

# Cap it off with Fullytop

The Australian beverage industry is on the cusp of an exciting new capping solution with the introduction of the latest European technology by Visy Industrial Packaging.

THE NEW FULLYTOP plastic closure encompasses the existing benefits of a traditional beverage closure in a superior, linerless, one-piece development.

Greg Hayton, Visy's closures sales manager, says the seal design and deformable fin on this tough, high quality HDPE closure delivers better carbonation retention, particularly at elevated temperatures, and is abuse-resistant during transport.

"It's unlike anything the Australian beverage industry has ever seen before and is ideal for the demanding conditions of our highly dispersed marketplace," Hayton says.

The unique Fullytop closure is attracting some of Australia's leading beverage producers due to its ease of application on any generation cappers at high bottling speeds.

"This feature reduces application problems associated with cocked or loose caps and will contribute significantly to improved line efficiencies. Suitable for both carbonated and still beverages, the scored tamper-band not only delivers excellent tamper evidence but provides a clean separation of the drop band ensuring it stays on the bottle after opening," Hayton says.

"Without doubt, the features of this closure are superior to anything else available to Australian companies today."

The introduction of Fullytop technology to the Australian marketplace is the result of Visy's philosophy to partner with global packaging leaders to consistently deliver cutting-edge solutions for its customers.

Introduced here through a licensing agreement with a leading international manufacturer, Fullytop demonstrates Visy's ongoing commitment to sourcing the latest in research, development and intellectual property to deliver the ultimate product, inside and out.

For more information contact Visy Marketing on (03) 9765 2655 or email: [industrialpackaging@visy.com.au](mailto:industrialpackaging@visy.com.au).

## Avery Dennison gets pressure sensitive with beer labelling

Avery Dennison's key message to beverage manufacturers is simple: it's all about shelf appeal and productivity.

When it comes to packaging and product decoration, pressure sensitive labels offer an excellent way to significantly enhance shelf appeal without necessarily increasing total applied cost.

Jessica Walters, Avery Dennison Materials' market manager for wine and beverage, says the 'globalisation' of product and brand images has resulted in many multi-national companies making the move to global product specifications in an effort to build worldwide branding consistency of their products.

"As an example of this there's a continuing trend within the beer category towards clear on clear labelling with major brands, including Bud Light, Heineken, and Carlsberg all moving to clear pressure sensitive labels in recent times," explains Walters.

Avery Dennison has been directly involved in all of these major packaging projects.

"For global brands," Walters continues, "having access to global products, such as the crystal clear S4000 adhesive, is critical as this creates a number of benefits in terms of brand consistency, access to adhesive solutions proven on a global platform and the opportunity for global procurement initiatives."

Furthermore, adds Walters, the application of clear pressure sensitive labels can be challenging and Avery Dennison offers worldwide expertise in this area.

"Where our products become specified our technical consultants will become an extension of your own business for the commercialisation of clear-on-clear and for ongoing technical and process support," she says.

Walters says Avery Dennison is the only manufacturer of pressure sensitive materials in Asia Pacific to offer six Sigma trained technical consultants.

"We continue to support many national and multi-national companies by extending our resources for process improvement initiatives and other pro-active projects," Walters says.

For the ANZ market, Avery Dennison has in-house technical consultants who regularly assist large end-users improve and optimise the processes associated with the application of pressure-sensitive labels by looking at all points in the supply chain.

For more information contact Jessica Walters at Avery Dennison: [jessica.walters@ap.averydennison.com](mailto:jessica.walters@ap.averydennison.com).



Visy's Fullytop closure technology is suitable for both carbonated and still beverages.



Many beverage manufacturers are making the switch from wet glue to pressure sensitive labels, according to Avery Dennison.

### Avery Dennison benefits:

- Access to globally specified adhesives, including S4000, which is our unrivalled solution for clarity within the acrylic-emulsion category
- Direct access to our 'Six Sigma' trained technical consultants who have extensive experience in adhesive development, printing and application
- Access to Six Sigma tools via our technical consultants for process improvement initiatives
- Access to global information relating to packaging trends
- Multiple acrylic-emulsion coating assets across two sites in Australia and additional production sites within Asia Pacific, Europe and North America, to ensure continuity of supply in the event of unexpected circumstances.

## Sympak BC appoints HBM as ANZ partner

Italy's Sympak Bottling and Canning has appointed HBM Packaging Technologies as its sales partner in Australia and New Zealand. Sympak will utilise HBM for its range of beverage and food filling machinery for glass and PET containers and cans.

Sympak sales director Cosimo Gasbarro says HBM is an ideal partner to expand Sympak's market base in Oceania that comprises installations of more than 30 fillers already in the local market.

The Sympak BC Group offers state-of-the-art bottle filling equipment for a wide range of liquid beverages and foods including:

- Wines
  - Juice (Hot Fill)
  - Isotonics
  - Milk/Yoghurt and
  - Dressings & sauces
- And can filling for:
- Fruits & vegetables
  - Meat & fish
  - Soups and
  - Beverages.

Of special interest is Sympak's Unique Hot Fill Technology of which 30 systems have been installed globally with major beverage groups in the last three years.

The technology includes:

- accurate filling temperatures ( $\pm 0.5^{\circ}\text{C}$ ) achieved due to servo-driven filling valves
- precise product filling to mouth level with nil product spillage
- PLC control for external process systems (pasteurisers, mixers etc)
- controlled variable recycle blend capability achieved even in the case of bottle absence
- systems are available in a range of pitch sizes (94mm through 141mm) to suit different bottle diameters in single or tri-block configurations
- output speeds range from 3,000 to 60,000 bph, and
- significantly lower start up costs as compared to Aseptic versions and simplified operation by non-specialised staff

Gary Brown, HBM's CEO, says Sympak's range of filling equipment is an exciting addition to the portfolio of food and beverage packaging and end-of-line machinery currently offered by the company.

For more information in Australia contact Barton Porter: 0418 535 326, barton@hbm.com.au. In New Zealand contact Wayne Brown: +64 9 271 6144; wayne@hbm.co.nz. Alternatively visit [www.hbm.com.au](http://www.hbm.com.au).



**LEFT: HBM Packaging Technologies is carrying Sympak's range of bottling and canning.**