

## Nourished by the sun, carefully bagged, enjoyed with fun

### The perfect climate for growing apples of exquisite quality

The beautiful Val di Non in the Italian Trentino region is the home of 16 cooperatives who in the lush climate grow apples of superior quality. Under Consorzio Melinda, more than 4,000 farmers produce impressive 400,000 tons of apples every year. All apples are sold under the Melinda brand, Italian market leader.



### New strategy to strengthen the market position

In 2022 Melinda decided to strengthen their market position. The strategy was to support healthy eating by promoting apples as a healthy breakfast or a snack in between. With the exquisite quality and an eye-catching packaging, Melinda wanted to appeal to children and their parents. To support the new packaging design, Melinda entered into cooperation with Nickelodeon, resulting in a complimentary PAW PATROL trading card included in each bag.

### Upgrade of bag format and bagging process

Switching to a sophisticated bag format, automatic insertion of a trading card, and the requirement for a higher capacity called for an improvement of the packing process. When introduced to the Schur®Star Concept, Melinda was immediately keen on the process and the multiple bag options. No need to say that the secret behind the market leader position is the superior product quality. But apples are easily bruised, and packing them is not an easy task. Brownish areas are not popular, visible bruises will increase decay, and bruised apples will be left behind in the supermarket or eventually be sorted out by the end user. Therefore, also the gentle handling and the special loading bed of the packaging machine caught the eye of Melinda. In combination with the low drop height this technology carefully catches the apples and smoothly guides them into the bags.

#### Schur®Star Systems

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### A structured bagging process with gentle handling

“When we defined the new sales strategy, we realized the need for a more structured bagging process” says Mr Paolo Gerevini, General Manager of Consorzio Melinda. “And when we saw the Schur®Star in operation at Fruit Logistica, we were convinced. With this gentle handling in the bagging machine our apples will not be damaged”.

### The prominent appearance supports the strategy

Mr Gerevini continues: “We wanted a bag format that could effectively make our Melinda apples stand out. The Schur®Star Concept offers a wide range of bag constructions to choose from, but we decided to go for a zippered stand-up bag with carrier handle. With reclosability, the consumer can keep the apples fresh; shelf life is increased, and waste reduced. Avoiding food waste is of course in line with our strategy to support healthy eating. As an extra feature, our cooperation with Nickelodeon makes it possible to insert a PAW PATROL trading card in each bag. These cards are extremely popular among kids. And in combination with the eye-catching PAW PATROL illustrations on the bag, they will give our Melinda apples a prominent appearance in the supermarket. We feel confident that the initiatives will strengthen our market leader position.”.

## Why Schur®Star?

### Bagging technology made simple

- The full-scale solution
- High filling capacity
- Gas flus
- Multiple filling positions
- Multiple index filling
- Variable footprint



## Why the Schur®Star Concept?

The Schur®Star Concept consists of a Schur®Star Packaging Machine and the premade Schur®Star Bags

- The most flexible solution available
- It is all about adding flexibility to and removing complexity from our customer's production
- Run multiple bag formats without additional tooling costs
- Quick change-over to run multiple products on one line
- For manual, semi, and fully automatic filling
- Easy to integrate into your existing process
- No set-up times

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