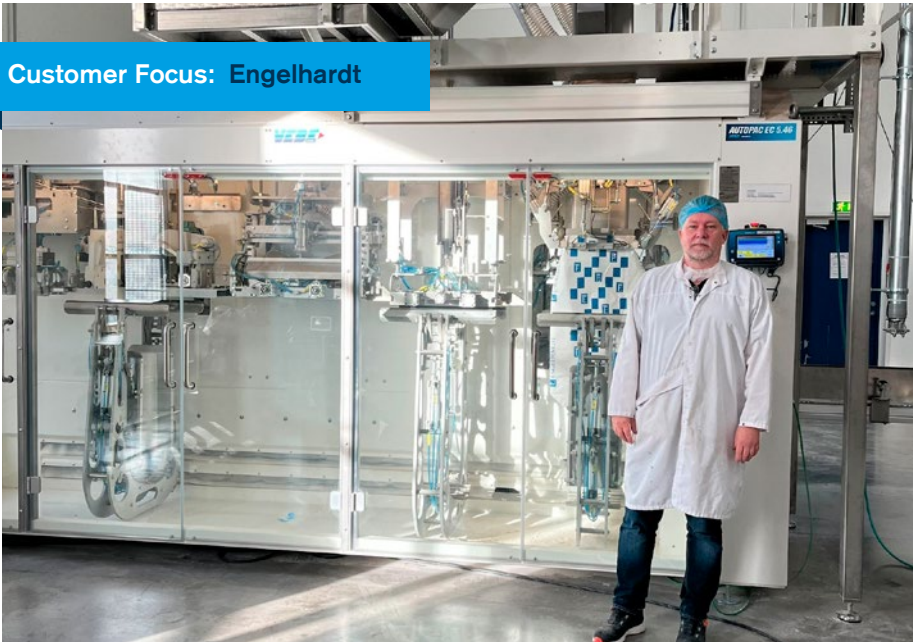




## Customer Focus: Engelhardt



"Vebe is responsive to what we in the industry need and their product range meets our needs," says Joakim Hansen at Engelhardt. The company has used Vebe's products for more than 50 years.

# "We appreciate Vebe's flexibility and service"

Gothenburg-based Engelhardt produces dry mixes for, among other things, baking and confectioning. They have been using Vebe's packaging solutions for more than 50 years and see many reasons to continue with it.

Engelhardt is a family-owned company within the food industry founded in 1962. Today, the company, which develops innovative, tasty and functional dry mixes for bakeries and other industries, has around 60 employees.

"We manufacture, for example, various bread mixes and functional mixes," says Joakim Hansen, who works with process development at the company.

Being at the forefront is important to Engelhardt. The company is currently making one of the largest investments ever undertaken in the company's history, focusing on further strengthening of skills, new production lines, smart packaging and innovative, state-of-the-art product development. Engelhardt has been using Vebe's packaging solutions since the 1970s, and when it was time to replace the bag filler last year, Vebe was naturally chosen again.

"We invested in an Autopac EC 5.46. For me, it was easy to choose Vebe. They offer good service, are very accessible, and I have a good

relationship with the entire service team that I know well," says Joakim Hansen.

What Joakim Hansen appreciates especially is the flexibility of Vebe's Autopac.

"We can run self-produced plastic bags from a tube roll as well as prefabricated open-paper bags or plastic bags in it, which means that we can offer our customers all possible types of packaging. Vebe is responsive to what we in the industry need and their product range meets our needs," he says.

The fact that Vebe is close geographically is also a plus, as is the durability of Vebe's products.

"We had the bag filler we replaced in 2020 for 30 years, so the machines have a long lifetime." ■



## First fair after the pandemic

After a long hiatus due to the pandemic, it was finally time for the trade fair again. At the end of September, Vebe exhibited at the FachPack packaging fair in Nuremberg, Germany.

Salesman Tony Douhàn says that the trade fair visit was very successful:

"This is a fair that we have not visited before, so we didn't really know what to expect. But we are very happy. The focus of the fair was just right."

Tony, who was present along with Vebe CEO Mats Lindgren and salesman Martin Holmberg, says that the trade fairs are very important to Vebe.

"This is how we make new contacts, which we then continue to work with. At FachPack, we had no machines with us, but instead an information booth, where we had the opportunity to show ourselves off. We made some very good contacts with potential customers from the Czech Republic, Poland and Hungary, and others." ■



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# Vebe celebrated 100 years

In early October, Vebe celebrated its 100th anniversary. About 40 people, including former employees, villagers and members of the Swedish Mill Association, participated in the celebration, which included both a field trip and dinner.

The anniversary day started with a field trip to Forssa Kvarn and then continued with a visit to founder Wilhelm Bäckman's grave. This was followed by a field trip to Vebe's factory in Björköby and a festive anniversary dinner.

The day, which was arranged in collaboration with Björkö Hembygdsförening, was very much appreciated.

"We had a great day and received a very positive response afterwards," says CEO Mats Lindgren. ■



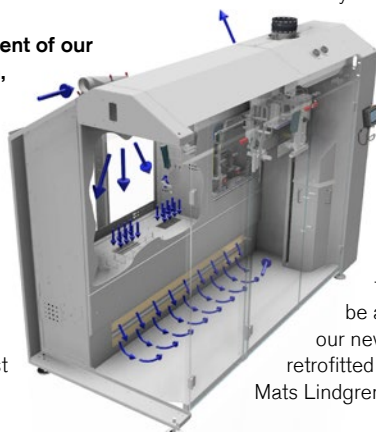
# Push and pull technology minimizes dust

With the help of a special technology, whereby the air flow is controlled, dust can be minimized during bag filling.

"This is a further development of our Autopac," says Mats Lindgren, CEO of Vebe.

The technology is called "push and pull" and means that clean air is introduced into the machine in a controlled manner, at the same time as the air is suctioned out in another place.

"In this way, a controlled air flow is created inside the machine, which means that the dust



doesn't find its way out," says Mats Lindgren. There are many benefits to dust-free filling.

The need for cleaning is minimized, service and maintenance are facilitated and the life of the machine is increased.

"The machine parts simply feel better, and at the same time we meet the high hygiene requirements that exist in the market. This feature will

be available as an option on our new machines. It can also be retrofitted to older machines," says

Mats Lindgren. ■

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## Martin new salesman at Vebe

**Martin Holmberg** is a new salesman at Vebe. He comes from the wood products industry, where he has worked with sales of sheet materials, both as a regional salesman and key account manager.



"It is fun to learn a completely new product and market," says Martin, who will mainly work with southern Sweden, Germany and Denmark.

Martin lives in Helsingborg with his wife and dog. He enjoys spending his free time golfing, snowboarding, hunting and riding a motorcycle.

## Kevin new addition on the service side

**Kevin Kaufmann**, 29, from Nässjö, is newly hired as a traveling service technician at Vebe.

"What's most fun about my new job is that I get to use all the education and knowledge I have accumulated over the years," he says.

In his spare time, Kevin enjoys hiking, climbing, and fishing with friends.

