

"Bee-hive Pack"

The new honeycomb pack collation cutting production and palletising costs!

Some of the most important international research institutes have found out that in the points of sales of large retailers a good deal of consumers' buying decisions are driven by emotional impulses; therefore, an innovative packaging solution, which is also particularly attentive to logistical dynamics, becomes a valuable sales support, since it helps draw the occasional buyer's attention toward a specific product.

SMI is well aware of this reality and offers its customers a wide range of high-tech packers capable of producing quite versatile, innovative and customised packs such as, for example, the new **"Bee-hive Pack"**, inside which **containers are arranged in a honeycomb configuration**.



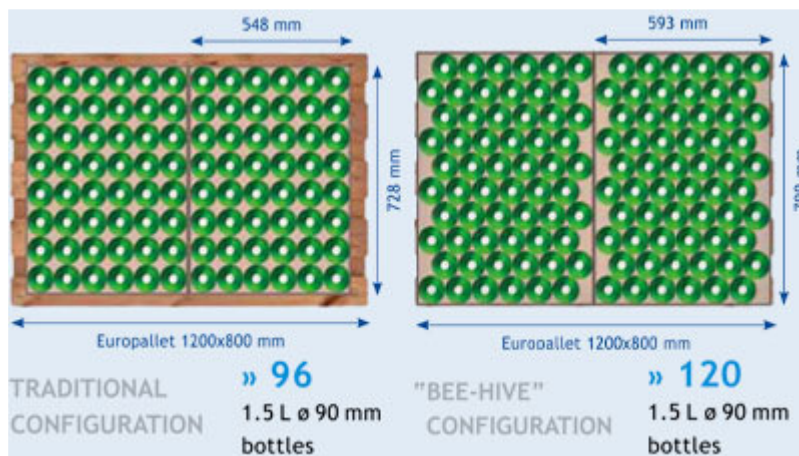
The "Bee-hive Pack" is a newly developed packaging solution for heat-shrink film bundles, which offers huge benefits in terms of manufacturing and palletising cost-cutting:

- the bottle arrangement in parallel "staggered" rows creates the well-known honeycomb layout, which enhances the structural and mechanical performances of the each single container packed;
- the improved "top load" value provided to each single container by the "Bee-hive Pack" allows, when palletising, to avoid the insertion of cardboard pads in between the pallet layers, ensuring huge savings in the packaging material procurement;
- the new "Bee-hive Pack" is very stable and compact, since packaged containers are "lodged" into one another and empty spaces in between are minimised, contrary to what happens in usual rectangle-shaped pack collations where bottles are arranged side-by-side in parallel rows. This feature enables, with certain palletisation schemes, to place a higher number of packs on each pallet layer, with great benefit in term of better exploit of the pallet area.



The "Bee-Hive Pack" collation is produced by **Smiflexi shrinkwrappers of the LSK/SK series** and by **Smiflexi wrap-around casepackers of the WP series**, all equipped with a dedicated device arranging containers (bottles or cans) in "staggered" rows in alternate motion and keeping them in that layout all along the whole packing process.

Major benefits come from the "Bee-Hive Pack" collation if this packaging solution is combined with the forming of large **"pallet display" trays** (made by Smiflexi packers in XL version), since the honeycomb formation allows to insert 120 containers (1.5 litres - Ø 90 mm) into 2 maxi trays of ½ pallet size, instead of the 96 containers usually arranged on a pallet layer when using a standard rectangular pack collation.



If you need further information about Bee-Hive Pack produced by SMI automatic packers, please feel free to get in contact with our Sales Department.

Thank you for your attention. Best regards.

Marketing Department
 SMI S:p.A.
 E-mail: info@smigroup.it
www.smigroup.it

SMI S.p.A.- Via Piazzalunga,30 - 24015 S.Giovanni Bianco BG - Italy - Tel.+39 0345 40111 -
 Fax.+39 0345 40209
www.smigroup.it