

## **PRESS RELEASE**

**Schubert at the IBIE 2019 in Las Vegas (Central Hall / Booth 7303)**

### **Schubert is premiering its new lightline Flowpacker at the IBIE 2019**

***Crailsheim (Germany), July 2019* – At its IBIE debut, Schubert North America will be introducing its new lightline Flowpacker on the North American market. The Flowpacker, which is part of Schubert’s lightline machine series, combines a Pickerline and a Flowmodul in one system. The machine features Schubert’s patented, state-of-the art sealing technology for packaging heat-sensitive products even more gently into flowpacks. With Schubert’s efficient and highly flexible packaging solutions, baked goods manufacturers will be ideally equipped to successfully meet future market requirements. The exhibition machine will be installed at a North American baked goods manufacturer after the show.**

The Schubert Group sees great potential for growth in the baked goods sector and it is, with this in mind, that the company will be exhibiting for the first time at the 2019 International Bakery Industry Exposition (IBIE) in Las Vegas. Schubert’s modular, robot-based, top-loading packaging machines (TLM) enable baked goods manufacturers to produce cost-effectively and efficiently. Increasingly demanding requirements such as filling baked goods, quickly-changing packaging formats, double-packaged products, product fragility, pressure and heat-sensitivity can all be solved with Schubert’s market-leading robot technology. “We see the IBIE as an ideal platform to introduce Schubert’s latest automation solutions to small-sized bakeries as well as to large international producers of all types of baked goods,” says Hartmut Siegel, CEO of Schubert North America.

#### **Staying ahead of the curve with Schubert’s flexible solutions**

Baked goods manufacturers around the world capitalize on Schubert’s robotic TLM technology and innovative process integration solutions. Whether crackers,

croissants, biscuits, cakes, muffins or donuts – Schubert's flexible packaging machines package all products carefully, gently and very efficiently.

The lightline Flowpacker on exhibit was designed for a Canadian family-run baked goods manufacturer to efficiently automate its end-of-line process, by packaging freshly baked croissants and Danish pastries into flowpacks. The system fully integrates flow-wrapping into the packaging line by combining a Flowmodul and a Pickerline in one system. During the show the machine will package chocolate biscuits in a two by two formation into flowpacks.

### **State-of-the-art sealing technology**

The integrated Flowmodul is equipped with Schubert's new patented sealing technology: First, an ultrasonic sealing system closes the flowpack's longitudinal seam, then a heat-sealing system with a flying cross sealing unit is used. The flying cross sealing unit adapts to the variable speeds of the upstream pick & place robots and therefore ensures high sealing quality with constant sealing times. Schubert's state-of-the-art pick & place robots guarantee flexible and gentle product handling. Thanks to Schubert's system modularity, the robots can be seamlessly combined with other modules to integrate several packaging processes into a single system.

The machine also integrates Schubert's 3D image recognition system to detect the product position, orientation, height and quality ensuring that the robots pick up only flawless products. Baked goods manufacturers greatly benefit from Schubert's pick & place robots combined with its image processing systems, especially for handling sensitive products.

### **The lightline machine series**

Schubert's lightline machine series, which includes three compact preconfigured packaging machines, allows manufacturers to master standardized packaging tasks with great efficiency at attractive investment costs. A key benefit is the unparalleled packaging machine availability combined with Schubert's outstanding quality. The lightline series includes the lightline Cartonpacker for erecting, filling and closing cartons, the lightline Pickerline as well as the lightline Flowpacker for packaging

products into flowpacks.

As a proud member of the BEMA organization (Baker Equipment and Manufacturers & Allies) as well as the ASB (American Society of Bakers), Schubert North America is looking forward to the event and to connect further with other members within the industry.

Length of text: 4,497 characters (with blank spaces) / 631 words

### **Image overview**

All photos: Gerhard Schubert GmbH

#### **01\_Schubert\_IBIE\_Show\_Bild 1.jpg:**



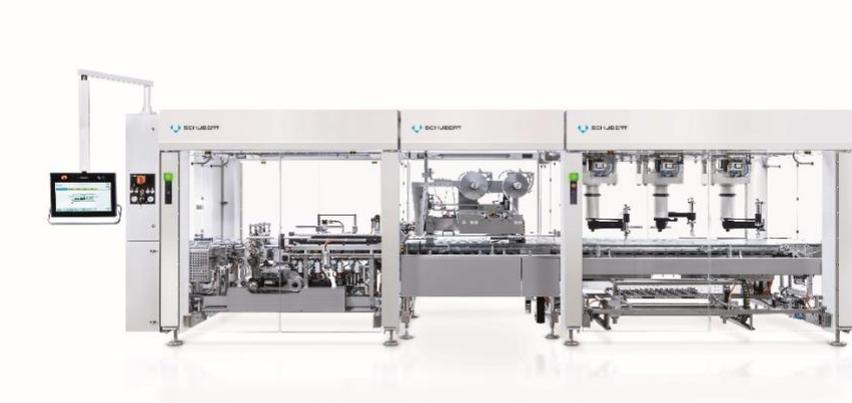
Increasingly demanding requirements in the baked goods manufacturing sector can all be met with Schubert's market-leading robot technology.

### 02\_Schubert\_IBIE\_Show\_Bild 2.jpg:



Schubert's specialized, individually manufactured robot tools ensure gentle and efficient product handling.

### 03\_Schubert\_IBIE\_Show\_Bild 3.jpg:



The lightline Flowpacker on exhibit at the show also integrates Schubert's 3D image recognition system to detect product position, orientation, height and quality – ensuring that the robots pick up only flawless products.

## About Gerhard Schubert GmbH

Gerhard Schubert GmbH is a globally recognized market leader in robot-based top-loading packaging machines (TLM). The family-owned company based in Crailsheim (Baden-Wuerttemberg, Germany) builds on an interplay of simple mechanics, intelligent control technology and high modularity. With this philosophy and a highly developed culture of innovation, the company has been pursuing an entirely independent technological path for more than 50 years.

With its TLM technology, the machine manufacturer provides its customers with future-proof packaging machine solutions that are easy to operate, flexible in terms of format conversion, high-performance and stable in function. The TLM packaging machines pack products of all types and from all sectors – from food, confectionery, beverages, pharmaceuticals and cosmetics to technical products – in trays, cartons, boxes or in flow-wrap bags.

Well-known brands such as Ferrero, Nestlé, Unilever and Roche rely on Schubert's automation solutions, as do numerous small, medium-sized and family-owned companies. Founded in 1966, the second generation of the company now employs more than 1,300 people.

## About Schubert North America

North America is one of the most important growth markets for the Schubert Group. Since the end of 2015, Schubert North America has been coordinating business in this market through its Charlotte headquarters. Together with its service center in Dallas, Texas, and with Schubert Packaging Automation its Canadian sales and service office in Toronto, Ontario, the company can guarantee the best possible service for customers throughout North America.

The headquarters in Charlotte, North Carolina, with its advanced training machines, forms the Schubert Training Center for customers in North America– a core element of Schubert's service offering. The company's customers include very well-known corporations as well as medium-sized family businesses and start-ups.

### Learn more at:

**Website:** [www.schubert.group](http://www.schubert.group)

**Facebook:** [www.facebook.com/SchubertGroup](https://www.facebook.com/SchubertGroup)

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**LinkedIn Schubert North America:** [www.linkedin.com/company/schubert-north-america](https://www.linkedin.com/company/schubert-north-america)

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