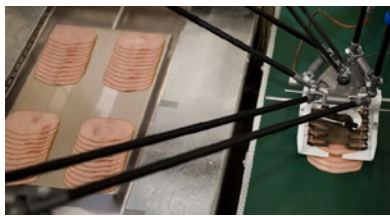


# CASE STUDY

PolyLine - Bröderna Nilsson



## PolySlicer's vision fills wallets

Readers of the world's best meat industry media can't fail to have spotted our latest advertising campaign entitled, 'Times are changing.'

A series of follow on advertisements encourages processors to keep up with the times by investing in the latest machines and systems from Marel Food Systems companies. Successful processors stay successful by identifying and adopting trends and taking advantage of up to date technology - none more so than cooked meats specialists Br. Nilsson Delikatesser AB of Gothenburg, Sweden, a private company founded in 1928 which is still owned and managed by the Nilsson family.

Back then the company pioneered the use of cold storage and, from its then basement location which boasted an ice making machine, rented out their coldstore facility to other processors and retailers. In 1992 the company moved to its current EU standard compliant, purpose built premises where today, 80 people work two shifts a day to meet the strong demand for Br. Nilsson's excellent products. The current economic climate is benefiting Br. Nilsson as increasing numbers of consumers spend more on eating at home. The company manufactures a range of 40 different products under 3 brand names that includes beef, turkey, chicken and 15 different types of ham, all of which sell to their home market in sliced format to consumers and as logs to some of the biggest Swedish slicing companies. The company has also begun exporting its products and exhibits at many of the relevant international industry exhibitions.

Br. Nilsson had for many years, supplied their products in catering packs, but in 2005 all that changed when they changed to a new type of wallet pack that closely resembled the attractive style of packaging found in delicatessens. The bottom film of the wallet has the appearance of paper but, after packing in a thermoformer, the pack, with its shingled group of meat slices, is folded twice before an adhesive label is applied to keep it in

place. The wallet quickly found favour with customers and export markets alike and it soon became obvious to Br. Nilsson that it was time to invest in a faster, more accurate slicing facility. The company bought an AEW Delford PolySlicer Plus through their long standing suppliers, I.O. Trading & Teknik AB, AEW Delford's distributor in Sweden. The slicer was used to produce random weight packs but as demand increased, so did the need for fixed weight production.

### Enter PolyLine

In 2008 an all new PolyLine, complete with the latest PolySlicer 3000 Vision, G2300 checkweigher and IPL Robot was supplied and installed by I.O. Trading & Teknik AB.

Marketing Director, Magnus Nilsson is most impressed with PolyLine's speed, accuracy and versatility. "The PolySlicer and IPL Robot combination provides us with the versatility and flexibility to produce a wide range of superbly presented products in greater volumes. The IPL robot has saved 3-4 operators and this reduction in handling improves shelf life."

Now, more than 70% of Br. Nilsson's sliced production is in wallet packs and, thanks to PolySlicer Vision accuracy and reliability in producing fixed weights, giveaway is typically less than 0.5%.

The company is already considering the addition of another IPL robot to fill even more wallets.

**You see? Times really are changing and surely, having read this you don't need convincing that it pays to change with the times.**

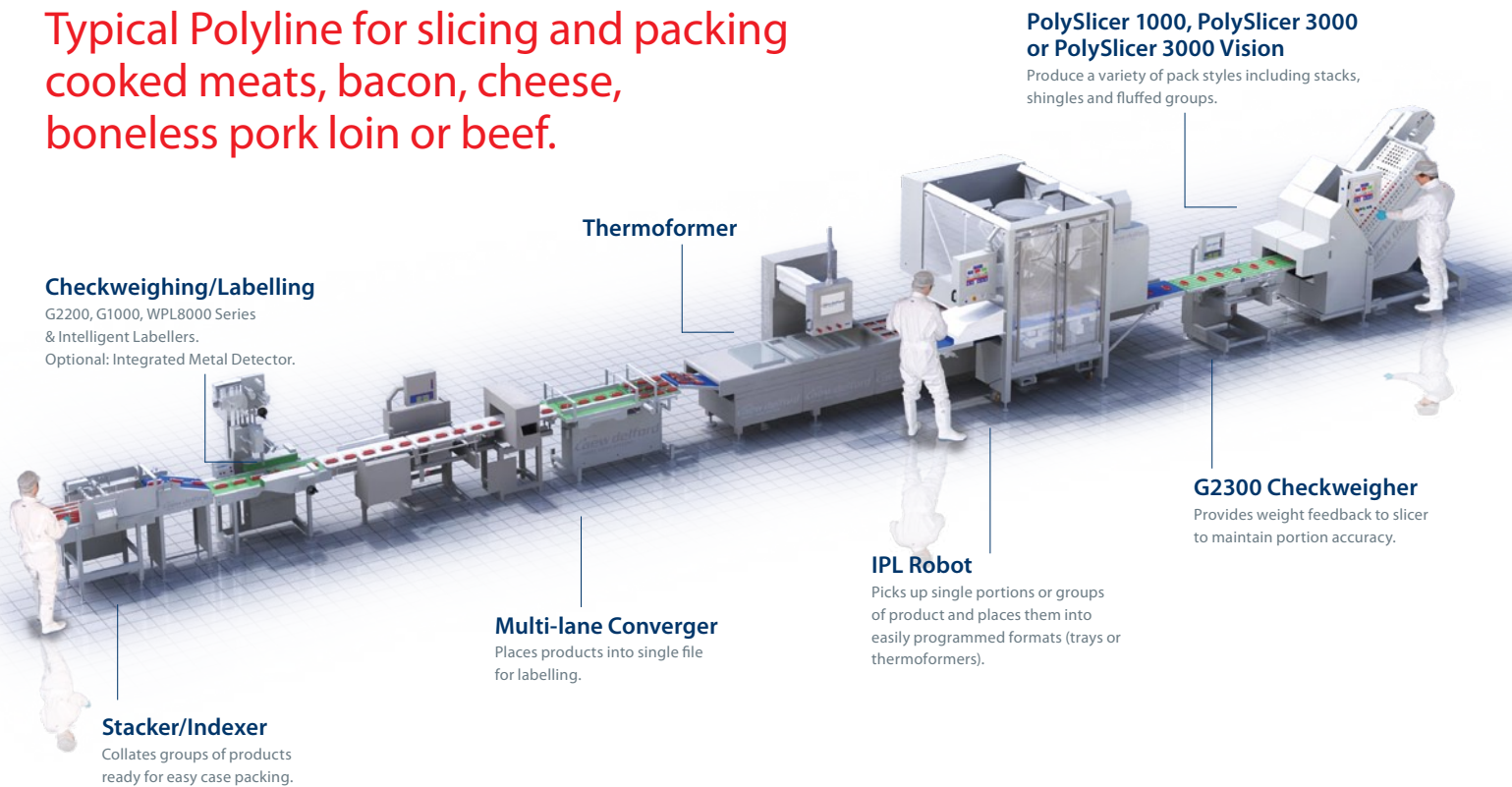


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# *polyline* automatic slicing and packing from start to finish.

Typical Polyline for slicing and packing cooked meats, bacon, cheese, boneless pork loin or beef.



Maximise yields and output, increase throughput efficiency, reduce labour costs and optimise product quality.

## Key Features and Benefits

- Fast, efficient and accurate
- Produces fixed weight or catch weight packs
- Low maintenance
- Variety of service and support packages
- Intelligent production control with Innova modular software
- Proven installations on 3 continents
- We can configure a system to precisely meet your needs.

## Find out more

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