mid-meal and as a delicious alternative to dessert.



configurations whereas cardboard box packaging requires the supply of blanks of different sizes, depending on the capacity of the container to be packaged and the expected collation.

The choice of packing the sherbet cans in just film packs allowed Lattebusche to streamline procurement and reduce the cost of packaging materials.



LATTEBUSCHE

YESTERDAY AND TODAY

Lattebusche was founded in 1954 in the town of Busche thanks to the initiative of 36 members, who founded the Latteria Sociale Cooperativa (Social Cooperative Dairy) in the Feltrina Valley. Busche is a town located in a pristine area rich in pastures in the province of Belluno, in a typical alpine environment that has a long tradition in livestock.

"Only a raw material of excellent quality allows the achieving of an excellent product"; this is the philosophy that has always guided Lattebusche and that has enabled it to stay in business successfully for so many years.

Today Lattebusche collects and processes the milk of 400 members, thanks to a corporate structure spread over 4 factories (Busche, in the Belluno province; Chioggia, near Venice; Sandrigo, in the province of Vicenza and San Pietro in Gù, in the province of Padua), which includes 200 employees, 80 agents, 10 stores, 7 distribution agencies and 6 direct points of sale.



Every day, more than 2,200 hl of milk are used in its plants for the production of a wide range of foods: fresh milk, yogurt, ice cream and fresh and aged cheeses, the





best known of which is the Piave cheese.

After over 50 years in the dairy sector, the Veneto-based company continues to invest in technologically advanced systems, able to combine dairy traditions of the past with modern production techniques.



Only a raw material of excellent quality allows the achieving of an excellent product

