

## What is Hermetic Sealing?

Sweet vision took the opportunity to talk to Martial Menoud, Marketing Manager at Bosch Packaging Technology about Bosch's latest invention – the hermetic sealing system.

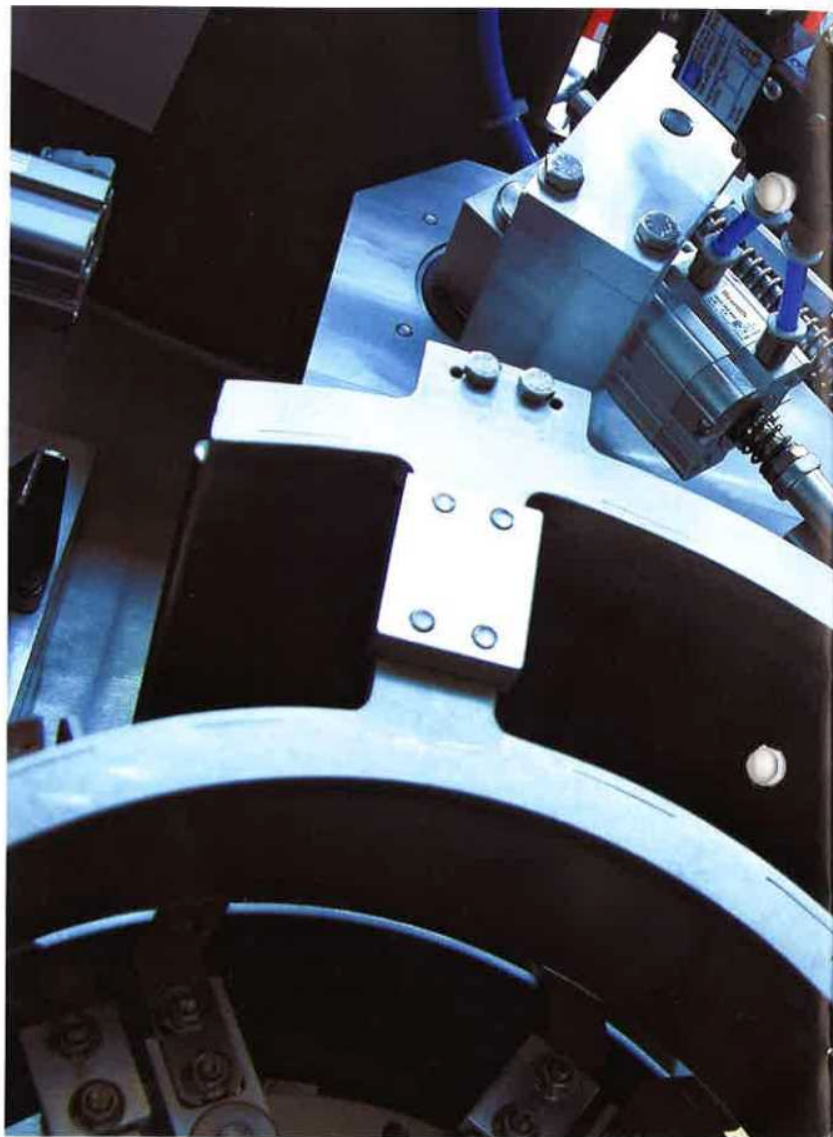
**Martial Menoud**  
Marketing Manager  
at Bosch  
Packaging Technology

**sweet vision:** Mr. Menoud, could you explain hermetic sealing from the technological perspective?

**Martial Menoud:** Hermetic sealing is an appealing and cost-saving wrapping technology that enables airtight and tamper-proof sealing while ensuring product quality and attractive shelf presentation. The packaging is created during a folding sequence which starts with attaching the easy-opening tape onto the oriented polypropylene (OPP) wrapping material. A single layer of OPP is used, saving costs when compared to the traditional die-fold wrapping format. The next step is to deposit the glue, which maintains the longitudinal fold (after sealing) on the product. Once the easy-opening tip is cut and the longitudinal and side folds are heat-sealed, the end result is a premium-looking die-fold seal. The sealing method is especially important for products with a low melting point, like chocolate. In cases where no heat sealing is possible, the optimal solution would be cold or ultrasonic sealing.

What are the advantages of hermetic sealing in comparison to other wrapping technologies?

Chocolate manufacturers striving to give their products a competitive edge have traditionally turned to die-fold packaging thanks to its premium look. It enhances a product's overall appearance and helps provide shelf differentiation. With all the folds and tucks on the bottom side of the chocolate tablet, it conveys an element of elegance and class worthy of the product's premium taste. However, die-fold packages have historically been a challenge for certain market segments, as it was difficult to achieve airtight sealing. Until recently, the only alternative was flow wrapping, which provided the best protection for products against external influences such as dust, aromas or insects, especially in countries with hot and humid climates. The good news is that manufacturers no

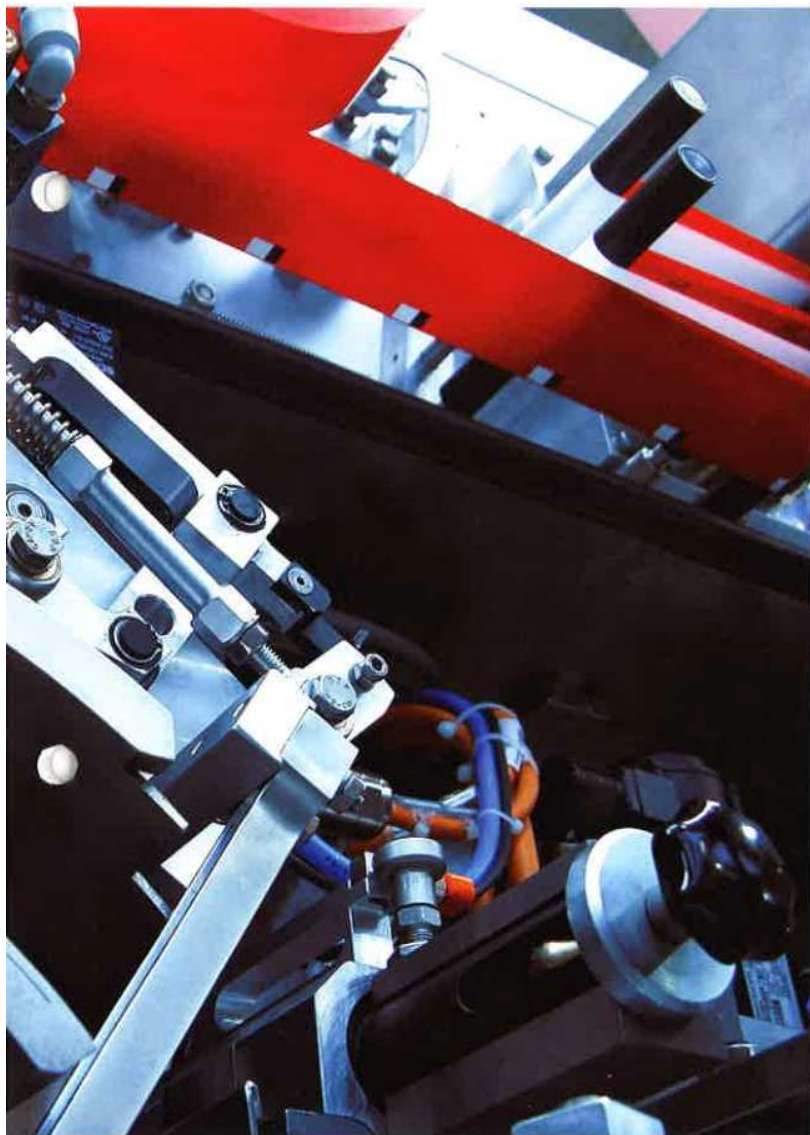


longer have to deal with this challenge. They can now achieve airtight packages with a single layer of the OPP material. By using polypropylene-compatible hermetic sealing technology, manufacturers have access to an economic, airtight and tamper-proof solution, extending shelf life of their precious products.

How can confectionery manufacturers

benefit from switching to hermetic sealing?

As mentioned earlier, the benefits are threefold. First, confectionery producers can differentiate their products in today's dynamic marketplace with die-fold hermetic sealing. With the confectionery industry growing, especially in emerging markets such as India, which is expected to reach



Bosch is offering hermetic sealing on two machines – what are the differences between them?

The machines differ in speed, product specifications and sealing methods. The DSD 600 is an intermittent motion machine producing up to 600 die-fold wraps per minute of moulded, filled or plain chocolates from 4 to 50 grams. An additional benefit is the ability to switch hermetic sealing on and off, allowing manufacturers to customize their production line to accommodate seasonal campaigns or individual needs. On the other hand, the BVK 1300 offers continuous motion wrapping for a variety of premium wrapping styles, including double-twist, cold-seal double-twist and flow wrap. In addition to this flexibility, the BVK 1300 reaches speeds up to 1,000 wraps per minute and offers the option of using cold seal or ultrasonic sealing, contributing to material savings. With these two machines in our portfolio, Bosch is able to satisfy customers' needs for flexible, fast and cost-effective solutions that will address their needs today and tomorrow.

Where do you see the biggest market for hermetic sealing, geographically and industry-wise?

With chocolate consumption expected to reach 98 billion dollars in 2016<sup>2</sup>, our eyes are set on BRIC, MINT and CEE regions. However, Bosch will continue to strengthen its position in the Western European and American markets as these regions have the highest chocolate consumption per capita of ca. seven kilograms per year<sup>3</sup>. Regardless of the region, when working with Bosch, manufacturers can count on support from a global market leader with decades of experience, providing leading-edge solutions for the confectionery industry that optimize packaging quality and provide better product protection. ■

2.2 billion dollars by 2018<sup>1</sup>, manufacturers need to be fast, flexible and forward-thinking. Second, manufacturers safeguard their products from external influences such as dust, humidity and odors, enhancing product quality and helping retain consumer loyalty. This protection is particularly important in emerging markets, where shipping distances are vast and climates are hostile to confectionery products. Finally,

manufacturers switching from the two-layer die-fold format to the single-layer hermetic die-fold format reduce costs and storage requirements with OPP material.

By partnering with a single-source solutions provider such as Bosch Packaging Technology, confectionery manufacturers get the added value of professional consultation and supportive after-sales services.

<sup>1,2,3</sup> Chocolate consumption data, Euromonitor International, 2014.