

# TECH4FOOD

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**the study**

## Plastics: let's take stock of the situation

An analysis of European production and demand data for 2019. And the main trends that shaped the industry in 2020, in the midst of the pandemic. The report issued by Plastics Europe.

from page 26 to page 29

**markets & trends**

## Global 'Foodtech' knows no crisis



Investments in technological development are estimated to have reached 17 billion euro in 2020, driven by alternative proteins and food delivery. The latter, attracted more than 48% of total financings since 2010. The main findings of a report issued by Talent Garden and Forward Fooding.

pages 30 and 31

**product preview**

## Looking forward to a Sweet year



Dough mixers, ovens, ingredient dosers, automatic filling machines as well as ultimate processing and packaging solutions by some of the Italian leading technology providers. State-of-the-art machines and lines dedicated to both artisanal and industrial manufacturers of confectionery, chocolate and bakery goods. Because today more than ever, we need to know that 2021 will bring us some well-deserved sweetness.

from page 11 to page 16

**zoom**

**"Sustainability isn't only a matter of packaging"**

Roncoroni Spa, specialised in the lamination and coating of a wide range of materials, is carrying out an assessment of its environmental footprint.

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**insight**

**When the going gets tough...**

2020 was a bad year for Italian manufacturers of plastics and rubber processing machinery, that posted a 14% drop in exports.

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**outlooks**

**Get a share of this cake**

An in-depth focus, by Euromonitor International, on the Chinese bakery and confectionery market, which is expected to double its values over the next five years.

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**the study**

**Europeans like sustainable shopping**

Did Coronavirus make consumers forget about environmental issues? The answer of the GFK report WhoCaresWhoDoes.

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**trending**

**'Snackification' mania**

Innovative, single-dose, with recyclable packaging. The global snack market is rapidly increasing. And following very precise directives.

pages 24 and 25

**showcase**

## The perfect cut

Machines and technologies suited to a wide range of cheese and deli meats. Featuring increasingly high levels of automation and developed to meet industry 4.0 requirements, as well as the highest safety standards. The best solutions provided by leading Italian manufacturers.

from page 32 to page 35

**special insert**

### TRADE SHOWS 2021



centerfold



# Trade shows, how we miss you

By Federica Bartesaghi

Confirmed, postponed, cancelled, rescheduled. Since the beginning of the pandemic, a year ago, the big international trade shows have been living through months of anguish and uncertainty. The question, for all of them, is always the same: what is the right thing to do for all of the actors involved in this great and gigantic show?

And in the case of trade fairs, let me say it, there is a plenty of them. Organizers, just to begin with, as well as the exhibiting companies, their own collaborators and booth manufacturers. Visitors, of course, and journalists, but also hotels, restaurants, bars, airlines and railways and all those activities that take advantage of events capable of moving millions of people from hundreds of countries. And the impossibility of guaranteeing mobility between countries, combined with the continuous alternation of 'full speed ahead' and 'back all', has meant that, one after another, all the major trade exhibitions scheduled for 2020 - and often in the first half of 2021 - have raised the white flag.

In the world of food & beverage technologies, this is the case of Interpack, the Dusseldorf-based packaging and processing trade show. First planned in 2020 and postponed to 2021, the trade show has now been rescheduled for 2022. The Russian trade fairs Upakovka and Interplastics, just like the Italian Ipack-Ima, have also been rescheduled in the same year, just like Anuga FoodTec, the Cologne-based 'giant' tech event, that was scheduled for March this year but has been postponed to April 2022. These are just few examples, but the list is long and includes

des the world's largest food & beverage events as well. Just to name a few: Tuttofood, Cibus, Vinitaly, Marca, Sial, Plma, Summer Fancy Food, Alimentaria and so on.

In some (few) cases, trade fair organizers have tried to exploit the potential of the internet, offering digital or 'hybrid' events. The same thing happened with some large companies, which tried to replace trade fairs with 'digital showcases' where to display potential buyers their latest innovations. A good example of resourcefulness, of course, but still a palliative. The truth is that the real strength of trade fairs lies in face-to-face meetings and in the possibility of discussing projects and products over a cup of coffee. After all, how can you choose to buy tons of deli meats or cheeses if you don't know their taste or scent? And similarly, how can you spend millions of euro for a machine without a 'real', personal evaluation of its quality. Not by chance food-tech companies invest time, effort and money to move entire industrial lines inside exhibit Halls.

Waiting for the long-awaited return to the old, reassuring forms of relationship and business, what operators have to do now is communicate. Communicate their innovations, their desire to stay on the market, not to see nullified the labors and efforts of a lifetime.

With *Tech4Food*, our magazine dedicated to Italian technologies for food & beverage manufacturers, which turns 5 this year, that's what we are trying to do. Thanks for your trust. And happy new year to all.

## Fiere, quanto ci mancete

Confermate, posticipate, annullate, riprogrammate. Da inizio pandemia, ormai un anno o sono, le grandi fiere internazionali hanno vissuto mesi di angoscia e profonda incertezza. La domanda, per tutti, è sempre la stessa: qual è la cosa giusta da fare per gli attori coinvolti in questo grande e grandioso spettacolo?

E nel caso delle fiere, lo possiamo dire, sono davvero tanti. Gli organizzatori, tanto per cominciare, così come le aziende espositrici, i rispettivi collaboratori e le società di montaggio degli stand. I visitatori, naturalmente, e i giornalisti, ma anche alberghi, ristoranti, bar, compagnie aeree e ferroviarie e tutto l'indotto generato da eventi capaci di muovere milioni di persone da centinaia di Paesi. E proprio l'impossibilità di garantire la mobilità tra le frontiere, sommata al continuo alternarsi di 'via libera' e 'fermi tutti', ha fatto sì che, uno dopo l'altro, tutti i grandi eventi fieristici programmati nel 2020 - e nella prima metà del 2021 - abbiano alzato bandiera bianca.

Nel mondo delle tecnologie è il caso di Interpack, la grande

fiera del packaging e processing di Dusseldorf. Programmata nel 2020, dopo un primo rinvio alla primavera 2021 si è vista costretta a dare a tutti appuntamento al 2022. Nello stesso anno sono state riprogrammate anche le russe Interplastica e Upakovka, oltre naturalmente all'italiana Ipack-Ima e ad Anuga Food Tec, il 'gigante' di Colonia che si doveva svolgere a marzo quest'anno, ma è stato riprogrammato ad aprile del prossimo anno. Sono solo esempi, ma la lista è molto lunga e coinvolge, naturalmente, anche le grandi fiere del food&beverage. Tanto per citarne alcune: Tuttofood, Cibus, Vinitaly, Marca, Sial, Plma, Summer Fancy Food, Alimentaria e via dicendo.

In alcuni (pochi) casi, si è scelto di provare a sfruttare le potenzialità del web offrendo appuntamenti digitali o 'ibridi'. Lo stesso vale per molte grandi aziende del settore, che hanno sostituito le fiere con 'vetrine digitali' dove raccontare ai potenziali acquirenti le ultime soluzioni sviluppate. Un bell'esempio di intraprendenza, certo, ma pur sempre un pallia-

tivo. La verità è che la vera forza delle fiere sta proprio nell'incontro, nel faccia a faccia, nel discutere davanti a un caffè di progetti e prodotti. D'altronde, come si può scegliere di acquistare tonnellate di salumi o formaggi senza conoscerne il sapore e il profumo. E allo stesso modo, come si può spendere milioni di euro in una macchina senza averne vagliato, di persona, la qualità. Non è un caso se le aziende del meccano-alimentare investono tempo, denaro e risorse per trasportare intere linee produttive all'interno dei padiglioni fieristici.

Aspettando quindi il tanto agognato ritorno alle abituali, rassicuranti forme di relazione e business, agli operatori del settore non resta che comunicare. Comunicare le proprie novità, la voglia di continuare a esserci, di non vedere vanificato il lavoro e lo sforzo di anni.

Con *Tech4Food*, la nostra rivista dedicata alle tecnologie per il food & beverage, che quest'anno compie 5 anni, cerchiamo di fare proprio questo. Grazie della vostra fiducia. E buon anno a tutti.



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# OUR STAINLESS STEEL JEWELLERY



IP 65  
stainless steel packaging line

FP 021  
stainless steel horizontal wrapper

FV 025  
multi axis vertical wrapper

FP 027  
wrapping machine for cheese

FP 025 PBA  
stainless steel version

FP 025BB  
stainless steel version

FP 095 AISI  
stainless steel wash down long dwell

**Tecno Pack**  
PACKAGING MACHINES

**NOVAMONT ACQUIRES BIOBAG. TOGETHER, THEY MAKE UP THE LARGEST EU BIOPLASTICS PLAYER**

Novamont, an Italian bioplastics company, announces the acquisition of BioBag Group, a Norway based supplier of low-impact solutions for waste collection and packaging. "The acquisition," says a note, "will allow Novamont to benefit from BioBag's highly specialised independent distribution in areas where Novamont is less present. Together, the two companies will be able to offer a more complete solution set to the market and to create even more long-lasting alliances with key stakeholders such as large retailers and communities." Moreover, thanks to the acquisition they will step up efforts in projects aiming at enhancing separate organic waste collection and composting systems, especially in North America, the Scandinavian countries, Eastern Europe and Australia. "By joining our best skills and energies and fully integrating our supply chains," comments Novamont's ceo Catia Bastioli (picture), "we can better serve our partners upstream and downstream."

**Novamont acquisisce BioBag. Insieme costituiscono un 'big' europeo delle bioplastiche**

Lo specialista italiano delle bioplastiche Novamont annuncia l'acquisizione del gruppo norvegese BioBag, che realizza soluzioni a basso impatto per i settori del packaging e della raccolta separata del rifiuto umido. "L'acquisizione", si legge in una nota, "consentirà a Novamont di beneficiare della rete distributiva indipendente altamente specializzata di BioBag nelle aree geografiche in cui Novamont è meno presente. Insieme, le due società saranno in grado di offrire al mercato un ventaglio più completo di soluzioni e di creare alleanze ancor più solide con i principali stakeholder, dalla grande distribuzione alle comunità locali". Grazie all'acquisizione sarà inoltre intensificato l'impegno per progetti volti a migliorare la raccolta differenziata dei rifiuti organici e i sistemi di compostaggio, soprattutto in Nord America, nei paesi scandinavi, in Europa orientale e in Australia. "Grazie all'unione delle nostre migliori competenze ed energie e alla completa integrazione delle nostre filiere di fornitura", Catia Bastioli (nella foto), amministratore delegato di Novamont commenta, "possiamo servire meglio i nostri partner sia a monte che a valle della catena del valore".



**BAULI GROUP RELIES ON MICROSOFT FOR ITS DIGITAL TRANSFORMATION**

To keep up with the transformation processes dictated by the health emergency, Bauli, one of the main Italian bakery groups, has introduced a series of remote collaborative solutions reinventing the working environment and taking a further step for the adoption of even more advanced solutions. Indeed, with the support of Microsoft 365, the company has guaranteed the continuity of production offering 300 employees the possibility of smart working, also making use of OneDrive and Sharepoint in order to store, share and access in cloud to their files with the maximum security and privacy guarantees. As declared Paolo Sassi, Cio di Bauli: "We are sure that our innovation path will not stop here, and we are already considering new offers from the cloud and from Microsoft business intelligence tools."

**Gruppo Bauli si affida a Microsoft per la trasformazione digitale**

Per stare al passo con i percorsi di trasformazione dettati dall'emergenza sanitaria, Bauli, uno dei principali gruppi alimentari italiani, ha implementato una serie di soluzioni collaborative in remoto reinventando l'ambiente di lavoro e compiendo un ulteriore passo per l'adozione di soluzioni ancora più evolute. Con il supporto di Microsoft 365, infatti, l'azienda ha garantito la continuità della produzione offrendo a 300 dipendenti la possibilità di smart working, avvalendosi anche di OneDrive e Sharepoint per archiviare, condividere e accedere in cloud ai propri file con le massime garanzie di sicurezza e privacy. Come ha dichiarato Paolo Sassi, Cio di Bauli: "Siamo sicuri che il nostro percorso d'innovazione non si fermerà qui e stiamo già valutando nuove opportunità offerte dal cloud e dagli strumenti di business intelligence di Microsoft".

**THE GLASS HALLMARK IS BORN**

Designed by the Federation of European manufacturers of glass packaging (Feve) a new brand aiming to highlight the environmental and health benefits of choosing products packaged in glass (bottles and jars) at a glance. Officially presented in Brussels on 24th November, the hallmark is the result of a collaborative year-long effort between industry, designers, customers and consumers to co-create a recognisable and representative symbol of the qualities of a glass container: food safety, impermeability to liquids and micro-organisms, sterilizability, perfect conservation of liquids and food, up to its total and infinite recycling. The new hallmark launch follows a survey of 10,000 European consumers across 13 Countries, carried out by the market researcher InSites Consulting in 2020. The findings demonstrate that 9 Europeans out of 10 (91%) consider glass to be the best container to preserve foods and beverages (+11% in 2016), in Italy they are actually 96%. Bonduelle, expert in plant-based foods, voiced its support for the initiative with the inclusion of the new symbol in its products.



**Nasce il marchio 'made in vetro'**

Ideato dalla Federazione europea dei produttori di imballaggi in vetro (Feve) un nuovo marchio volto a certificare, a colpo d'occhio, le qualità e i benefici ambientali legati alla scelta dei prodotti confezionati in vetro (bottiglie, vasi, flaconi). Presentato ufficialmente a Bruxelles il 24 novembre, il marchio è il risultato di uno sforzo collaborativo durato un anno tra industria, designer, clienti e consumatori per creare un simbolo riconoscibile e rappresentativo delle qualità di un contenitore in vetro: sicurezza alimentare, impermeabilità ai liquidi e ai microrganismi, sterilizzabilità, perfetta conservazione di liquidi e alimenti, fino al suo riciclo totale e infinito. Il lancio del nuovo marchio segue un sondaggio su 10mila consumatori europei in 13 Paesi, condotto dalla società InSites Consulting nel 2020. È emerso che oltre 9 europei su 10 (91%) raccomandano il vetro come miglior contenitore per conservare cibi e bevande (+11% sul 2016), in Italia sono addirittura il 96%. Bonduelle, specialista degli alimenti a base vegetale, ha espresso il proprio sostegno all'iniziativa con l'inclusione del nuovo simbolo nei propri prodotti.

**SACMI PACKAGING & CHOCOLATE ESTABLISHES THE NEW TRAY FORMING BUSINESS UNIT**

The establishment of the new Tray Forming business unit is effective from 1st January 2021, with the Sacmi Packaging business branch ceded to Sacmi Packaging & Chocolate by Sacmi Group. Acquired by Sacmi in 1986, the company (former Inpak) turned Sacmi Group in a key producer of complete packaging and palletizing systems. Established as Sacmi Packaging in 2004, the company has grown developing unmatched skills especially in the medium-speed segment. This latest addition brings the number of business units established within the company to four, working out of three separate facilities. In addition to Wrapping and Tray Forming (Castel San Pietro, Bologna), Process & Moulding (Rozzano, Milan), Packaging (Monticello d'Alba, Cuneo). Roberto Bucchi, ceo of Sacmi Packaging, has been appointed to lead this latest business unit.



**Sacmi Packaging & Chocolate costituisce la nuova business unit Tray Forming**

È effettiva dal 1° gennaio 2021 la costituzione della nuova business unit Tray Forming, con la cessione del ramo d'azienda Sacmi Packaging, da parte di Gruppo Sacmi, a Sacmi Packaging & Chocolate. Acquisita da Sacmi nel 1986, l'allora Inpak ha segnato l'ingresso del Gruppo Sacmi nella produzione di sistemi completi di imballaggio e palletizzazione. Costituita come Sacmi Packaging nel 2004, l'azienda è cresciuta negli anni sviluppando competenze di alto livello in particolare nel segmento delle medie velocità. Con l'acquisizione di Sacmi Packaging salgono quindi a quattro le business unit costituite all'interno dell'azienda, distribuite su tre sedi produttive. Oltre a Wrapping e Tray Forming (Castel San Pietro, Bologna), Process & Moulding (Rozzano, Milano), Packaging (Monticello d'Alba, Cuneo). Al vertice operativo della business unit è stato nominato Roberto Bucchi, già amministratore delegato di Sacmi Packaging.

**STEF GROUP CAN ACQUIRE NAGEL-GROUP'S OPERATIONS IN ITALY AND BELGIUM**

The German competition authority has approved the acquisition, by Stef Group, of the activities of the logistic operator Nagel-Group in Italy and in Belgium. Under the terms of this transaction, announced in mid-November and finalized on 31st December, Nagel-Group will be allowed to make use of the distribution network of Stef Group in Italy and in Belgium, while Stef Group will be able to offer its customers a wider coverage and even more distribution services in Germany, Northern and Eastern Europe. "In Italy, Nogarole Rocca branch (Verona) will offer producers and retailers a unique expertise in transport and distribution services towards Europe, especially Germany, the UK and Eastern Europe," explains Stef Group in a note. "The three platforms which compose the branch offer 3,700 m<sup>2</sup> dedicated to fresh food, 1,800 m<sup>2</sup> dedicated to thermosensitive products, and 200 m<sup>2</sup> for the frozen ones, covering the whole range of services which are useful for the business development in Italy, especially in its Northeastern part." Expert in temperature-controlled transport and logistics services in food, retail and out-of-home food service sectors, Stef Group is present in seven Countries with a turnover of more than 3 billion euros in 2019. As for Nagel-Group, with a turnover of 2.1 billion euros, it specialises in food logistics and operates throughout Europe thanks to a network of 130 locations. The second part of the agreement, concerning the Netherlands, will be finalized later on in 2021.



**Gruppo Stef: via libera all'acquisizione delle attività di Nagel-Group in Italia e Belgio**

L'autorità tedesca per la concorrenza ha dato parere favorevole all'acquisizione, da parte del Gruppo Stef, delle attività dell'operatore logistico Nagel-Group in Italia e in Belgio. L'operazione, annunciata a metà novembre e finalizzata il 31 dicembre, prevede che, in virtù dell'accordo, Nagel-Group possa beneficiare del network distributivo di Gruppo Stef in Italia e in Belgio, mentre il Gruppo Stef potrà offrire ai propri clienti una più ampia copertura e ancora più servizi per le attività distributive verso l'Europa Centrale (Germania), del Nord e dell'Est. "In Italia, la filiale di Nogarole Rocca, in provincia di Verona, offrirà ai produttori e ai retailer un'expertise unica nei servizi di trasporto e distribuzione verso l'Europa, in particolare la Germania, il Regno Unito e l'Est Europa", spiega Gruppo Stef in una nota. "Le tre piattaforme di cui è composta la filiale offrono 3.700 m<sup>2</sup> dedicati al fresco, 1.800 m<sup>2</sup> dedicati al termosensibile e 200 m<sup>2</sup> per il congelato, coprendo tutta la gamma di servizi utili allo sviluppo del business in Italia, in particolar modo nel Nord-Est". Specialista nel trasporto e nella logistica a temperature controllata per i settori food, retail e ristorazione, Gruppo Stef è presente in sette Paesi con un fatturato che, nel 2019, ha raggiunto 3 miliardi di euro. Dal canto suo Nagel-Group, con un fatturato di 2,1 miliardi di euro, è specializzata nella logistica alimentare ed è attiva in tutta Europa grazie a un network di 130 sedi. La seconda parte dell'accordo, che riguarda i Paesi Bassi, sarà finalizzata più avanti nel 2021.



**MACHINES FOR CHEESE PROCESSING AND CUTTING**



**TRANSACTION BETWEEN ITALMOBILIARE  
E FAERCH GROUP FINALISED**

On 4th January the investment holding Italmobiliare (through its wholly owned company Sirap Gema) and the Danish expert in food packaging, Faerch Group, completed the closing of the transaction whereby Sirap Gema sold its main assets in Italy, Poland and Spain, for an enterprise value of approximately 162 million euros. As explained in a note, the Sirap Group will maintain control of the activities in the other sectors and Countries where the Group is present (the Petruzalek Group, operations in France, Germany and the United Kingdom).

**Finalizzata operazione tra Italmobiliare e Faerch Group**

Il 4 gennaio è stata data esecuzione all'accordo tra la investment holding Italmobiliare (tramite la controllata Sirap Gema) e lo specialista danese del packaging alimentare, Faerch Group, per la cessione da parte di Sirap Gema dei suoi principali asset in Italia, Polonia e Spagna, per un enterprise value di circa 162 milioni di euro. Come si legge in una nota, il Gruppo Sirap manterrà il controllo delle attività negli altri settori e Paesi dove è presente (gruppo Petruzalek, attività in Francia, Germania e Regno Unito).

**FRA PRODUCTION ESTABLISHES  
A NEW LOGISTICS HUB**

Fra Production, expert in technical textiles, continues to invest in Italy, and especially in the Asti area, inaugurating the new Dusino 3 logistics hub. Resulting from an investment of over 2.2 million euros, the new hub extends on an area of 3,040 m<sup>2</sup> in Dusino San Michele, where the headquarter and the two other Italian factories are located. The whole plant is powered by a cutting-edge photovoltaic system of 350KW, which makes it completely autonomous and the surplus is used to reduce the energy consumption of the two factories Dusino 1 and 2, cutting on Co2 emissions by 236 tons/year. The company, which operates in 66 Countries and with a consolidated turnover of over 22 million euros in 2019, estimated to end 2020 with a turnover and a gross operating margin exceeding expectations.

**Fra Production inaugura  
un nuovo hub logistico**

Fra Production, specialista nei prodotti tessili tecnici, continua a investire in Italia e, in particolare, nell'astigiano, inaugurando il nuovo hub logistico di Dusino 3. Frutto di un investimento di oltre 2,2 milioni di euro, il nuovo hub si estende su un'area di 3.040 mq a Dusino San Michele, dove sono già presenti l'headquarter e i due stabilimenti italiani. Tutto l'impianto è alimentato da un sistema fotovoltaico da 350KW di ultima generazione che permette alla struttura di essere completamente autonoma e di sfruttare il surplus prodotto per abbattere i consumi energetici dei due stabilimenti Dusino 1 e 2, riducendo di 236 tonnellate/anno le emissioni di Co2. L'azienda, presente in 66 Paesi e con un fatturato consolidato che ha superato i 22 milioni di euro nel 2019, prevede di chiudere l'anno con un fatturato e un margine operativo lordo superiori alle aspettative.

**ANUGA FOODTEC 2021  
CANCELLED**

By a letter sent to exhibitors, the German trade fair organizer announces the cancellation of Anuga FoodTec 2021, which was expected to take place in Cologne from 23rd to 26th March. The trade fair, reference global event for producers and users of technologies applied to the food and beverage industry, has been rescheduled from 26th to 29th April 2022. "Indeed, we know that your trade fair calendars are very packed from the second half of 2021, and the same is true for our exhibition center," explain the organizers. "Moreover, it is important for all of us that the next Anuga FoodTec takes place outside the currently foreseeable 'corona risk window'."

**CAVANNA GROUP: CORPORATE  
REORGANIZATION FOR  
THE EXPERT IN FLOWPACK**

From left: Riccardo and Alessandra Cavanna, Riccardo Ciabrone

On 1st January Cavanna Group, expert in integrated solutions for food and non-food flow-wrapping, undertook an important corporate reorganization. With the objective, as explained in a note, of evolving towards an even greater use of its resources and resuming the development path that has characterized the group since its foundation. Succeeding Giulio Cicognani, Riccardo Cavanna assumes the position of chairman of the Board and Lead strategist of Cavanna Group, also becoming the majority shareholder. "A choice that will allow me to devote myself more to the development of strategic business and innovation projects, primarily in terms of sustainable materials for packaging and Industry 4.0," explains Riccardo Cavanna. His sister, Alessandra Cavanna, leaves the position of co-chief executive officer moving on to the management of family assets and remaining a minority shareholder. While Riccardo Ciabrone, Cfo of Cavanna Group for 4 years, assumes now the position of ceo. "The company remains at the center and in the first place of the Cavanna family," underlines Alessandra Cavanna, "aware of the great potential of people, as well as of the technology and experience inherent in the Cavanna brand."

**Gruppo Cavanna: riassetto organizzativo  
per lo specialista del flowpack**

Al via, dal 1° gennaio, un importante riassetto aziendale del Gruppo Cavanna, specialista nelle soluzioni integrate per il confezionamento food e non-food in flowpack. Con l'obiettivo, si legge in una nota, di evolvere verso una maggiore managerialità delle risorse e riprendere il percorso di sviluppo che caratterizza il gruppo fin dalla fondazione. Succeedendo a Giulio Cicognani, Riccardo Cavanna assume così la carica di presidente del Cda e Lead strategist di Cavanna Group, divenendone anche azionista di maggioranza. "Una scelta che mi permetterà di dedicarmi ancor di più allo sviluppo strategico del business e dei progetti di innovazione, in primis in tema di materiali sostenibili per il packaging e Industry 4.0", spiega Riccardo Cavanna. La sorella, Alessandra Cavanna, lascia invece la carica di co-amministratore delegato passando alla gestione del patrimonio familiare e restando socio di minoranza. Mentre Riccardo Ciabrone, da quattro anni Cfo del Gruppo Cavanna, ne assume ora la carica di amministratore delegato. "L'azienda rimane al centro e al primo posto della famiglia Cavanna", sottolinea Alessandra Cavanna, "consapevole del grande potenziale di donne e uomini, oltre che di tecnologia ed esperienza insiti nel nostro marchio".

**Cancellata  
Anuga FoodTec 2021**

Con una lettera inviata agli espositori, l'ente fiera tedesco comunica l'annullamento dell'edizione 2021 di Anuga FoodTec, che si doveva tenere nel polo fieristico di Colonia dal 23 al 26 marzo. La fiera, evento mondiale di riferimento per produttori e utilizzatori di tecnologie applicate all'industria del food&beverage, viene riprogrammata dal 26 al 29 aprile 2022. "Sappiamo infatti che il vostro calendario di eventi per la seconda parte del 2021 è molto affollato, e lo stesso vale per il nostro polo fieristico", spiegano gli organizzatori. "Inoltre, è per noi importante che la prossima edizione di Anuga FoodTec abbia luogo al di fuori della 'finestra di rischio' da Coronavirus attualmente prevedibile".

**FOOD PACKAGING: FOUR BIG PLAYERS  
OF THE SECTOR FOR A NEW FILM GENERATION**

Novamont, SunChemical Group, Ticinoplast and Uteco Group. These are the companies that, by sharing their respective technological know-how, have developed a new class of film for food packaging which combines the



biodegradability and compostability of materials with extrusion, printing and lamination techniques. In detail, Novamont's flexible Mater-Bi bioplastic film, extruded with Ticinoplast technology, is treated with Aerbloc Enhance/SunChemical barrier lacquer, printed with Aqualam/SunChemical water-based inks and laminated using a SunLam/SunChemical compostable solvent-free adhesive using printing technology and lamination of Uteco Group. "The flexible film thus obtained is optimal for food packaging having similar technical characteristics to the solutions currently adopted," explain the companies in a note, "but being able – after use – to be used for the collection of the wet fraction and sent for subsequent industrial composting."

**Packaging alimentare: quattro 'big'  
del settore per una nuova generazione di film**

Novamont, SunChemical Group, Ticinoplast e Uteco Group. Sono queste le aziende che, grazie alla messa a sistema delle rispettive competenze, hanno portato alla creazione di una nuova classe di film per il packaging alimentare che combina la biodegradabilità e compostabilità dei materiali a tecniche di estrusione, stampa e laminazione inedite. In dettaglio, il film flessibile in bioplastica Mater-Bi di Novamont, estruso con tecnologia Ticinoplast, viene trattato con lacca barriera Aerbloc Enhance/SunChemical, stampato con inchiostri all'acqua Aqualam/SunChemical e laminato utilizzando un adesivo senza solvente compostabile SunLam/SunChemical tramite tecnologia di stampa e laminazione di Uteco Group. "Il film flessibile così ottenuto è ottimale per imballaggi alimentari avendo caratteristiche tecniche analoghe alle soluzioni attualmente adottate", spiegano le aziende in una nota, "ma potendo – terminato l'uso – essere destinato alla raccolta della frazione umida ed essere avviato al successivo compostaggio industriale".

**INTERPACK 2021 CANCELLED.  
THE TRADE FAIR POSTPONED TO MAY 2023**

Interpack 2021, international packaging and processing fair organized by Messe Düsseldorf, has been called off. After the cancellation of the 2020 edition, last May, the trade fair was rescheduled to take place from 25th February to 3rd March 2021 but, due to the uncertainties related to the progress of the pandemic, has now announced the definitive cancellation of the event and the postponement to May 2023 (4-10). "We have made every effort to do justice to interpack's tremendous importance for the processing and packaging industry even during this pandemic," explains Wolfram N. Diener, ceo of Messe Düsseldorf. "Ultimately, however, feedback from our exhibitors has clearly shown that the uncertainty is too great, and we are thus unable to host an interpack event that would meet the standards of a leading international trade fair."

**Annullata interpack 2021.  
La fiera slitta a maggio 2023**

Salta interpack 2021, salone internazionale del packaging e processing organizzato da Messe Düsseldorf. Dopo l'annullamento dell'edizione 2020, lo scorso maggio, la fiera avrebbe dovuto riposizionarsi dal 25 febbraio al 3 marzo 2021 ma, a causa delle incertezze legate all'andamento della pandemia, ha ora annunciato la cancellazione definitiva dell'evento e il rinvio a maggio 2023 (4-10). "Abbiamo fatto tutto il possibile per dar risalto alla straordinaria importanza di interpack per l'industria del processing & packaging anche in tempi di pandemia", spiega Wolfram N. Diener, ceo di Messe Düsseldorf. "Alla fine, il riscontro degli espositori evidenzia tuttavia in modo chiaro che l'incertezza è troppo grande per poter organizzare un'interpack che soddisfi i requisiti di una fiera leader internazionale".

**ACQUA SANT'ANNA INVESTS 10 MILLION EUROS  
TO INCREASE PRODUCTION**

Acqua Sant'Anna, an Italian company operating in the mineral water sector, invests 10 million euros in the purchase of a new bottling line which would bring production to 3.5 billion bottles per year at Vinadio plant (compared to the current 1.5 billion). Moreover, the range of laser-guided robots in charge of handling goods will be expanded as well. Two years ago the company invested 50 million euros in the purchase of five new bottling lines, bringing the total to 15 (12 for water and three for beverages). "We are investing today and we will keep investing during the whole 2021," explains Alberto Bertone, president and ceo of Acqua Sant'Anna. "We are planning some projects to keep the technological standards of the plant at their apex, a process which began in the early 2000s: that is why I say we have always been more advanced than 4.0."

**Acqua Sant'Anna investe 10 milioni  
per aumentare la produzione**

Acqua Sant'Anna, azienda italiana che opera nel settore delle acque minerali, investe 10 milioni di euro nell'acquisto di una nuova linea di imbottigliamento che porterebbe a 3,5 miliardi le bottiglie prodotte annualmente nello stabilimento di Vinadio (rispetto alle attuali 1,5 miliardi). Inoltre, verrà ampliata anche la gamma dei robot a guida laser incaricati della movimentazione delle merci. Già due anni fa l'azienda aveva investito 50 milioni di euro per acquistare cinque nuove linee di imbottigliamento, portando il totale a 15 (12 per l'acqua e tre per le bevande). "Investiamo oggi e continueremo durante tutto il 2021", spiega Alberto Bertone, presidente e ceo di Acqua Sant'Anna. "Stiamo guardando alcuni progetti per mantenere all'apice gli standard tecnologici dello stabilimento, un percorso iniziato dall'inizio degli anni 2000: per questo dico che siamo sempre stati più avanti del 4.0".

**The Italian Cheese Culture**

ALCE has been a benchmark partner to all operators in the dairy business for nearly a century.

Our Group can provide companies and distributors with a catalogue including

liquid and freeze-dried starter cultures, penicillium types and yeasts, rennet and coagulants, enzymes and other technological adjuvants, all made by combining technological innovation and respect of cheese-making traditions.

Our main mission is to provide our customers both with products and solutions to support the successful achievement of their business objectives in a fast-paced, continuously developing global market.

As a matter of fact, besides natural cultures for typical Italian cheese types, the ALCE Group can supply cultures for highly-performing starter cultures for the production of any cheese types found worldwide.

These cutting-edge cultures feature interesting parameters, such as high bacterial concentration, vitality, functional performance, effectiveness, texture and rotation variety of our strains. Scientific research, expertise, experience and outstanding customer service are the assets that make the ALCE Group the ideal partner for any dairy business projects.

www.alce.eu f @ in

# “Sustainability isn't only a matter of packaging”

Roncoroni Spa, specialised in the lamination and coating of a wide range of materials, is carrying out an assessment of its environmental footprint. The owner Antonio Pozzi explains how companies that process plastics can do good for the planet.

by Elisa Tonussi

Roncoroni Spa has recently started a project of sustainability. The company from Como is specialized in lamination and coating of a wide range of materials, including plastics. The owner Antonio Pozzi explains how it is possible to combine packaging and sustainability: producing bioplastics isn't enough, teaching consumers to dispose waste correctly is the solution.

## When did you start thinking about your company's sustainability?

We started approaching the topic of sustainability two or three years ago, considering the market's increasing demand. In my opinion, being sustainable means respecting the life cycle of a product in an appropriate way. We were skeptical at first, then we decided to give it a try to understand how to behave at present and where we may get in the future.

## How can a company that processes materials for packaging be sustainable?

First of all, we have been investing in biopolymers for some years. In addition, we are now carrying out an analysis on how bioplastics are used to understand how to reduce their environmental footprint. Bioplastics have different characteristics compared to conventional plastics. And, as food packaging must be a barrier to fats or water, it is not possible to use any material to pack food. Bioplastics still haven't those necessary characteristics. I'll ask a provocative question: are we sure that bioplastics have a reduced environmental footprint than conventional plastics?

## Haven't they?

Even if bioplastics achieve the same characteristics as conventional plastics, our planet would not be enough to provide all raw materials to produce them. Anyway, is plastic itself the real problem? We need to teach people to avoid litter. We also need to explain that if a packaging made of biopolymers is disposed with conventional plastics, when recycled, it may compromise the quality of plastics, thus making more damage.

## It would be better if all citizens recycled waste in the correct way, wouldn't it?

Exactly. We do not only need to teach children to carry an aluminum bottle to school for water, we also have to show them what to do with a plastic bott-

le. Moreover, consumers need to know the difference between each material, otherwise they would never know how to dispose waste. I'll add another provocative detail: in Belgium, rejects from cardboard production are paid 70 euros per ton. They are sent to incinerators to produce energy. On the contrary, in Italy, producers must pay for the rejects they produce.

## What does your project of sustainability involve?

We are only at the beginning. First of all, we need to perform an analysis of the environmental footprint of some products to check the situation. Our goal is to tell our customers that if the product was made in a different way the environment would benefit from it. However, in 99% of cases it would cost more. Except from some rare cases, consumers aren't



Antonio Pozzi

willing yet to pay more for a green pack because they're not aware of the gravity of the situation.

## So, our goal is to commit yourself to creating products that don't harm the environment and to raising awareness among consumers. Is that it?

Yes, even though it's like fi-

ghting a losing battle without a global response. We need a unanimous action involving the whole supply chain and institutions.

## How are you involving your employees and stakeholders in your project?

We haven't come to this step yet. We are conducting assessments on the environmental footprint of our main products to understand what we can do. Then we will make some marketing operations for our customers and their final consumers. The path is long with several hurdles. We will also take the risk to be the only ones in a world of indifferent people, companies and governments.

## Did you ask for support to external companies to carry out your assessment?

We joined a project of the

Chamber of commerce of Como. It aimed at raising companies' awareness and encouraging them to make a sustainability report.

## Which benefits do you expect to take from your project?

In the food sector, our sustainability project will bring benefits in terms of turnover, especially as far as some healthy products, that consumers really interested in, are concerned. As regards the packaging sector, maybe it is still too early to make such an assessment, but it's right to do it. I don't know if and which benefits I'll take from it, yet, I decided to start this project because I feel I am part of a territory, of this world. And anyone of us should try to make something to make it better.

## “La sostenibilità non è solo questione di packaging”

La Roncoroni Spa, specializzata in materiali per imballaggi, ha avviato un'analisi del proprio impatto ambientale per fare della sostenibilità un elemento chiave del proprio progetto d'impresa. Per farlo, si è avvalsa del supporto di Whatmatters, società benefit che affianca le aziende che hanno scelto di intraprendere tale percorso. Il titolare di Roncoroni, Antonio Pozzi, spiega come anche le aziende che lavorano plastica possono fare del bene al pianeta: non basta ricorrere alle bioplastiche, si tratta di educare i consumatori a smaltire correttamente i rifiuti.



**Whatmatters** is a benefit company whose goal is to provide solutions to those enterprises aiming at making sustainability a key element of their way of doing business. Whatmatters supported Roncoroni Spa in making the assessment and check-up of their level of sustainability. Understanding how much a company is 'sustainable' means analysing if/how each aspect (the economic-financial position, the environmental and social elements and the governance) is managed. And if/how they can be exploited to make a profit, gain a competitive advantage, create new business opportunities, in addition to manage risks related to a more and more complex economic background. The sustainability check-up is a useful tool to determine the stage where a company has got in its path towards sustainability. And to support it in developing an effective and efficient strategy of sustainability. The check-up is based on a logical method that, during each phase, exploits different tools (analysis of documents, interviews to the staff) and is based on international standards (e.g. SDGs, BIA, SASB). The sustainability check-up provides a brief, yet complete, picture of the company aspects analysed (the economic-financial position, the environmental and social elements and the governance) as well as of the elements that affect or may affect (positively or negatively) the company's sustainability. The check-up summary serves as a starting point to develop activities and strategies to improve a company's sustainability according to three criteria: feasibility, priority and progressiveness.



# “Almost satisfied”

Slight downturn, in 2020, for the Italian packaging industry. As highlighted by preliminary figures from the MECS-Ucima Research Department. Current state and future outlook, among (missed) trade shows and 4.0 investments.

by Federica Bartesaghi



Matteo Gentili

It could have gone better, but also much worse. We could sum up this way the overall sentiment of the Italian packaging industry as of December 2020. Just six months earlier, in a hot day of July, the board of directors at Ucima (Italian Packaging Machinery Manufacturers' Association) presented the overwhelming 2019 financial results. In that year, Italian packaging companies as a whole exceeded – for the first time ever – the 8 billion euro threshold. And Italy earned the very first place in the global rank.

And here come 2020, with its fair share of difficulties, to mark the first (even though small) setback for one of Italy's most

robust manufacturing industry. According to the preliminary figures compiled by MECS-Ucima Research Department, the sector registered an overall turnover of 7,639 million euro in 2020, with a 5% decrease on the result recorded in 2019. In detail, the Italian packaging machinery manufacturers' domestic sales fell by 6.8% to 1,574 million euro, while exports, which have always been the sector's strong point, experienced a 4.5% year-on-year loss to 6,065 million euro.

“Given the premises, we probably couldn't have done any better”, said Ucima's chairman Matteo Gentili. “We were expecting this slowdown, but

our sector remains robust and is looking to the future with confidence.”

### The 2021 great unknown and the trade shows' issue

In spite of all, the Italian packaging industry proved to be well prepared to tackle the emergency and demonstrated its strength in the face of adversity. “Our Industry 4.0 technologies allowing for remote plant control, testing and service have enabled us to keep in close touch with our customers around the world”, Matteo Gentili added. “We are cautiously optimistic about a return to growth in 2021, while being aware of the strength of our competitors and the uncertainty that the

pandemic is continuing to cause in many markets.”

National and international trade shows are another key topic. “A critical issue”, according to the chairman, since industry events represent an irreplaceable business tool for the packaging industry. “I don't think that 2021 will be attending many trade shows”, Gentili explained. “We fought for the cancellation of Interpack, and many other events have been postponed or cancelled. Ipack-Ima will be held in 2022 and we hope that by then the situation will have stabilized. In the meanwhile, companies have set up digital initiatives that, however, can't be as strong and appealing as physical events”.

### “Soddisfatti, o quasi”

Poteva andare meglio, ma anche molto peggio. Si potrebbe sintetizzare così il sentimento dell'industria italiana del confezionamento e dell'imballaggio in riferimento all'anno che si è appena concluso. Il 15 dicembre, in occasione del tradizionale appuntamento di fine anno, i dati pre-consuntivi presentati da MecS-Centro Studi di Ucima parlano chiaro: nel 2020 il fatturato complessivo del settore si attesta a 7.639 milioni di euro, in calo del 5% rispetto al 2019. In particolare, il mercato nazionale fa registrare un calo del 6,8%, per un valore assoluto di 1.574 milioni di euro. L'export, storica locomotiva del settore, contribuisce per 6.065 milioni di euro, con un calo del 4,5% rispetto all'esercizio precedente. Lo stato dell'arte del settore e le previsioni per il 2021. Tra fiere (saltate) e investimenti 4.0.



# Looking forward to a Sweet year



Dough mixers, ovens, ingredient dosers, automatic filling machines as well as ultimate processing and packaging solutions by some of the Italian leading technology providers. State-of-the-art machines and lines dedicated to both artisanal and industrial manufacturers of confectionery, chocolate and bakery goods. Because today more than ever, we need to know that 2021 will bring us some well-deserved sweetness.

### Auguri per un dolce 2021

Impastatrici, forni, dosatori di ingredienti, riempitrici automatiche e soluzioni di processo e confezionamento. Uno sguardo alle nuove proposte dei maggiori fornitori italiani di tecnologie per dolci e panificati. Soluzioni dedicate sia ai piccoli laboratori artigianali, sia alla grande industria dolciaria e dei prodotti da forno. Perché oggi più che mai, abbiamo bisogno di sapere che questo 2021 ci riserverà un po' di meritata dolcezza.

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## BERNARDI

www.bernardimixers.com

### Double arms mixer Miss Baker

#### Fields of application

Restaurants, pastry shops, r&d laboratories in the food industry

#### Description and strong points

Miss Baker is a bench mixer with double arms to knead small quantities. It kneads between 0,5 and 6 kg of product occupying small space. The complete Miss Baker range includes 5 solutions: My Miss Baker (3 kg of dough), designed with fixed speed (42 stroker/min) and easy to use for the preparation of basic dough for bread, pizza, focaccia, shortcrust pastry, viennoiseries. Miss Baker Chef and Miss Baker Chef XL (3 and 6 kg of dough) are suitable for basic dough for pizzas, bread and focaccia, short pastry, flaky pastry and egg pasta. The arm moving system consists of

two speeds (38 and 52 strokes/min) with a high efficiency induction engine. Finally, Miss Baker Pro and Pro XL (3 and 6 kg of dough), 5 speeds and work from 35 to 65 strokes/min, are suitable for larger yeast preparations in confectioneries, bread of high hydration, basic dough for pizza, bread and focaccia, short pastry, flaky pastry and egg pasta, brioches and panettone as well as refreshments for sourdough.

#### Technical information

- The double arm system is a mixing technique based on the movement of two arms that simulate manual work, thus obtaining a perfectly oxygenated mixture
- The exclusive compact kneading arm system is a patent of Bernardi that allows the production of machines with compact dimensions and optimal price-performance ratio



## CAVANNA

www.cavanna.com

### Bars and chocolate flowpacking platform

#### Fields of application

Extruded bars, protein bars, cereal bars, chocolate bars and blocks, cakes, waffles, wafers

#### Description and strong points

Modular and scalable solution for gentle handling and flowpacking of different kind of bars. Sanitary designed for deep cleaning. Plug and play with tested technology proven by more than 40 years of specific expertise. Easy and quick changeovers but also easy

operation, monitoring and trouble-shooting. Safety compliance to the latest CE standards.

#### Technical information

- Modular layouts with and without bar turning belts
- Intuitive HMI for easy operation
- TPM and Poka-Yoke based design
- Possibility to add 2D and 3D in-line quality check
- Option of cardboard feeding from reel and/or magazine
- Suitable for sustainable and recyclable wrapping materials
- Open-source electronics with real time reports and analysis



## CARLO MIGLIAVACCA

www.carlomigliavacca.com

### Sweet creams automatic volumetric mechanical piston-action filling machine mod. Triplex 150

#### Fields of application

The machine is designed to process different products types: mixed even with large-size and delicate products, pasty and liquid, high viscosity pasty products.

#### Description and strong points

Automatic volumetric mechanical piston-action doser of mixed products with whole pieces, liquid and pasty in glass, metallic, or plastic containers. Dosing accuracy, versatility of sizes, fast format change.

#### Technical information

- Wide passage ports (30 mms.)
- Accurate motion of mixer paddle
- Shaped feeding hopper with design in order to obtain adequate and constant proportion between product components
- Fast cleaning operations (C.I.P.)
- Remote teleservice control of the Plc and touch screen program for any upgrade needed
- Complete nozzle kit, suitable for a huge product variety
- No-drip system
- Pressing key corresponding to the size. Plc loads parameters automatically adjusting: volume, height, conveyor speed, number of fillings, etc.
- Driven diving nozzle synchronized with electric motion



## CEPI

www.cepisilos.com

### Cold fat dosing

#### Fields of application

Confectionery, bakery and biscuits, dairy, baby food, functional food, pet food

#### Description and strong points

Cold dosing of fat, margarine and butter in paste form, through a closed system that allows total temperature control before and after dosing. Cold fat dosing stabilizes temperatures and preserves the organoleptic characteristics of ingredients such as fat, margarine and butter. Dosing in paste form achieves a product that is easier to amalgamate with the dough, and is especially suitable for the production of biscuits, cakes and other confectionery. It also ensures time saving, higher hygiene in the storage and production rooms and accurate dosing due to absence of air in the pipe.

The process includes manual loading of blocks in a weighed double jacket tank and conveyance to the discharge point through worm pump and jacketed pipe. The product is then dosed in bowl through a massic flow meter at the same temperature of the block initially inserted in the system. Weight control in real time, integrated automation and full traceability.

#### Technical information

- Stainless steel
- Double jacketed tanks with motor driven agitator
- Temperature control
- Dosing pump
- Flow meter
- Weighing in real time with cells
- Integrated automation and full traceability



## CASTELMAC

www.tecnomac.eu / www.castelmac.eu

### Chill Touch CT 10.35

#### Fields of application

Pastry, bakery, chocolate, gastronomy, ice cream

#### Description and strong points

Much more than a simple blast chiller, ChillTouch by Tecnomac is a really user-friendly ultimate machine. This multifunction blast chiller introduces a wide cycle choice: 4 chilling and 4 freezing modalities, low temperature cooking, retarder proving, thawing, conservation and specific ice-cream function. All the cycles are completely customizable and the customer could create its own recipe library, storing up to 160 programs. The active humidity control inside grants excellent proving and

cooking performances. A powerful appliance, complete with USB recorder, core probe and optionally Ozone sanitization: all the functions you can think of, one only machine.

#### Technical information

- Working temperature range: -40°C/+80°C
- Core probe included
- Range models: CT 10.35 - 10 trays GN 1/1 or 60x40 cm; CT 15.65 - 15 trays GN 1/1 or 60x40 cm; CT 15.2/70 - 15 trays GN 2/1 or 60x80 cm
- Touch control panel 7"
- Stainless steel Aisi 304 construction
- 70 mm thickness panels
- Hot gas defrosting
- Drying function
- Forced ventilation



## EASYMAC

www.easymac.it

### Make Up XL

#### Fields of application

Bakery and pastry

#### Description and strong points

Make up table for the industrial production for any kind of dough. Maximum flexibility to match product and customer's requirement thanks to the wide range of accessories. Control system with touch screen symbols to high ease of use. Hardware and touch screen with 100 programs friendly use. Centralized electrical and electronic cabinet for total control. The running direction of the line can be set on to left or right. Wide range of accessories available to match customer requirements.

#### Technical information

- Aisi-304 stainless steel construction
- rounded corners and 45° reinforcements to avoid powder and flour deposit
- quick belt release for cleaning
- control console arm
- quick fastening of accessories
- fast electrical connections for cleaning and easy used
- scraps plastic containers
- belt cleaning scraper
- protected motors and wires
- height-adjustable feet
- overhead electric cables on channel
- containers for the collection of the flour



## GORRERI

[www.gorreri.com](http://www.gorreri.com)

### Gorreri Dosatronic Technology

#### Fields of application

Cakes, snacks, confectionary and bakery products

#### Description and strong points

Dosatronic Technology is the electronic dosing system designed by Gorreri to dose batters, creams, chocolate, jams etc. Dosatronic is not only a device: it is Gorreri's dosing concept to grant precision and uniformity of each dosage. For dosing, injecting and decorating cakes, dosed products, pat-a-choux based product, muffins and more. Gorreri Dosatronic Technology is perfect to dose even the stickiest and the most viscous product. It grants extreme precision, uniformity

of each dosage, endless repeatability of the process cycle and high performance and reliability. Which means optimization of the production process, no waste of time and money and high quality of the final product.

#### Technical information

- Independent pistons each one equipped with servomotor
- High-performance special pistons (high-viscosity products)
- Double dosage system
- Independent structure which can be positioned on any conveyor
- Independent horizontal and vertical right and left axis linked by electric axis
- Cleaning in place system for dosing head



## MINIPAN

[www.minipan.com](http://www.minipan.com)

### Comby Line Series

#### Fields of application

Line for biscuits, amaretti, almond paste, custom shape biscuits, biscuits with toppings

#### Description and strong points

Create a wide variety of biscuits, cookies and sweets is not so easy, particularly when special products can't be produced properly by a machine. Generally the off-the-shelf solutions available do not allow much flexibility and require bakers to tweak their recipes, to accommodate the shortcomings of such a machine. The approach of Minipan is totally different: the machine has to be adapted to the recipe that's why the main focus is on customer's culture for baking and that is why every line can be highly customized.

Thanks to the know-how acquired in the day-to-day testing and developing of high end solutions, Minipan has designed the Combyline series. It can extrude, deposit or wire-cut while processing an endless variety of recipes with remarkable versatility. The depositing head features a three stainless steel rollers technology, assuring not only strength and sensitivity, but also an amazing accuracy in portion weight control.

#### Technical information

- Available in a wide range of versions for artisan and industrial bakeries
- Safe and simple operations for an easy maintenance and sanitation
- Highest quality materials and top quality components
- Comby is totally customizable on clients' needs



## I.M.A.R.

[www.imaritaly.com](http://www.imaritaly.com)

### AML Ovens for the production of ice cream cones and cups

#### Fields of application

Bakery, ice cream, coffee.

#### Description and strong points

Machines and plants for the baking and production of ice cream cones, cones with any size and dimension; biodegradable and edible cups and containers for ice cream, fruit salad, cakes, hot chips and take away food. Automatic operating machines are available in five models: AML 14 (production rate from 2.000 up to 4.000 pieces/h); AML 18 (4.000 - 7.000 pieces/h); AML 21 (5.000 - 8.000 pieces/h); AML 28 (6.700 - 10.500 pieces/h); AML 36 (4.000 - 12.000 pieces/h)

AML 36 (4.000 - 12.000 pieces/h)

#### Technical information

- Use of the highest quality materials and devices
- Reduced electrical consumptions: every motor is controlled by an inverter
- Reduced gas consumptions, thanks to the shape of the blower and its movement
- HMI and PLC make it easier to operate the machine
- Respect of safety regulation: conform with CE, USD, Canadian regulations
- Highest hygienically requisitions
- After sale assistance and very fast sending of spare parts



## RAM

[www.ramsrl.eu](http://www.ramsrl.eu)

### Planetary mixer 160 lt mod. K160

#### Fields of application

Bakery and pastry laboratories

#### Description and strong points

The biggest and most powerful planetary mixers of Ram's King range, exploit high performances and an oil bath gearing to guarantee noiselessness, reliability and long-lasting in time without any maintenance. As standard in all versions the automatic bowl lifting and extended stroke length to allow the extraction of the bowl without removing the tool. Equipped with 3 stainless steel tools and bowl mounted on wheels. Ergonomic and intuitive controls places sideways for a more easy and fast programming. All the versions can offer maximum versatility and high performances for any use, both professional and industrial for big quantities.

#### Technical information

- Bowl capacity: 160 mm
- Speed: 75-280 m/min
- Power: 6 KW
- Volt: 400/50/3 V



## M.C. AUTOMATIONS

[www.mcautomations.it](http://www.mcautomations.it)

### Wrapping machine model Omnia

#### Fields of application

Wrapping of chocolate pralines and chocolate tablets

#### Description and strong points

M.C. Automations's wrapping machines are innovative, simple, and versatile and offer the most attractive value for money.

#### Technical information

- Compact to offer important floor space saving
- Flexible to rapidly change products and wrapping styles to allow our customers to switch their production in real time
- Wrapping speed up to 600 ppm



## SACMI PACKAGING & CHOCOLATE

[www.sacmi.com/chocolate](http://www.sacmi.com/chocolate) · [www.sacmi.com/packaging](http://www.sacmi.com/packaging)

### Cavemil Super

#### Fields of application

Solid bars and tablets, with premixed inclusions or cream

#### Description and strong points

Following the introduction of the 'Next' Cavemil, the intermittent chocolate moulding plant, Sacmi Packaging & Chocolate has introduced the new Cavemil Super, a new generation of moulding plant with continuous movement. Mainly dedicated to the production of solid bars and tablets, with premixed inclusions or cream filled with One-Shot technology, this plant meets the requirements of medium and high production capacity (from 500 to 5.000 Kg/h) with an attractive, modern and functional design.

#### Technical information

- Flexibility: existing moulds for the Multicavemil 650/1200 can be reused with some construction changes
- Modularity: all modules have standard measures to allow future line extensions
- Total accessibility to the equipment for cleaning and maintenance operations
- Equipped with the last version of the 'Core' depositor, with a patent pending change over system, the fastest on the market: less than 5 minutes
- There are two other patent pending solutions on this plant: the mould extraction/loading system in the mould changing station and the innovative system for positioning the finished product on the conveyor in the demoulding station



## SIGMA www.sigmasrl.com

### Aeromix

**Fields of application**  
Pastry, bakery

#### Description and strong points

Aeromix is a patented line of planetary mixers with exceptional features. With their outstanding speed ratio, they offer the best results in terms of quality when used with whisks for whipped products and with blades for emulsions, typical mixtures for pastry and gastronomy. What makes these machines unique is the combined use of two tools, special in the production of dough: a very particular spiral that interacts with a second rotating tool. This tool has the task to contrast the action of the spiral, getting a double refining and a bigger airing of dough, thanks to its continuous division of the dough during its preparation. Such an invention, covered by a worldwide patent, guarantees a much better dough result, particularly in making the gluten net. The counter tool, in-

teracting with the spiral, makes a very good division of dough, rationalizing the spiral task and relieving the push forces on the bowl. In this way the dough capacity of the machine is remarkably increased.

#### Technical information

- Models: 7,5 L, 10 L, 20 L, 30 L, 40 L, 60 L, 80 L, 100 L, 120 L, 160 L
- Speed: electronic variator (inverter) to 6 speeds (7,5 L); belts speed variator 7 speeds (from 10 L to 40 L); programmable control panel with 5 speeds and pause (from 60 L to 120 L)
- High and constant torque at all speeds
- Motorized bowl lifting (from 40 L to 160 L)
- Structure in high thickness steel sheet, CE and EAC certification
- Standard equipment: spiral, blade, whisk, contrast rod and scraper (no scraper 7,5 L)
- Bowl on wheels (from 60 L to 160 L)
- Timer, revolution counter and thermometer with head probe (from 60 L to 160 L)



## TONELLI GROUP www.tonelli.it

### Combithermix

#### Fields of application

Sweet or salted sauce, pasteurized cream, ganache, jam, jelly and more

#### Description and strong points

For cooking (via saturated steam) and cooling (via ice cold water). Vacuum for quicker thermal actions. High mixing speed avoiding lumps in first phase. Interchangeable tools according to product. Homogenization tool for a preparation close to an emulsion so more stable in time. Aseptic product discharge (via nitrogen instead of compressed air). Washing balls for cleaning and CIP compatible. Possible automatic major ingredients loading. Platform for manual ingredients loading.

#### Technical information

- Till 400 L of preparation per batch
- Installed power: approx. 100 kW partly depending on the execution
- Dimensions ffi 2m x 6m x 3m
- Weight: 4 to 4.5 t

## TT ITALY www.ttitaly.com

### Turbo Mixer + Dry Mixer

#### Fields of application

Bakery and pastry

#### Description and strong points

TT Italy's core technology is designed to perfectly emulsify and/or aerate, through the injection of pressurized air or Nitrogen, cream and liquid batter by constantly controlling in a precise manner the desired density of the product.

Born of avant-garde technology developed by TT Italy's engineers, thanks to its 'Double cooling system', monoblock structure and the Turbo head EDM-carved pins, it guarantees constant results by assuring a fully automatic mixing process and continuous air injection directly in the Turbo's head. The Turbo Mixer provides a complete control over the

process parameters, allowing you a continuous mixing in a closed system with no need of operators and reduction of downtime.

Spawned from TT Italy's R&D department, the Dry Mixer is the perfect companion to the Turbo Mixer since it answers the need of integrating solid ingredients, such as chocolate chips or lyophilized fruit into the aerated product, maintaining the volume of the aeration acquired in previous processing.

#### Technical information

- Entirely made in Aisi 304 stainless steel
- Machines come CIP ready for easiness of cleaning and time saving
- The Turbo Mixer is equipped with PLC able to save up to 150 production profiles
- Turbo geometry and mechanical seals are patented by TT Italy



## insight



# When the going gets tough...

2020 was a bad year for Italian manufacturers of plastics and rubber processing machinery, that posted a 14% drop in exports. Year-end data and 2021 outlooks from the national trade association Amaplast.

Negative year-end for the Italian plastics and rubber processing machinery, equipment, and moulds industry, according to estimates released by Amaplast, the national trade association. A result influenced by the double-digit drop recorded in both import and export between January and September 2020, as well as by the complex economic context due to the global health emergency.

#### The shrinking of international trade

Foreign trade data issued by the Italian national institute of statistics (Istat) show that in the first nine months of last year, compared to the same period in 2019, imports and exports fell by 17% and 14% respectively. As a consequence the balance of trade - while still amply positive at over 1.3 billion euros - has shrunk by 13 points.

"While improving somewhat after the trough in May", the association explains, "these indicators - combined with the drop in orders among member companies, especially in the first half of the year and particularly in the domestic market - lead the Amaplast Statistical Studies Centre to estimate total production for 2020 at 3.6 billion euros, representing approximately -18% with respect to the 4.4 billion in 2019. An analogous

result is expected in the consolidated year-end results for foreign trade".

The analysis of export markets by macro-area in the first three quarters of the year shows a strengthening across European markets, while Asia and North America have lost ground.

#### Business must go on (by remote)

According to the association, these numbers are not surprising given the global economic impact of the pandemic, which does not appear likely to cease in the short term. Nevertheless, this complex situation has prompted companies to make a virtue out of necessity and implement innovative business strategies: "The new wave of Covid-19 infections in the autumn and winter has incited machinery manufacturers to develop and implement new operating modalities", Amaplast explains. "Many Italian companies have successfully introduced complex remote installation and maintenance procedures, ensuring their customers production continuity, particularly in sectors - such as packaging and medical - that have suffered less from the crisis. Moreover, the cost savings deriving from reduced in-person technical service may be an important innovation for the future".

This new working environment has taken ad-

## Quando il gioco si fa duro...

Una contrazione a doppia cifra dell'import e dell'export tra gennaio e settembre 2020 portano Amaplast, l'associazione nazionale costruttori di macchine e stampi per materie plastiche e gomma, a ipotizzare una chiusura d'anno negativa per l'industria. Con il saldo della bilancia commerciale che, pur permanendo positivo di ben oltre 1,3 miliardi di euro, si contrae di 13 punti. Ciononostante le aziende costruttrici di macchinari continuano a lavorare e a innovare, consolidando nel contempo nuove modalità operative con l'introduzione di complesse procedure di installazione e manutenzione di impianti da remoto, che hanno consentito di garantire ai clienti la continuità produttiva.

ITALIAN MARKET OF MACHINERY, EQUIPMENT AND MOULDS FOR PLASTICS AND RUBBER (MILLION EUROS *ESTIMATES)			
	2019	2020*	Δ% 2020/2019
Production	4,400	3,600	-18.2
Exports	3,060	2,500	-18.3
Imports	920	750	-18.5
Domestic market	2,260	1,850	-18.1
Trade balance	2,140	1,750	-18.2

Source: Amaplast

DESTINATION AREAS OF THE ITALIAN PLASTICS AND RUBBER MACHINERY, EQUIPMENT AND MOULDS EXPORTS (% - JANUARY-SEPTEMBER)		
	2019	2020
Europe (UE)	57.6 (49.8)	59.5 (48.9)
Asia/Oceania	16.6	15.9
North America/NAFTA	15.5	14.3
Africa	5.4	5.3
Central/South America	4.9	4.8

# Get a share of this cake

An in-depth focus, by Euromonitor International, on the Chinese bakery and confectionery market, which is expected to double its values over the next five years. It provides interesting and useful information to both manufacturers of ingredients, processing and packaging solutions.

by Federica Bartesaghi



## PROSPECT FOR BAKING INGREDIENTS

FAS China has identified several products used as baking ingredients with good growth potential: butter, tree nuts, and dried and processed fruits.

### Butter

Chinese food processors prefer to use imported butter, as domestic production is limited by seasonality and high cost. Butter is consumed and marketed primarily by the bakery sector, even if home baking has been gaining popularity in recent years. Female consumers aged 26-40, accounting for 94% of the home baking population, are strong drivers for butter consumption. Although most Chinese kitchens are not properly equipped with large ovens, many households use countertop toaster ovens for baking. During the first half of 2020, sales of countertop ovens grew 18% over the same period in the previous year according to All View Cloud Data Technology. FAS Beijing forecasts a 17% increase of butter imports in 2021 based on the rapidly developing bakery industry and its reliance on imported butter.

### Tree nuts

Imported tree nuts are also used in the Chinese baking industry. The bakery sector commonly uses almonds, walnuts, pecans, and pistachios as ingredients in bread, cakes, cookies, and other pastries. The Mid-Autumn Festival, which falls between mid-September to early October and is the second-most important Chinese holiday after the Lunar New Year, is peak season for sales of moon cakes. In 2019, sales of these dense, filled pastries reached 2.8 billion dollars. In recent years, the fillings have become more innovative and tree nuts have become a trendy option.

### Dried and processed fruits

Frozen/dried fruits, such as blueberries, cranberries, and tart cherries have great potential due to the specific attributes of U.S. varieties. While China can source fresh blueberries from Chile and Peru, U.S. blueberries have a higher sugar content and softer skin, which are sought after by food processors. Raisins are also used as an ingredient in food processing and rapid development of the bakery sector has helped drive raisin consumption.

China's bakery sector has been expanding rapidly in recent years, underpinned by the country's rising middle class, ongoing Westernization of lifestyles and diets, and increasing demand for convenient food options, as stated in a report issued by the United States Department of Agriculture, and based on Euromonitor International data. According to estimates by the research institute, retail sales of baked goods in China, both packaged and unpackaged, reached 34 billion dollars in 2020, comprising 9% of global retail sales. This makes China the world's second-largest baked goods retail market after the United States, standing at 67 billion dollars.

"Furthermore, the growth potential for China's bakery sector is unparalleled, given the country's population and relatively low consumption base", the reports highlights. "Per capita consumption of baked products is currently 7.2 kilograms (kg) per year, compared to 22.5 kg in Japan, and 40.2 kg in the United States". Euromonitor International forecasts that, by 2025, retail sales of baked goods in China will grow to 53 billion dollars, rising 53 percentage points.

### The ideal consumer ID

Western-style pastries are starting to compete with traditional Chinese varieties and are becoming a daily food item for many middle-class urban consumers. Breakfast, snacks, and celebrations are the main occasions for baked goods consumption in the country, with the most popular products being cakes, pastries, and bread. The consumer demographics skew female and young: about 65% of Chinese consumers of baked products are women,

and more than 80% are born after 1980, according to Daxue Consulting.

### Cake mania

Cakes currently account for 41% of overall baked goods retail sales in China, with an annual value of 14 billion dollars. According to Euromonitor International, retail sales of cake saw a compound annual growth rate (CAGR) of 8.3% from 2015-2020 and are expected to keep the same pace over the next five years.

Visually appeal and flavor variety are important to Chinese consumers. Among the businesses meeting that demand is 'Bliss Cake', one of China's fastest-growing bakery chains, which offers an exclusive e-commerce platform and markets a signature cake with multiple slices featuring different flavors.

### Pastries are flying high

Pastries - which Euromonitor categorizes as including fresh and packaged biscuits, cookies, croissants, donuts, and others - are the fastest-growing category of baked goods in China, with

a CAGR of 10.5% during 2015-2020. Pastries comprise 40% of bakery sales (13 billion dollars annually) and are expected to overtake cakes in sales in 2024.

Filled biscuits have become very popular among white-collar workers in large cities, who are keen to experiment with new products offering indulgence and convenient snack options. Diversity in flavors and product innovations help expand demand for these products.

### Why not (just) bread?

Bread, predominantly leavened bread sold both packaged and unpackaged, accounts for 18% of Chinese bakery sales (valued at 6 billion dollars), having maintained a 9% CAGR during 2015-2020. Euromonitor research found that increased fresh milk intake goes hand in hand with higher bread consumption, as more Chinese consumers think that bread is a better complement to milk than traditional breakfast items such as rice porridge and meat buns. In addition, unlike traditional breakfast, milk and bread require minimal preparation, thereby making

them attractive to a large class of office workers.

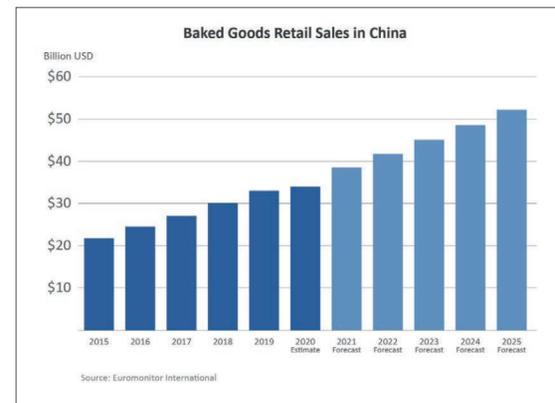
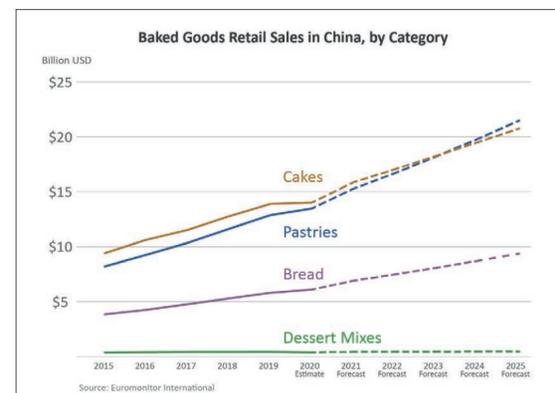
Whole wheat sandwich and white bread are the two most popular varieties, as Chinese consumers generally prefer soft, springy bread products over harder ones such as bagels and baguettes. Whole wheat bread is also perceived to be a healthy product and thus is popular among the health-conscious elderly and young female consumers. Flavored varieties such as green tea or fruit breads are also performing well, especially among children and teenagers.

### The changes brought on by the Pandemic

The Covid-19 pandemic has negatively affected the Chinese bakery. Having largely maintained double-digit annual growth in the preceding decade, the baked goods retail sector is expected to grow just 3% in 2020 according to Euromonitor. Both packaged and unpackaged baked goods have suffered, though the unpackaged segment has been hit harder due to shorter shelf life, consumers' limited access to retail outlets, and increased concerns about food hygiene.

Cake sales have been hit especially hard by the disappearance of large celebrations during quarantine and social distancing measures. Bread has fared better than other baked goods categories because of its staple status and diverse range of potential uses.

E-commerce, already on the rise before the pandemic, has gained more market share in 2020 due to minimized social contact, general convenience, and more competitive pricing. Baked goods sales are expected to have a strong recovery, with Euromonitor forecasting a 13.3% increase in 2021.



### Cina: esplose il business dei dolci e dei panificati

Il mercato cinese dei dolci e dei panificati è in forte espansione, trainato dal consolidarsi della classe media, un'occidentalizzazione degli stili di vita e delle abitudini alimentari e una crescente richiesta di prodotti pronti all'uso, come evidenzia un rapporto pubblicato dal Dipartimento dell'agricoltura americano sulla base di rilevazioni Euromonitor. Che evidenziano come, nel 2020, le vendite di dolci e panificati, sia sfusi che confezionati, all'interno del canale retail abbiamo raggiunto il valore di 34 miliardi di dollari e rappresentino il 9% delle vendite totali. Un dato che posiziona il mercato cinese al secondo posto, per volume d'affari generato, dopo gli Stati Uniti, primi con 67 miliardi.

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# Europeans like sustainable shopping

Did Coronavirus make consumers forget about environmental issues? Are they still interested in choosing eco-friendly packaging? The GfK report #WhoCaresWhoDoes investigates the relation between companies' CSR and purchasing habits across Europe.

Climate change and environmental damage have been the hottest topics of 2019. A special mention goes to Greta Thunberg and the 'Fridays for future' demonstrations. But 2020 has introduced a new burning subject, which is the spread of Coronavirus and its consequent global health emergency. GfK, global expert in data and analytics, conducted the research #WhoCaresWhoDoes in more than 20 countries worldwide to find out what consumers think when they do their shopping. Moreover, it explores how the CSR of food brands affects the purchasing process

of consumers. 10 European countries were involved: Italy, the Uk, Ireland, Germany, France, Slovakia, the Czech Republic, Poland, Portugal and Spain. The survey required the cooperation of the research institutes Kantar and Europanel, and it displays a general overview of the role of sustainability in Europe.

## Eco-aware decision making

Greta Thunberg drew the attention of an array of relevant topics, such as plastic recycle and the effects

of the manufacturing process on the environment. Fires in the Amazon rainforest and in Australia during the summer of 2019 highlighted the need to act immediately. Did something change in 2020? It is obvious that Coronavirus turned consumers' lives upside-down. Staying at home for a long period of time changed their habits and even created new ones. Although 2020 completely reshaped the world, the survey conducted by GfK shows that plastic waste remains the most important challenge for European citizens. In particular, Northern European countries

seem to be more sensitive towards the recycle theme.

Consumers are increasingly aware of their role. They know that their purchases can somehow affect the world. Consequently, 3 out of 10 European households stopped purchasing those items that can be harmful to the community and the environment. Consumers shape their decisions according to different standards, such as plastic waste and the existence of a plastic-free option.

On the contrary, in Southern Europe citizens are more interested in environmental issues. Climate change is perceived as a concrete problem which has to be solved. Global warming and forest fires are so important that 4 out of 10 Europeans claimed that they feel personally affected by environmental issues. Moreover, consumers are not alone when it comes to select the right brand to buy. Their behavior is influenced by their surroundings. Children in the first place (45%), followed by their friends (42%), their spouse (37%), their parents (37%) and their colleagues at work (14%). At the bottom of the chart are politicians (13%), followed by media influencers (13%) and celebrities (9%), which do not seem to be much influential.

## Three different types of consumer

Based on the purchasing behavior of consumers, GfK managed to identify three different types of shopper. Eco Active shoppers feel responsible for environmental issues, so they try to make significant steps to stop climate change. In 2020, 34% of Europeans avoided packaging waste through their shopping behaviors. Within this category, Germany displays the higher number of people involved (38%). Other countries follow: Ireland, Slovakia (25%), Spain (24%), Italy and the UK (both 23%). On this point, France and Spain record the highest increase in terms of Eco Active shoppers.

Eco Considerers – the second consumer category – account for 43% of Europeans. They are concerned about plastic and they occasionally make steps to reduce their waste. However, they think that the emphasis for action should be placed on companies and governments. The remaining 24% belongs to the Eco Dismissers category, which has no interest in plastic waste challenges and, consequently, lacks awareness on environmental concerns. Although there are many

consumers who are completely indifferent to this type of issues, the GfK survey illustrates that the concern towards plastic reduction is not temporary. As a matter of fact, purchasing behaviors remained unaltered even when the public opinion focused on more recent news.

## The Italian scenario

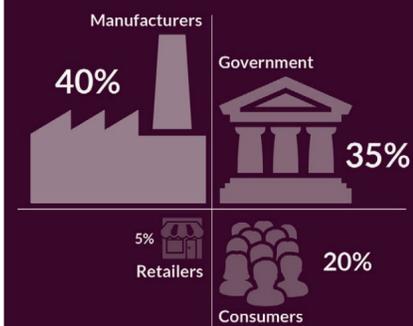
Within this complex landscape, Italy emerges as a very careful country towards the theme of sustainability. 65% of interviewees claimed that they belong to the Eco Active category and that they really care about plastic waste. 30% claimed that they avoid plastic packaging and they would rather buy plastic-free options. Moreover, 36% of consumers definitively stopped buying plastic items because of their negative effects on the environment. Italian consumers have higher expectations than the European average: half of the Italian households believe that companies should provide customers with recyclable and biodegradable options. As a demonstration of this trend, 62% of Italians choose those companies that publicly declare their interest in environmental issues and undertake ad-hoc ventures. Ironically, 58% of families are not aware of the final destination of recycled items. Lastly, Italians think that their choices can be more effective on protecting the environment when it comes to home care products such as laundry detergents and cleaners. As a matter of fact, this category requires a massive amount of plastic.

## A never-ending responsibility

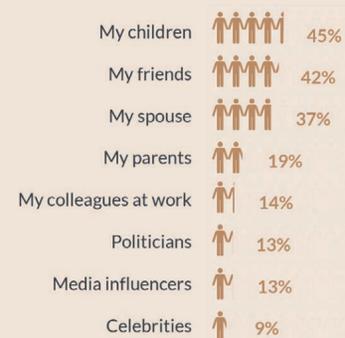
The GfK survey portrays a clear overview of what European citizens think about sustainability. Even though the topic of hygiene held the stage worldwide, other burning issues were highlighted during the pandemic. The 'Fridays for future' demonstrations made the youngster realize that they can have a huge influence on the purchasing habits of their parents. On one hand, single consumers prefer sustainability also when they do the shopping. On the other hand, companies and retailers should take into consideration that sustainability is a key factor within the manufacturing process. Therefore, it cannot be excluded from the whole shopping experience.



## Who can make the biggest difference to control and limit environmental damage (EU 10, 2020)



## Most likely to impact shopper's behaviors regarding the environment? (% yes, EU 10)



## La spesa sostenibile piace agli europei

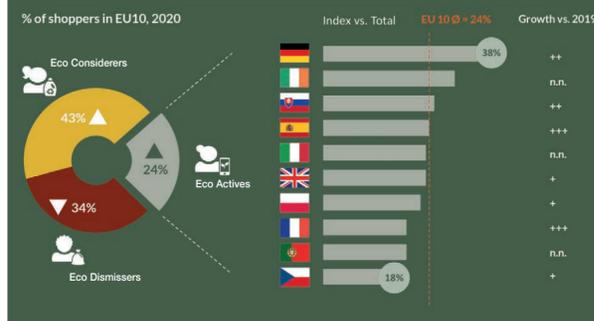
GfK presenta il report #WhoCaresWhoDoes, nato nel 2019 per indagare quanto influisce la Csr dei brand alimentari nelle scelte dei consumer. Emergono shopper sempre più consapevoli, attenti alle iniziative a sfondo sostenibile proposte dai brand. Un ruolo essenziale lo giocano le generazioni più giovani che, sulla scia delle proteste pacifiche dei Fridays for Future, influenzano gli acquisti delle persone che li circondano. Il riciclo della plastica e la salvaguardia ambientale non sono trend passeggeri, ma preoccupazioni consolidate che incidono sulla scelta dei marchi da acquistare.

## I have stopped buying some products/services because of their impact on the environment or society



## Categories in which shopper think their purchase decision can make an impact to protect the environment

EU 10	Rank	Category
	1	Fresh foods such as fruit and vegetables
	2	Household care products such as laundry detergents, cleaners
	3	Paper products such as toilet tissues, paper towels, other tissues
	4	Personal care products such as shampoo, deodorants, toothpaste
	5	Meat
	...	...
	10	Frozen foods
	11	Hot drinks such as tea, coffee



Source: "Who Cares? Who Does? Sustainability Concern and Action" - Edizione 2020 - ©GfK 2020

# 'Snackification' mania

Innovative, single-dose, with recyclable packaging. The global snack market is rapidly increasing. And following very precise directives. The main trends in a report by Euromonitor International.



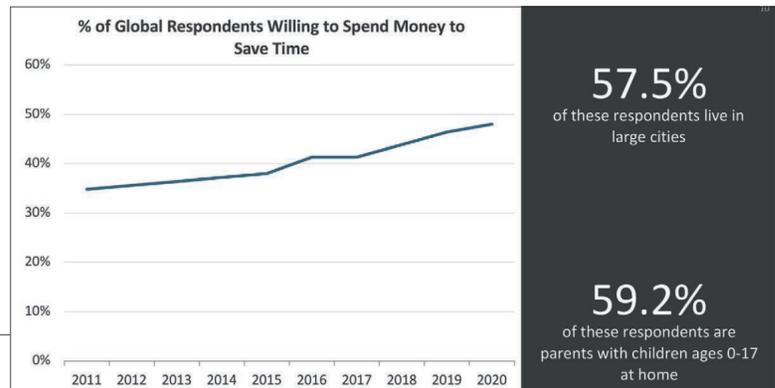
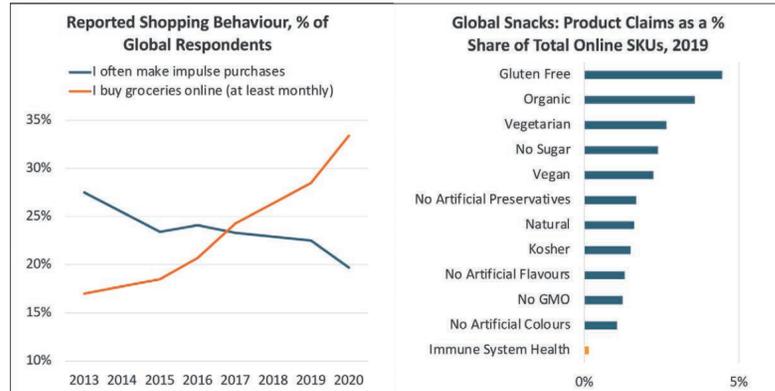
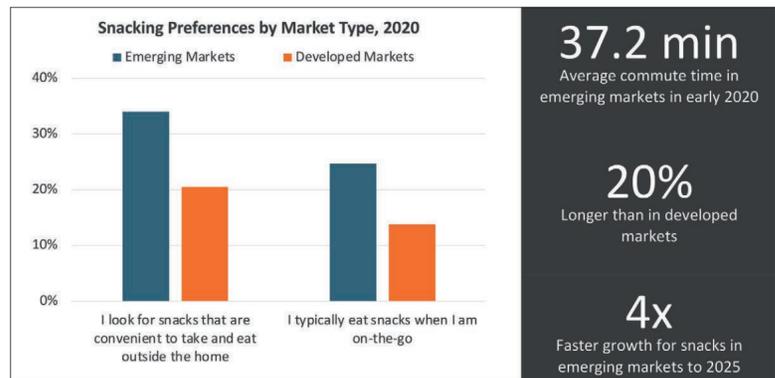
A new eating model, which reconciles the daily routine with a flexible diet, based on quick snacks that replace the 'traditional' meal. It is the 'snackification' phenomenon, composed of small prepackaged (or home-made) portions and snacks. A trend which has been rapidly spreading for some time now. And which has been further amplified by the effects of the pandemic. As highlighted by a report issued by the research company Euromonitor International and presented in a webinar titled 'Where Do We Go from Here? The Future of Snackification Beyond 2020'.

## New eating habits

Professionals and families' modern lifestyle, with the steady necessity of optimizing time during the day, has led to rethink even the one spent on eating, transforming the meal into a quick, practical and nourishing snack, both sweet and salty. Although it could be deceiving, the term 'snackification' does not refer to candies, chocolate and crisps. Quite the opposite: it is used to indicate many small healthy meals, distributed over the day, such as organic products, biscuits and protein bars. And while during the quarantine snack purchases plummeted because consumers devoted themselves to home cooking, now they are recovering. Even in smart working, for convenience, this trend is clear. "I prefer to spend my time doing things other than cooking," have declared some of the respondents (Generation Z), followed by American, European, Australian and New Zealand Millennials. "Even before the pandemic, with the rapid process of global urbanisation which affected 56% of the population and with the increased use of technology, the snackification with snacks that are just a click away was a reality," explains Jared Koerten, author of Euromonitor's research. "87% of us have got a smartphone, and from 2014 to 2019 online sales increased by 160%." The key to success of the 'pocket' lunch is certainly the immediacy of consumption, the completeness of the nutritional values, and the respect of an increasing search for wellbeing associated with nutrition.

## The sales trend in modern distribution

In 2020, snack sales increased by 2.8% at supermarkets and hypermarkets and even by 39.7% in



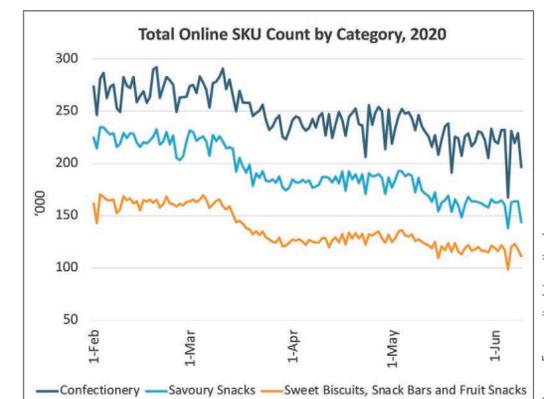
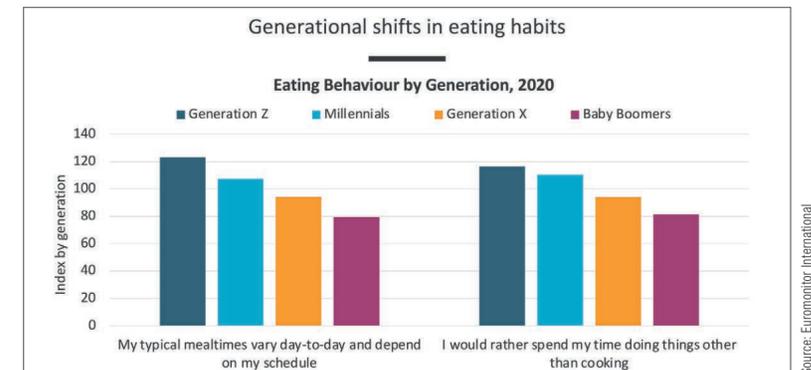
the e-commerce channel. Specifically, consumers are looking for snacks which contain substances able to strengthen the immune system, which are healthy, gluten free, organic, vegan, vegetarian, sugar free, and without artificial preservatives and colouring. Maybe kosher and without chemical flavours and GMOs as well. And with an excellent value for money. Generally, an increasing interest in 'clean' food (clean label) with few and clear ingredients is evident. In this regard, an increase has been particularly recorded in the segment of organic snacks, a market which will reach 23.7 billion dollars by 2025, with an increase of 14%.

## The identikit of the snacks of the future

According to the research, the growth of the snack sector will be mainly led by the emerging markets, where sales will rise by 14% by 2025. Both the rate of innovation and the characteristics of the packaging will be decisive for the success of a product. Consumers ask for recyclable, biodegradable, and resealable packs which allow to see the product inside. Above all, they look for small or single-dose packages to always bring along. A rather profitable format for the snack producers themselves.

## Fenomeno 'snackification'

Un nuovo modello alimentare, che concilia la routine quotidiana con un'alimentazione flessibile, a base di spuntini veloci che vanno a sostituire il pasto 'tradizionale'. È il fenomeno 'snackification', fatto di piccole porzioni preconfezionate (o home-made) e di spezza fame. Un trend in rapida espansione già da qualche tempo. E ulteriormente amplificato dagli effetti della pandemia. Come evidenzia un rapporto pubblicato dalla società di ricerche Euromonitor International e presentato nel corso del webinar intitolato 'Where Do We Go from Here? The Future of Snackification Beyond 2020'.



## THE PANDEMIC DRIVES CHANNEL SHIFTS

**-4.3%**  
Global growth of snack sales at forecourt retailers in 2020

**+2.8%**  
Global growth of snack sales at supermarkets and hypermarkets in 2020

**+39.7%**  
Global growth of snack sales through e-commerce in 2020

# Plastics: let's take stock of the situation

An analysis of European production and demand data for 2019. And the main trends that shaped the industry in 2020, in the midst of the pandemic. The report issued by Plastics Europe.

by Federica Bartesaghi

'Plastics - the Facts 2020' by Plastics Europe, the Association of plastic manufacturers, is a throughout analysis of European plastics production and demand data for 2019, which also includes 2018 waste management figures. The report - which is based on data collected by PlasticsEurope (the Association of Plastics Manufacturers in Europe) and EPRO (the European Association of Plastics Recycling and Recovery Organisations) - gives an insight into the industry's contribution to European economic growth throughout the life cycle of the material. All figures and graphs show data for EU-28 plus Norway and Switzerland, which is referred to as Europe for the purposes of abbreviation.

Together, the plastic raw materials producers, plastics converters, plastics recyclers, and machinery manufacturers represent a value-chain that employs over 1.5 million people in Europe, through more than 55,000 companies, most of them SMEs, operating in all European countries. In 2019, these companies created a turnover of over 350 billion euros and contributed to more than 30 billion euros to European public finances. Only a few charts are dedicated to 2020 trends and therefore show estimation of the Covid-19 pandemic effects on the European plastics industry.

## Plastics: innovation driven materials, facing the environmental challenges

The very first plastic material was invented in the middle of the 19th century and since then, based on their illimited innovative potential, plastics have shaped the world and continue to offer sustainable solutions to our fast-changing needs. Today, the plastics family is composed by a myriad of fit for purpose and resource efficient materials. Most plastic materials are fossil based and are produced from oil or gas. However, in the long term, plastics production should decouple from fossil feedstock, the report highlights. Which means that, in the future, the vast majority of plastics will be produced

from alternative feedstocks, such as recycled oils or secondary plastics, responsibly sourced biomass, or even CO2.

"Over the last century, plastics have offered innovative solutions to society's permanent evolving needs and challenges", the report states. "Plastics will continue to shape our present and our future, however, we will not be able to achieve the full potential of these extraordinary materials if we do not address the global challenges linked to their negative impact when they end-up in the environment. Plastic waste is unacceptable in any habitat and this is PlasticsEurope's and the plastics industry's top priority at all times."

## Publicato 'Plastics: the Facts 2020', il report di mercato firmato PlasticsEurope

Nel 2019, la produzione di materie plastiche è aumentata su scala globale, anche se a un ritmo più lento rispetto a quello degli anni precedenti. Malgrado l'incremento produttivo, la domanda di materie plastiche in Europa è calata rispetto al 2018. Ciononostante, nel 2019 l'industria europea della plastica registra un saldo commerciale positivo, che supera i 13 miliardi di euro. I dati preconsuntivi riferiti al 2020, anno segnato profondamente dalla crisi da Covid-19, evidenziano che dopo un forte calo nella prima metà dell'anno la produzione di materie plastiche registra una ripresa nella seconda metà, che si prevede permarrà anche nel 2021. Sul fronte produttivo, i livelli pre-crisi non saranno invece probabilmente raggiunti prima del 2022. E su scala mondiale la Cina conferma, ancora una volta, la propria leadership di mercato rappresentando circa un terzo della produzione mondiale.

## THE EUROPEAN PLASTICS INDUSTRY KEY FIGURES

THE EUROPEAN PLASTICS INDUSTRY INCLUDES PLASTICS RAW MATERIALS PRODUCERS, PLASTICS CONVERTERS, PLASTICS RECYCLERS AND PLASTICS MACHINERY MANUFACTURERS IN THE EU-28 MEMBER STATES.

### Over 1.5 million people

Direct employees in the plastics industry across Europe

### 55,000 companies

Belong to this industry, most of them SME's

### More than 350 billion euros

European plastics industry turnover in 2019

### 13 billion euros

European plastics industry's positive trade balance in 2019  
\* Data including only plastics raw materials producers and plastics converters

### Close to 30 billion euros

The European plastics industry's contribution to public finances and welfare in 2019

### 7th in Europe

The European plastics industry's place in the EU rank in industrial value added contribution. At the same level as the pharmaceutical industry\* and very close to the chemical industry

\* Measured by gross value added at factor prices, 2013

### 9.4 million tonnes

Amount of plastic postconsumer waste collected in Europe to be recycled (inside and outside the EU) in 2018

## PRODUCTION, TRADE AND MARKET DEMAND

### WORLD AND EU PLASTICS PRODUCTION DATA

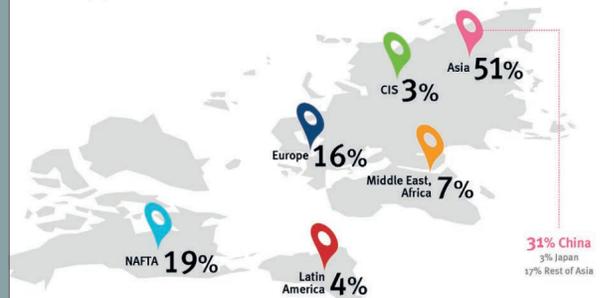
In 2019, global plastics production almost reached 370 million tonnes. In Europe, plastics production almost reached 58 million tonnes.

SOURCE: PlasticsEurope Market Research Group (PEMRG) and Convensio Market & Strategy GmbH



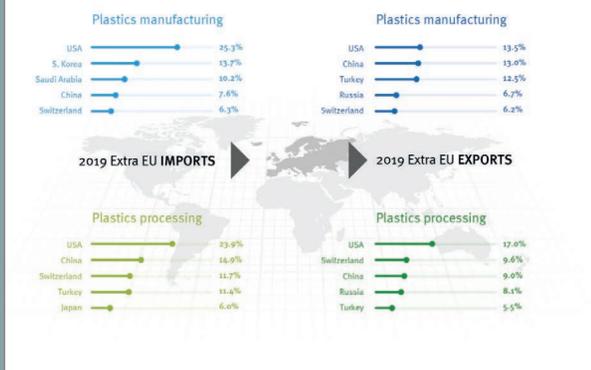
### DISTRIBUTION OF GLOBAL PLASTICS PRODUCTION

In 2019 China reached 31% of world's plastics production. World plastics\* production: 368 million tonnes.



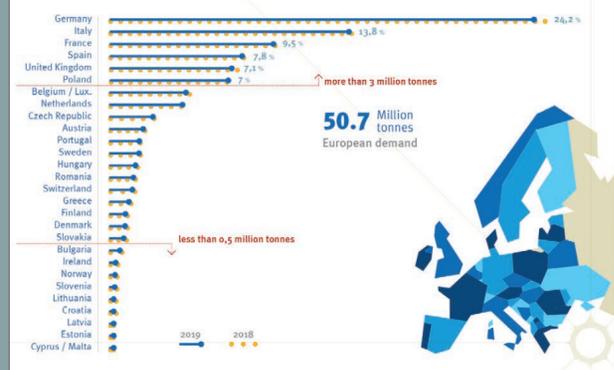
### TOP EXTRA EU TRADE PARTNERS IN VALUE

In 2019, the USA was the most important trade partner of the European plastics industry.



### PLASTICS DEMAND BY COUNTRY (2018 AND 2019)

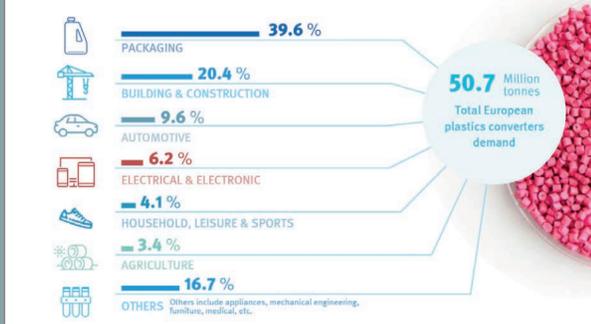
Distribution of European (EU28+NO/CH) plastics converters demand by segment in 2019.



### PLASTICS DEMAND BY SEGMENT 2019

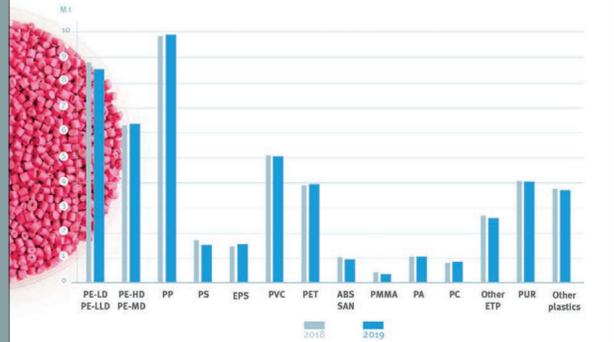
Distribution of European (EU28+NO/CH) plastics converters demand by segment in 2019. Packaging and building & construction by far represent the largest end-use markets. The third biggest end-use market is the automotive industry.

SOURCE: PlasticsEurope Market Research Group (PEMRG) and Convensio Market & Strategy GmbH



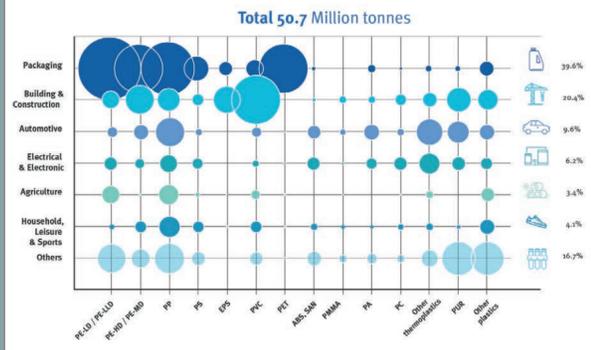
### PLASTICS DEMAND BY RESIN TYPE 2019

Distribution of European (EU28+NO/CH) plastics converters demand by resin type in 2019. Leading polymers are the polyolefins (PE & PP).



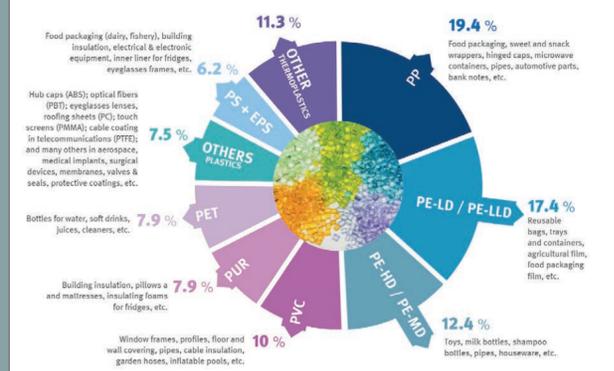
### PLASTICS DEMAND BY SEGMENT AND POLYMER TYPE IN 2019

Data for EU28+NO/CH.



### PLASTICS DEMAND DISTRIBUTION BY RESIN TYPE 2019

Data for EU28+NO/CH.



## END-OF-LIFE MANAGEMENT AND REUSE

### PLASTIC POST-CONSUMER WASTE TREATMENT IN 2018

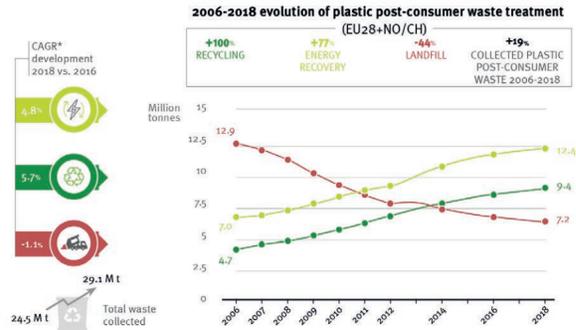
In 2018, 29.1 million tonnes of plastic waste were collected in the EU28+NO/CH in order to be treated. Plastic waste exports outside the EU have decreased by 39% from 2016 to 2018.



SOURCE: Converso Market & Strategy GmbH

### SINCE 2006, THE AMOUNT OF PLASTIC WASTE SENT TO RECYCLING HAS DOUBLED

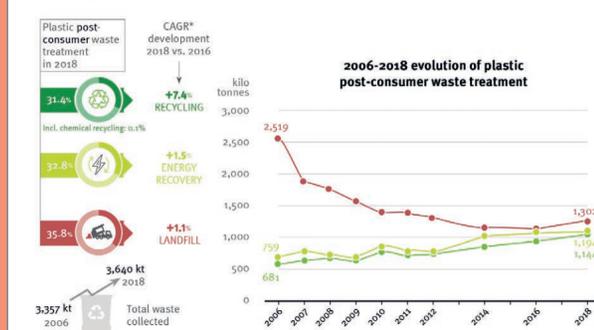
However, 25% of plastic post-consumer waste was still sent to landfill in 2018.



SOURCE: Converso Market & Strategy GmbH  
\*CAGR: Compound Annual Growth Rate is the mean annual growth rate over a specific period of time

### PLASTIC WASTE TREATMENT IN ITALY

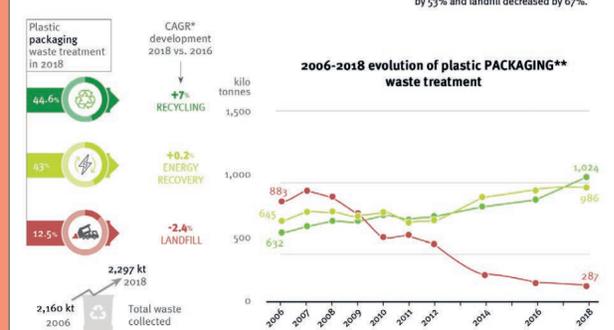
In 2018, 3.6 million tonnes of plastic post-consumer waste were collected through official schemes in order to be treated. From 2006 to 2018, the volumes for recycling increased by 68%, energy recovery increased by 57% and landfill decreased by 48%.



\*CAGR: Compound Annual Growth Rate is the mean annual growth rate over a specific period of time

### PLASTIC PACKAGING WASTE TREATMENT IN ITALY

In 2018, 2.3 million tonnes of plastic post-consumer packaging\*\* waste were collected through official schemes in order to be treated. From 2006 to 2018, the volume of plastic packaging waste collected for recycling increased by 62%, energy recovery increased by 53% and landfill decreased by 67%.



\*CAGR: Compound Annual Growth Rate is the mean annual growth rate over a specific period of time  
\*\*From household, industrial and commercial packaging

### RECYCLING IS THE FIRST OPTION FOR PLASTIC PACKAGING WASTE

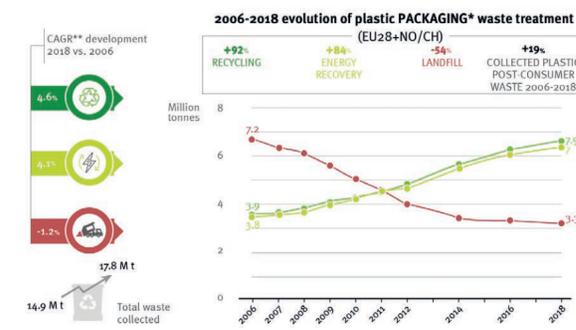
In 2018, 17.8 million tonnes of plastic post-consumer packaging waste were collected in order to be treated.



SOURCE: Converso Market & Strategy GmbH  
\*From household, industrial and commercial packaging

### SINCE 2006, THE QUANTITY OF PLASTIC POST-CONSUMER PACKAGING WASTE SENT TO RECYCLING HAS INCREASED BY 92%

2018 data show a positive trend for recycling, however more than 18% of the waste is still sent to landfill.

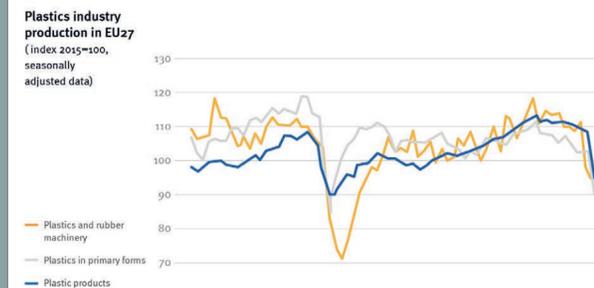


SOURCE: Converso Market & Strategy GmbH  
\*From household, industrial and commercial packaging  
\*\*CAGR: Compound Annual Growth Rate is the mean annual growth rate over a specific period of time

## OUTLOOKS

### SINCE 2018, WE CAN OBSERVE A DECLINE OF THE EUROPEAN PLASTICS INDUSTRY PRODUCTION

The COVID-19 pandemic has clearly intensified this decline.



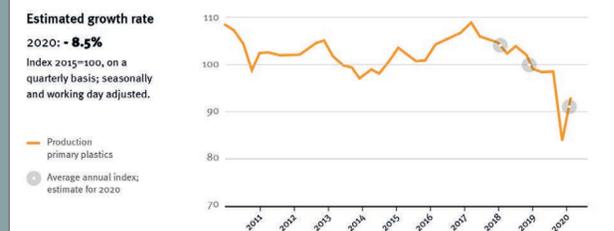
SOURCE: Eurostat

### PRODUCTION OF PLASTICS IN PRIMARY FORMS, EU27

After a sharp drop in production due to COVID-19 in the first half of the year 2020, production has started to recover again in the second half of the year.

Production of plastics in primary forms in the EU27 started to recover in June 2020. The recovery will continue in the last quarter of 2020 and in 2021. However the speed of recovery depends on the impact of the COVID-19 and on the demand for plastics from important customer industries like automotive or building and construction sectors.

The production level before the COVID-19 pandemic will not be reached before 2022.



SOURCE: Eurostat

### PLASTIC PACKAGING RECYCLING

The new Directive (EU) 2019/852 on Packaging and Packaging Waste sets higher recycling targets per material (50% for plastic packaging by 2025 and 55% by 2030), together with a new calculation method of recycling performances. This new method will start to be applicable for data of the year 2020.

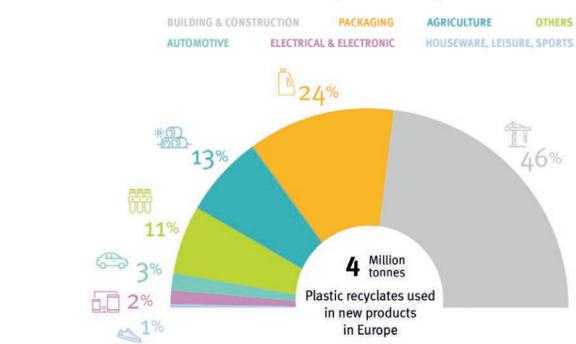


Recycling rates of plastic packaging in Europe range between 26% and 52%. This wide range can be explained by differences in collection schemes, available infrastructure and consumer behaviour. On average, the 42% recycling of plastic packaging represent an increase of 1.2 points versus 2016, in particular thanks to improved waste collection.

\* From household, industrial and commercial packaging  
\*\* According to the current calculation methods established in Directive 94/62/EC

### PLASTIC RECYCLATES: WHERE ARE THEY USED

In 2018, from the 4 million tonnes of plastic recyclates produced in Europe, 80% re-entered the European economy in order to manufacture new products. The rest was exported outside Europe to re-enter other regions of the world's economies.



SOURCE: Converso Market & Strategy GmbH

# Global 'Foodtech' knows no crisis



Investments in technological development are estimated to have reached 17 billion euro in 2020, driven by alternative proteins and food delivery. The latter, attracted more than 48% of total financings since 2010. The main findings of a report issued by Talent Garden and Forward Fooding.

A sector growing 42% year on year since 2016 and which, despite the global pandemic, collects 17 billion euros of investments in 2020. We are talking about the wide and varied world of 'foodtech', at least according to the photograph taken by 'The State of Global Foodtech Report', created by Talent Garden, a platform for digital training and innovation born in Italy in 2011, and Forward Fooding, a global collaborative platform dedicated to the agri-food industry.

The report, which takes an in-depth analysis of an incredibly dynamic and innovative industry on a global scale, takes stock of collaboration between corporate and startups and investigates the investment scenario that is revolutionizing the world food system.

According to the report, the foodtech ecosystem counts 5,300 companies operating globally, which has attracted over 65 billion euros of investments over the past 10 years, that is to say since 2010. In the last 5 years, the sector has grown from an emerging trend to one of the hottest topics in the world of innovation, confirmed by the exponentially growing number of startups, dedicated investors and ecosystem players. One of the reasons for such a fast development is the growing awareness of the problems that the food system is facing globally.

From a geographical point of view, while the

United States is leader both in terms of the number of startups (more than 1,300) and the level of investment, Europe and Asia are rapidly catching up. Silicon Valley, London and Israel - with over 1,000 startups focused on AgriFoodTech - are attracting more than 30% of global investments. While more recently developed and established hubs such as Singapore, Paris or Berlin are starting to emerge.

### Who is driving growth

When looking at how companies are distributed, the AgriTech sector, which includes services and technologies that aim to increase the efficiency and sustainability of agriculture and livestock, is by far the most populated in terms of number of companies: more than 1,500. The 'Next-gen Food & Drinks' category, which includes alternative ingredients such as plant-based meat, insects-based products, mushroom-based products, functional food and drinks as well as meal replacements, follow suits at 1.210 companies, due the exponential growth rate of the alternative protein sector at global level.

### Investment catchers

Funding-wise though, the food delivery sector has been attracting more than 48% of total in-

vestments (31.5 billion euros between 2010 and 2020), mostly driven by a numbers of unicorns such as Delivery Hero (over 4.2 billion euros raised), Deliveroo (1.3 billion euros) and Doordash (2.51 billion euros). With more than 2.4 billion euros raised, investments in the alternative protein sector is certainly catching up, growing at an exponential +81% Cagr since 2018. As a matter of fact, more than 40% of alternative protein funding was raised in 2020 alone.

### F&B: a quite 'happy island'

According to Euromonitor International recent data, due to the economic crisis engendered by Covid-19 global consumer expenditure growth is forecast to have fallen by 4.3% in real terms year-on-year in 2020, while total disposable decline by around 3.7% in real terms. But if consumers cut back their spending, food & beverage is expected to be the only category to have recorded positive spending growth in 2020: lockdowns and selfisolation prompted consumers to stockpile, while spending more time at home cooking. This is also reflected on investment trends: according to CB Insights, Q3'20 funding for CPG brands has hit an all-time high, with a strong focused on plant-based and healthier alternatives.

**Agtech**  
Services and technologies that aim at increasing farming efficiency and sustainability.

**Consumer Apps & Services**  
Apps and services that facilitate access to food and the information behind it.

**Food processing**  
Products or services that leverage innovative techniques to process food or to improve food ingredients' functionality.

**Food delivery**  
Direct-to-consumers food delivery services on demand.

**Food safety & traceability**  
Tech-powered solutions to sanitise machineries and other food processing equipments, assess products' freshness and prolong their shelf-life.

**Kitchens & restaurant tech**  
Smart kitchen appliances for consumers as well as smart equipment or technologies that help restaurants managing their business more efficiently.

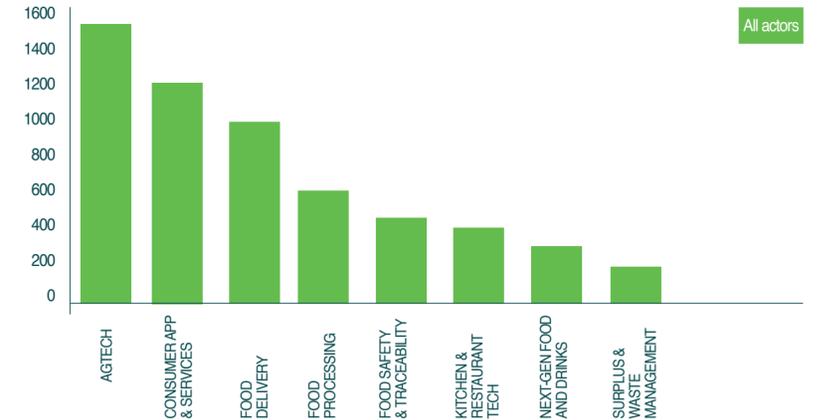
**Next-gen food and drinks**  
Solutions and processes that leverage science and technology to create new types of foods and beverages or alternative ingredients.

**Surplus & waste management**  
Products and solutions that help reducing food waste.

### Il Foodtech non conosce crisi

Con 65 miliardi di investimenti in 10 anni, più di 5.348 imprese attive e un tasso di crescita annuo del 42%, il vasto e variegato universo delle tecnologie applicate all'alimentare non conosce la parola crisi. Nemmeno nel 2020, anno in cui gli investimenti nel settore, a livello globale, hanno toccato la cifra record di 17 miliardi di euro. Secondo quanto rileva il rapporto 'The State of Global Foodtech' pubblicato da Talent Garden e Forward Fooding. A trainare la crescita il food delivery, che ha attirato in 10 anni oltre il 48% degli investimenti. Mentre è in rapidissima ascesa, con un Cagr del +81% dal 2018, il mondo 'Next-gen Food & Drink', che include alimenti alternativi come la carne vegetale, i prodotti a base di insetti o funghi.

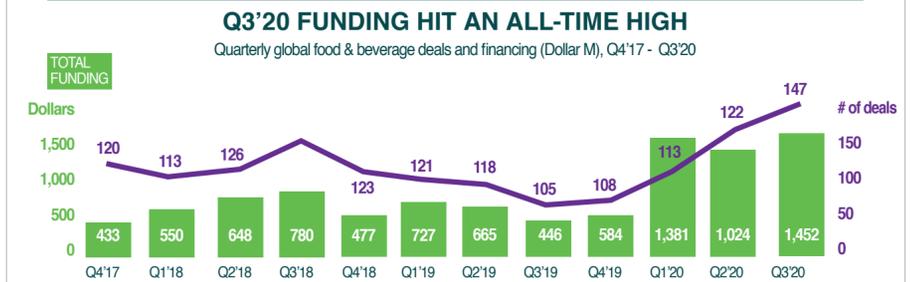
### WHAT ARE THE MOST OCCURRING BUSINESS ACTIVITIES?



### GLOBAL FOODTECH STARTUP AND SCALEUP COMPANIES FUNDING BREAK-DOWN BY CATEGORY (2010-2020)

	AGTECH	CONSUMER APPS & SERVICES	FOOD DELIVERY	FOOD PROCESSING	FOOD SAFETY & TRACEABILITY	KITCHEN & RESTAURANT TECH	NEXT-GEN FOOD AND DRINKS	SURPLUS & WASTE MANAGEMENT
Number of companies	1521	584	889	165	233	396	1210	350
Total funding	€14B	€3.5B	€31.5B	€1.7B	€1.6B	€4.8B	€6.2B	€1.8B
% of total funding	21%	5%	48%	3%	2.5%	7.5%	10%	2.5%

### FOOD & BEVERAGE INVESTMENT ACTIVITY SURGED IN Q3'20



### ALTERNATIVE PROTEINS DROVE THE FUNDING JUMP



Source: The State of Global Food Tech Report

**+5,300**  
AGRIFOODTECH COMPANIES

**+65**  
BILLION EUROS OF INVESTMENTS SINCE 2010

**+17**  
BLN EUROS OF INVESTMENTS COLLECTED IN 2020 (15.3 BLN IN 2019)

**+317%**  
INCREASE IN AMOUNT INVESTED (2016-2020)

**+260**  
CORPORATES AND CVCS INVESTING IN FOODTECH

# The perfect cut

Machines and technologies suited to a wide range of cheese and deli meats. Featuring increasingly high levels of automation and developed to meet industry 4.0 requirements, as well as the highest safety standards. The best solutions provided by leading Italian manufacturers.

## Porzionati ad arte

Macchine e tecnologie per l'affettamento di formaggi e salumi. Con un livello di automazione sempre più elevato e rispondenti ai requisiti 4.0. Ma anche importanti accorgimenti sul fronte della sicurezza. Le migliori soluzioni offerte dalle aziende italiane leader di settore.

### STANDARD TECH IMPIANTI www.standard-tech.it

#### Katia Pretto, marketing manager

"Customers turn to Standard Tech when they want to be sure of improving the shelf life of packaged food in Brc-Ifs certified, functional and low-energy consumption working environments," said Katia Pretto. The Padua-based company is indeed specialized in the construction of industrial refrigeration systems and clean rooms for the food industry and for all sectors sensitive to air contamination. "Steril-Tech clean rooms are continuously improved to keep up with new production needs. Besides the Italian market, this type of clean rooms is highly demanded also abroad".

#### Clean rooms

Standard Tech clean rooms for food processing are sized in compliance with ISO 14644-1:2015 and FED STD/209/E standards. They are built with entirely sanitizable Isostandard wall panelling and ceilings. Stainless steel doors with special seals guarantee pressure, are equipped with traffic light or interlocked access. Heart of the conditioning system is the last generation Unigen-Plus air handling unit, which guarantees the management of temperature relative humidity, speed of the air and positive pressure degree necessary to prevent the intrusion of potential pollutants from outside.



### MINERVA OMEGA GROUP www.minervaomegagroup.it

#### Davide Puppi, Junior export area manager

"Minerva Omega Group, thanks to the acquisition of the Omega company in 2006, has widened its range of slicing machines launching new and cutting-edge gravity models, automatic, vertical and with integrated scales," said Davide Puppi. Today, more than 70% of the machines produced by Minerva Omega Group is exported: "The quality of our technologies is broadly recognized all over the world. Our 100% made in Italy is both a guarantee and a hallmark."

#### G5 - G7 Gravity slicing machines

For retail shops, supermarkets and collective catering. Slice counter in ascending or descending counting (when the number of slices programmed is reached, the system stops automatically). Auto Power off function (energy saving) after 30 seconds of non-use. Productivity: 3 speeds (min., medium, max) for 3 different strokes (short, medium, long).

#### Technical specifications

- Cut thickness: adjustable from 0 to 24 mm
- Diameter of the blade: 350 mm
- Carriage Stroke: 365 mm
- Motor: 0,38 kW
- Cut: 210 x 320 mm
- Cut Ø: 250 mm



### GELMINI

www.gelminimacchine.com

#### Marco Mantovani, ceo

Be it wedges, slices, petals, julienne, cubes, blocks or grated, the solutions offered by Gelmini allow to obtain, from any type of cheese, the most diverse and customized shapes. "Our customers require increasingly precise and performing machines, able to fulfil any Industry 4.0 requirement," explains Marco Mantovani. With international markets accounting for 20-25% of turnover, the company exports primarily to EU countries - Switzerland, France and Poland - as well as Russia.

#### Fix Weight Line

Productivity and precision in fixed weight lines for cheeses with different sizes and densities. While retaining the characteristics of simplicity, expertise and technology, the combination of the new version of both machines makes it possible to meet the current demand for waste optimization, versatility of use, traceability of production lots and remote control for maintenance and updates. The standard line can be implemented upstream, in the middle or downstream.



follow

## WEB SKIN



## SUSTAINABILITY MADE EASILY AND AFFORDABLY

ALL THE BENEFITS OF THERMOFORMING COMBINED WITH THE ADVANTAGES OF THE TRAY SEALER



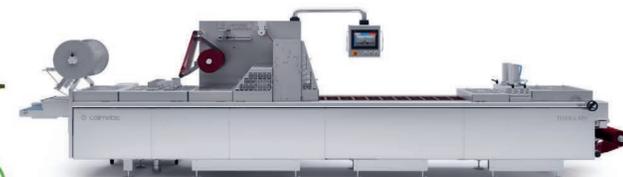
**MADE FROM REEL**  
Eliminating the costs of manufacturing, storing and managing pre-cut cardboard blanks.



EASY PEEL

PRINT ALWAYS PERFECTLY CENTERED

- UP TO 35% SAVING ON PACK COST
  - SUSTAINABLE WITH 90% OF RECYCLABLE PAPER
  - SKIN PROTRUSION UP TO 50 MM FOR BEST PACK APPEARANCE
- MULTIPLE PACKAGING TECHNOLOGIES: ONE SINGLE MACHINE



## CASEARTECNICA BARTOLI

www.caseartecnicabartoli.it

### Pietro Bartoli, owner

"We offer a complete line of cutting machines designed for the large food industry and for small laboratories as well. Stand-alone machines or integrated in production lines, able to fulfil any customer need for effective, automatic or semi-automatic solutions," Pietro Bartoli explains. The company, established in Parma in the '60s, is specialized in cutting technologies for hard-paste and soft-paste cheese, as well as deli meats and frozen food. "This class of machinery is broadly exported towards EU countries - Austria, Germany, Switzerland, Serbia, Albania, Hungary, Latvia, Lithuania, Romania and Russia - and extra-EU countries, like Canada, US and Brazil.

### Automatic portioning machine mod. Rock 20 Plus

Automatic machine to cut the cheese in slices with random or fixed weight and size. Versatile and flexible, the model Rock 20 Plus is designed to work in line with other pre-existing machines. Made in accordance with EU regulations.

#### Technical specifications

- Programmable number of cuts
- Interchangeable bells for the perfect centering of any kind of cheese
- Fully automatic operation cycle
- CP's multiple recipes, for a large choice of product and cutting
- Special, interchangeable blades for cutting semi-hard, hard and very hard cheeses
- Automatic weighing with external balance



## DIMA

www.dima.it

### Siham Chihab, sales manager

"Dima designs and manufactures machines and plants for the cheese industry," Siham Chihab explains. "In detail, we provide customized solutions for stretched cheese portioning in cylindrical or brick shape blocks with production capacity from 100 to 5,000 kg per hour." Exports, which are directed all over the world, account for 90% of total company revenue. Poland, Russia, Brazil and China are recording the fastest growth rates.

### Carousel moulding machine mod. DM61

Dima's automatic carousel machine for the moulding of stretched cheese is particularly suitable for producing pizza cheese, kashkaval, kasar, sulguni and similar cheeses. The machine allows for the automatic portioning of cheese in cylindrical or brick shape blocks without any external mould or manual handling, avoiding any possible product contamination.

#### Technical specifications

- Production capacity: from 500 kg to 1.000 kg/h, from 1.000 kg to 1.500 kg/h
- Equipped with pre-cooling moulding head
- Custom-sized moulding tubes
- Interchangeable moulding carousel head for a large variety of sizes and weights



## FACCHINETTI

www.facchinettinova.it

### Silvia Facchinetti, ceo

Active since the 70s in the design and manufacturing of machines and plants for the dairy sector, Facchinetti boasts a strong specialization in cheese cutting technologies at both fixed or random weight. "We offer compact stand-alone machines and fully automatic lines for cutting any kind of cheese: blocks, cylindrical, hard, semi-hard and soft cheeses," Silvia Facchinetti explains. The company's know how is well recognized abroad, with international sales representing 80% of turnover and that in the last four years have undergone a significant increase, primarily toward Russia, the US and the United Kingdom.

### Semi-automatic cutting line mod. LPRO2

Compact cutter to obtain exact weight wedges. The machine is equipped with corer, exact weight wedges cutter, and electronic balance. 3 cutting programs available: number of wedges, exact weight wedges with waste, exact weight wedges without waste.

#### Technical specifications

- Corer and cutter are independent and can be used separately
- Cutting with stainless steel blade or teflon coated blade
- Productivity: till 50 wedges/min



## FAVA GIORGIO AXEL

www.favagiorgioaxel.com

### Antonio Fava, ceo

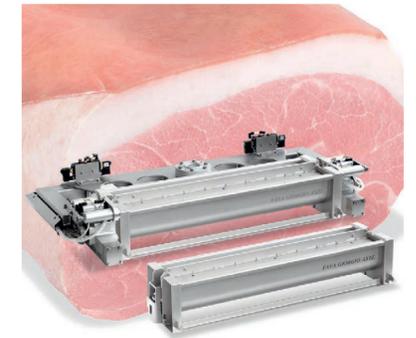
The Parma-based company manufactures machines and plants for the production of deli meat bars to be sliced, "to have a compact product with the best slicing yields, even the thinnest," Antonio Fava explains. "The pandemic has marked a significant increase in the sales of pre-slice deli meats in trays and as a consequence, the interest in this class of machinery is rapidly increasing too, with a strong growth in requests from many countries, including the US and France. "Our customers ask for a modular system for the production of sliced bars that allows to minimize production costs, without compromising on quality."

### Multimolds System Legostampo

Flexible system suitable to all production needs - from r&d to the most performing and automatized plants -, for all the technologies and for all cooking techniques. The system comes from the need to have a product that: allows to use the same mold during all the production phases and to manage any cooking weight loss; optimizes the logistics and thermal efficiency; enhances the ergonomics and reduces the use of labor for finished product kilo; reduces the request of m<sup>2</sup> and m<sup>3</sup> for each kilo of finished product; improves the slicing yield, even with thinner slices.

#### Technical specifications

- the molds are easy to move in molding and de-molding lines
- the automation is simple, reliable, inexpensive, not bulky
- the molds are easy to stack firmly, without using straps, presses, compressible frames, ballast and the piles are simple to move
- the best homogeneity of cooking and cooling is guaranteed



## GELMINI

FOOD PROCESSING MACHINES

### Grater line

The tradition of precision in grated cheese.



GRATER TIGER'S EYE MODEL





# Packaging: the new frontiers of innovation

How can companies orient themselves in a market which is always more scattered and customized? Data and a social experiment by the Out-of-the-box Observatory, in collaboration with Nomisma and Glaxi.

by Aurora Erba

Staying at home for a long period of time changed the daily life of Italians. During the quarantine, going to the supermarket was the only chance to get some fresh air. And people became more and more aware of the products exposed on the shelves. This is the starting point that gave origin to the Out-of-the-box Observatory of Ghelfi Ondulati, a Lombard company which produces packaging in corrugated cardboard. The survey, led by Nomisma and Glaxi, is part of the homonymous report conducted by the creative director Paolo Iabichino. It started before the spread of Coronavirus with a social experiment that involved 6,000 people. Among its purposes, examining the consequences of the pandemic on food packaging.

## Functional labels

According to the data measured by the Observatory, 52% of the panel believes that label is the first eye-catching element in a product. Design is equally important for 31% of purchasers. Within this category, 41% of people pay attention to the color and the graphic design of the

item. Brand lovers, otherwise, account for 17% of the interviewees. As for the most relevant information demanded on labels, consumers look for simplicity. 50% wants to immediately get to know the price and the quality of the raw material. Nutritional values, like fats, are important for 39% of the panel. On the contrary, environmental issues are less relevant. As a matter of fact, only 14% of shoppers are interested in getting to know the effects of pollution on the environment. Moreover, 41% of consumers search for the expiration date. The recent pandemic increased long-life products sales, as well as multipacks. They are not temporary trends anymore, which is why 79% of purchasers are now used to buying them. Ready-to-eat meals increased too. Its customer base grew from 47% to 62%.

## Not just food

Not only did the food industry cope with the consequences of the pandemic. But also the whole shopping experience changed. Especially in the South of Italy, shoppers tend to opt

for packages which ensure safety (84%). Saving money is equally important for 74% of consumers, who are worried about finding a job (10%) and about national wealth (22%). Lastly, 72% of the panel is interested in the sustainable ventures which companies propose. Consequently, they choose ecological packaging.

## Some innovation attempts

How would Italians react in front of food items which show the expression 'produced with innovative packaging'? The Observatory tries to provide a proper answer to this question. 65% of consumers have never noticed this type of expression. 50% is willing to know about this concept, whereas 39% would purchase the item, but only after an appropriate explanation. However, 92% of the panel is inclined to buy innovative solutions which allow to avoid food waste. As for the main features related to innovative packaging, 44% of shoppers look for the capacity to preserve food taste. When it comes to brand lovers, on the other hand, the brand popularity plays a key role (51%). 40%

## CONSUMERS ARE DIVIDED INTO FOUR DIFFERENT CLUSTERS

### THE PLAZA BOX



Purchasers enjoy being part of a community, whether offline or online. They choose stylish and fashionable packages to show off.

### THE SHELL BOX



Customers are interested in environmental issues and opt for long-lasting and eco-friendly packages.

### THE CHEST BOX



A cutting-edge packaging is chosen by those shoppers who immediately look for promotions and discounts.

### THE PHONE BOX



Well-educated consumers who want to establish a trustworthy relationship with the manufacturing companies. They purchase eco-friendly packages.

of purchasers look for packages which allow to avoid food spoiling and the appearance of mildew. However, price remains the biggest concern. 48% of consumers claim that companies should invest in innovative packaging, and they would not be willing to pay more. 37% would agree to pay more, but the increase should be inferior to 10%. Lastly, 15% of the panel would pay more than 10% on the starting price. Whatever the choice, 65% of purchasers agree on the fact that an innovative solution should be highlighted with specific promotions. A dedicated advertising strategy is necessary to underline the advantages in terms of safety and microbial contact compared to traditional packaging.

## Marketing from A to Z

Packaging is not just a box. Creative communication and storytelling are getting more and more important. As a consequence, products have become fundamental to establish a connection with consumers. "The box is no longer considered a simple material which contains food. It is now a real stargate," claims Paolo Iabichino, one of the founders of the Observatory. "A real gate which allows brands to get in touch with purchasers." Packages become real tools which can be deeply analyzed. For example, a QR code may be useful to inform consumers about the origin and provenience of the ingredients. In order to create engagement, companies should also underline the emotional values that allow them to be sympathetic towards customers. This strategy should not be applied only to the content, but also to the exterior packaging.

## A social experiment by Glaxi

The research led by the Out-of-the-box Observatory examined the psychographic features of the interviewees and generated four different clusters which enclose the purchasers' expectations towards packaging. "We usually conduct some research in collaboration with Glaxi," claims Furio Camilli, professor of economic statistics at the University of Bologna. "Our purpose is to comprehend the reason behind some human behaviors, studying the amygdala and the construction of psychometric profiles." In order to elaborate a semiotic analysis, 6,000 people have been interviewed. The result consists of four different clusters, which correspond to four profiles of consumer. "Within the panel, people are fundamental. They think, feel emotions and behave differently. Because of these many

standards, we are able to judge their loyalty and support towards brands," highlights Valentina Adorno, research manager of Glaxi. "We like to call them people, not consumers. Packaging is no longer just a functional box, but also an emotional ride." Getting information about these profiles is fundamental for companies, because they can plan an appropriate communication strategy. Among the main purposes there is also customers' engagement.

## Every consumer wants its own packaging

The 'Plaza box' ranks 1st in the charts of preferences among the interviewees. As a matter of fact, 35% of the panel chooses this category. It is a fashionable packaging which aims at a stylish target. Consumers who belong to this segment enjoy posting on social medias and showing off their shopping. Most people live in the South of Italy and they are very attached to traditions. On the contrary, 28% of shoppers would rather purchase the 'Shell box'. It is made with ad hoc materials and it is usually directed to those customers who show some interest towards environmental issues. Long-lasting and eco-friendly packages are usually chosen. The 'Chest box' is preferred by 26% of purchasers. They usually opt for cutting-edge solutions and they are not shocked by materialistic dynamics. Which is why they immediately look for promotions and discounts. Lastly, the 'Phone box', which is appreciated by 10% of the customer base. Labels show information about the origin of the raw materials and this allows consumers to establish a trustworthy relationship with the manufacturing companies. Customers within this segment are usually well-educated and look for eco-friendly packaging. Every cluster, then, is divided into nine different styles of packaging. Bold is at the top (16,84%), with its bright colors and creative illustrations. Other styles follow: premium (16,46%), ecological (15,82%), organic (12,86%), special (9,96%), ethical (9,40%), healthy (8,88%), fun design (5,96%) and everyday's (3,83%).

## WHAT IS THE MOST IMPORTANT FEATURE WHEN IT COMES TO INNOVATIVE FOOD PACKAGING?



What is the first eye-catching element in a package?  
51% The brand name

What is the first eye-catching design element?  
52% The size of the package

What is the most important information on the label?  
49% Nutritional values



What is the first eye-catching element in a package?  
44% Labels and ingredients

What is the first eye-catching design element?  
46% Captions written on the packaging

What is the most important information on the label?  
43% Health implications



Source: Out of the Box Observatory

## Packaging: le nuove frontiere dell'innovazione

Le restrizioni imposte per prevenire il diffondersi del Coronavirus hanno stravolto le vite degli italiani. A tal punto che andare al supermercato è diventata l'unica occasione per uscire di casa. I consumatori diventano sempre più esigenti nei confronti delle referenze a scaffale e ricercano etichette semplici e packaging innovativi. Come orientarsi all'interno di un mercato sempre più frazionato e customizzato? I dati e l'esperienza sociale dell'Osservatorio Out-of-the-box, realizzato da Nomisma e Glaxi su un campione di 6000 intervistati.



# Meat market: what to expect in 2021?

Rabobank takes stock of the situation on a global scale. Considering the effects of the pandemic and the trend of African swine fever. China expected to be the leader of pork production again.

by Federico Robbe

2021 will be a challenging year for the meat market because of the effects of the Covid-19 pandemic and the African swine fever (Asf). According to Rabobank, a Dutch multinational banking and financial services company, the year will be marked by certainties and uncertainties, risks and opportunities. While the most feared wild card are the effects of the pandemic, the most reassuring certainty is China's central role as leading pork producer worldwide. Indeed, we must remember that, in the last few years, due to Asf, 20% of Chinese pigs have been culled, that is to say more than 100 million pigs. This heavy loss has caused a strong increase in the cost of the raw material in the world owing to the rise in demand. Today the situation is getting back to normal, and it is expected that in 2021 pork will lead production growth. Another issue highlighted by the Rabobank market analysis is the sustainability of animal protein supply chains. Indeed, firm actions by policymakers are expected in 2021 in order to clear up and regulate this unresolved but key issue. Moreover, technology will turn out to be decisive.

## Rabobank's forecasts

China will be in the spotlight this year, dealing with the consequences of Asf. According to data, People's Republic of China will lead

pork production growth around the world. This record is due to the priority given by China to biosecurity measures. According to Rabobank, Chinese pork production will increase by between 10% and 15%. At the same time, Chinese pork imports will decrease because prices will be relatively still high, and consumption is not expected to return to previous levels. However, China will remain a great importer of pork (45% of global trade in 2020), but also of poultry and beef (10% and 25% respectively). Regarding the other animal proteins, poultry will gain further ground benefiting from the ongoing low pork supply situation due to Asf. Production will increase (at different paces according to the various poultry species) while imports are set to decline. Conversely, beef imports will grow (especially from the Usa) to face a strong demand.

As for Europe, pork exports will decrease because of the drop in global demand, particularly from China. Consequently, production will fall. Also beef production and consumption will be on the decline, mainly due to Covid-19-related restrictions in foodservice.

The case of Germany is isolated. Indeed, in September 2020, Asf was detected there in the wild boar population and quickly spread. The country, respecting the regionalization policy, can continue to export pork but only with

thin the EU. Negotiations were immediately opened to persuade China – Germany's largest export market outside the EU – to accept the country's regionalization so as to ensure trade from the non-affected regions of Germany can continue.

In North America the report expects a strongest growth for beef meat production. Also exports will increase. It is noteworthy that US pork exports hit record levels in 2020, on the back of Chinese demand.

The Brazilian market will register an increase in exports too, both for pork and for beef, to China and other countries. Instead, the recovery of the meat market in Southeast Asia will be weaker. Pork production will improve in Vietnam (thanks to intensive and large farms), while in the Philippines it will remain constrained and will risk further herd losses. Altogether, in 2021 a growth in pork production is also expected in the region (+8%), as well as in imports (+20%) and consumption (+9%). A weak recovery is also expected for the production and consumption of poultry and beef.

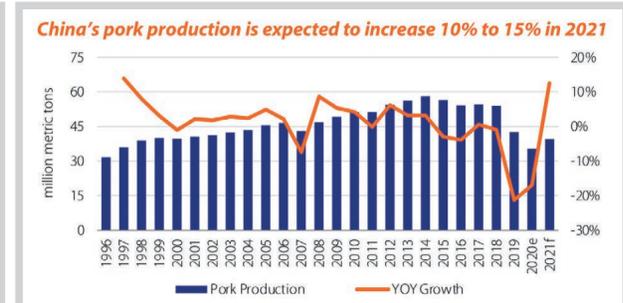
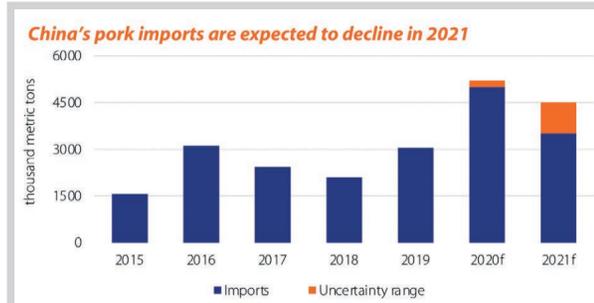
## The effects of Covid-19

In 2020 the global meat market had to deal with Covid-19, just like human beings did. Each animal protein group has been

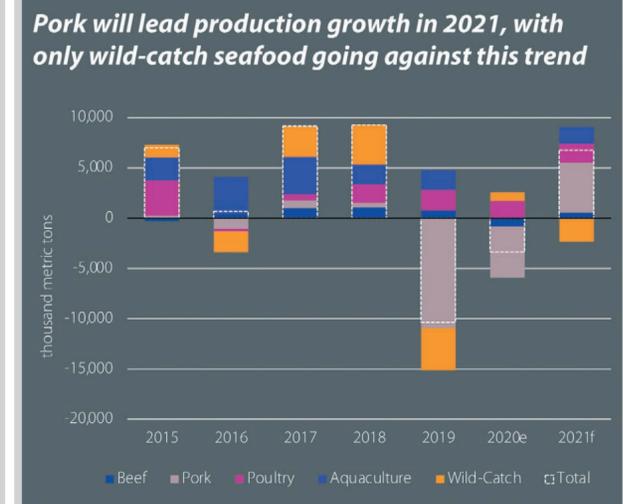
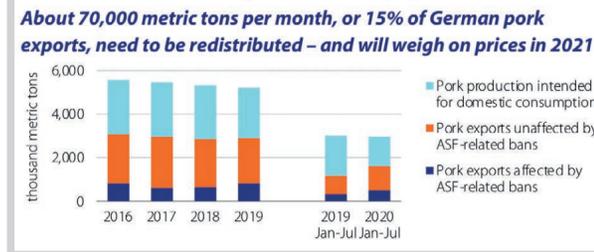
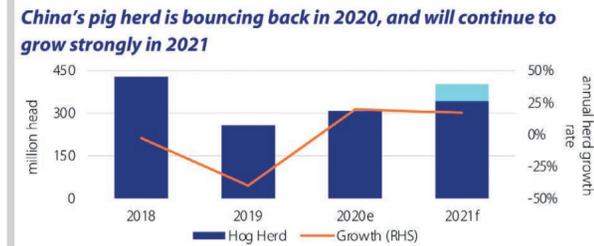
affected differently even if all of them have suffered the closures imposed on the Horeca channel, the limited mobility and the change in consumers' buying habits. Fortunately, in 2021 a gradual return to normality is expected, even though the meat market will have to cope with increasing costs both for structural investments and for facing the rigorous measures taken by legislators. New opportunities are in sight, but also risks, considering that the situation is still evolving.

## Sustainability and technology

One of the hot subjects of 2021 will be the sustainability of the animal protein supply chains. The intervention of regulators along with market initiatives will be fundamental considering that, up to now, they haven't given clear guidelines to ensure a completely sustainable approach. This urgent need is due to the high meat consumption and, in order to maintain these levels, it is necessary to adopt tangible measures to reduce, first of all, greenhouse gas emissions. In this context, technology has proved to be a valuable ally – and will continue to be so. Some examples are methane-reducing feed additives and traceability, useful to mitigate animal disease risks.

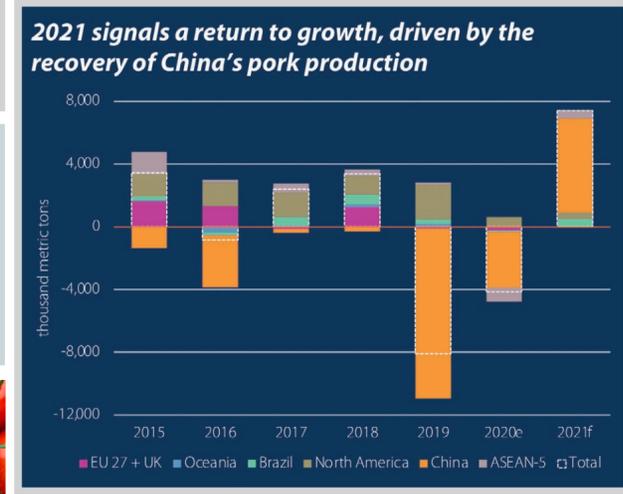


- In China, 2020 represents the low point for pork production, with recovery dominating in 2021
- In Germany, the Q3 2020 outbreak is restricting pork exports outside the EU



**Previsioni sul mercato globale della carne nel 2021**

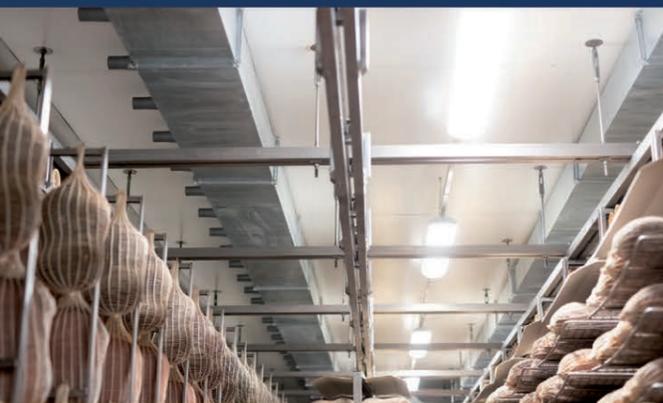
Rabobank fa il punto della situazione sul mercato globale delle proteine animali. E avanza previsioni per il 2021, considerando gli effetti della pandemia di Covid-19 e il trend della peste suina africana. La Cina si riconfermerà leader della produzione suinicola. Si prevede inoltre più chiarezza per la normativa in materia di sostenibilità delle catene di approvvigionamento delle carni. Fondamentale il ruolo della tecnologia.



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