

Customer Focus: Alimenta



Alimenta has grown considerably in recent years. After installing a fully automatic bag filler line from Vebe, they expect to be able to produce even larger volumes and thus meet customer demand.

“With Vebe’s packaging line, we will be more efficient”

Norwegian Alimenta, which produces dry mixes for the food industry, recently installed a packaging line from Vebe.

“We are growing and therefore need to increase capacity. So far, we are very satisfied,” says Morten Andersen, CEO.

Alimenta is a Norwegian food company that was established in 2002. Since the start, the company, which produces everything from bakery products to preservatives and starch, has grown significantly.

“We deliver to all segments in the food industry, including the meat, charcuterie, dairy and bakery industries. Last year we had sales of 380 million and have had very good growth in recent years,” says Morten Andersen, CEO.

Alimenta handles everything from small bags of 10 grams to bags weighing 750 kg. In order to meet customer demand and increase both efficiency and capacity, they have now chosen to invest in a fully automatic packaging line from Vebe.

In the past, much of the packaging work was done manually.

“With Vebe’s packaging line, we can greatly simplify the packaging process. We expect to be able to produce larger volumes and have greater efficiency. As it is a closed system, we can also avoid dust problems. We also avoid heavy lifting, says Morten Andersen.

Alimenta chose Vebe after talking to other producers in the food industry who highly recommended Vebe’s packaging solutions. “We’ve had a good dialogue with Vebe and everything has worked smoothly. We ordered the line last year, and now, in March, it came pre-assembled and ready. So far, we are very satisfied,” says Morten Andersen. ■

Vebe exhibits at Anuga FoodTec 2022

At the end of April, it will be time for Anuga FoodTec, one of the world’s most important trade fairs in the food and beverage industry. Vebe is on site with its entire sales force.

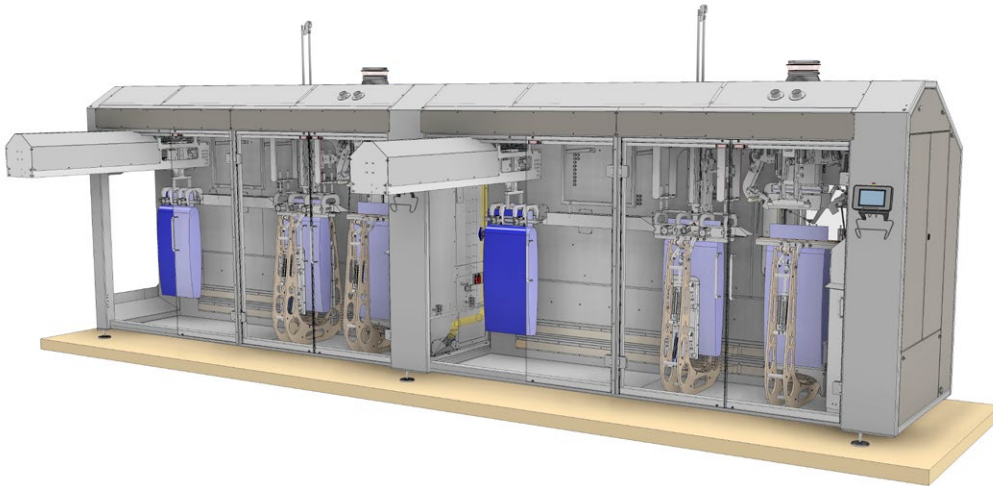
“We go there to meet customers, to network and also to showcase the latest in bag-filling and pallet-loading technologies,” says Mats Lindgren, CEO.

He says that the hope is to further boost sales, but also to make important contacts with retailers.

“The last time we exhibited at Anuga FoodTec was four years ago, and it was very successful. The food industry is very important to us,” he says.

Anuga FoodTec takes place in Cologne, Germany, between 26 and 29 April. There are suppliers, producers and investors on site from more than 100 countries, and the fair covers all parts of the food industry—from production to packaging. ■





New Autopac Twin – increased capacity in small spaces

Vebe is now launching the new Autopac Twin. The new machine consists of two assembled Autopac units and can handle twice as many bags per hour as a "simple" Autopac.

Vebe's Autopac, which has been around since the early 90s, is a fully automatic bag filler for open bags. It is modular, and it is appreciated for its great flexibility and versatility. The capacity is up to 600-700 bags an hour.

"But we have seen that there is a market for higher capacity, especially in the export market, and, therefore, we are now launching

Autopac Twin. This is two Autopacs built together into one unit. For those who need to increase capacity, this is an effective solution," says Martin Holmberg, salesman.

A big advantage of choosing Autopac Twin – instead of two separate machines – is that it takes up less space. But, also, that it can be more easily handled by one and the same operator.

"Autopac Twin will be launched in the spring of 2022 and can handle capacities of up to 1300–1400 bags an hour. That is twice as much as a regular Autopac," says Martin Holmberg. ■

Several options for bag marking

Wax marking, ink jet marking or label application—with Vebe's packaging lines, you can choose the brand option that best suits your products.

"We can offer all three alternatives, and it is possible to use several variants in the same line, says Håkan Söderstrand, salesman.

He says that label application is most common. It offers the opportunity of getting a nice pre-printed label for displaying a brand or logo in several colors. You can also print directly on the bag with wax print or inkjet print.

"Inkjet printers are most often used if you want a simple barcode or similar on the bag. If you need a slightly finer print, wax printers, which provide significantly better resolution than inkjet printers, can be a good alternative. ■



Your contacts

SALES

Mats Lindgren, Managing Director/Sales
+46 383-312 06 | mats@vebe.se

Tony Douhán, Sales
+46 383-313 13 | tony@vebe.se

Håkan Söderstrand, Sales
+46 383- 213 30 | hakan@vebe.se

Martin Holmberg, Sales
+46 383-312 40 | martin@vebe.se

Helena Friberg, Office-based Sales
+46 383-312 09 | helena@vebe.se

Niclas Simonsson, Sales, Turkey
+90 (0)533-612 64 98 | niclas@vebe.se

FINANCE

John Albinsson
+46 383-312 01 | john@vebe.se

SPARE PARTS

Dan Borg
+46 383-312 25 | dan@vebe.se

SERVICE

Torbjörn Karlsson
+46 383-312 27 | torbjorn@vebe.se

Håkan new on the sales side

Håkan Söderstrand, 51, is a new technical salesman at Vebe. He has worked with sales for 20 years, which includes the packaging industry.

"What I enjoy most with the job at Vebe is constantly meeting new people and being able to help with solutions that simplify and improve customers' production," he says.

Håkan lives in Nässjö with his wife and two children. He likes to spend his free time fishing, golfing and playing padel.



John is Vebe's new Chief Financial Officer

John Albinsson, 35, from Vetlanda is Vebe's new CFO. He most recently came from Swedstyle AB.

"It's enjoyable to work in a small company and to test out many different tasks. Vebe is a fun company that is at the forefront of technology," he says.

In his spare time, it is sports all the way for John. He is very involved in the leisure activities of his three children, and plays veteran hockey and padel himself.

