



# NEWS

World leaders in handling and feeding technology

## NEWS

### A new look homepage for RNA

**RNA extends its international marketing with the launch of its updated and improved website.**

The new RNA website has been designed to be more user-friendly and informative, providing visitors with simple access to RNA's complete product range. Featuring a clear navigation path starting at the home page the enhanced site is designed to offer an informative, fresh and fast reference for RNA products

As part of the refreshed website, new features include an e-newsletter and social networking links. Access to recent news, RNA press releases and case studies are still available as before.

The updated site has extensive information and product information for companies represented by RNA in the UK & Ireland, including: SVIA, Palace Packaging, Italplant and Rontech.

'The enhanced site will give both prospective and existing customers a clearer insight into our experience and capabilities

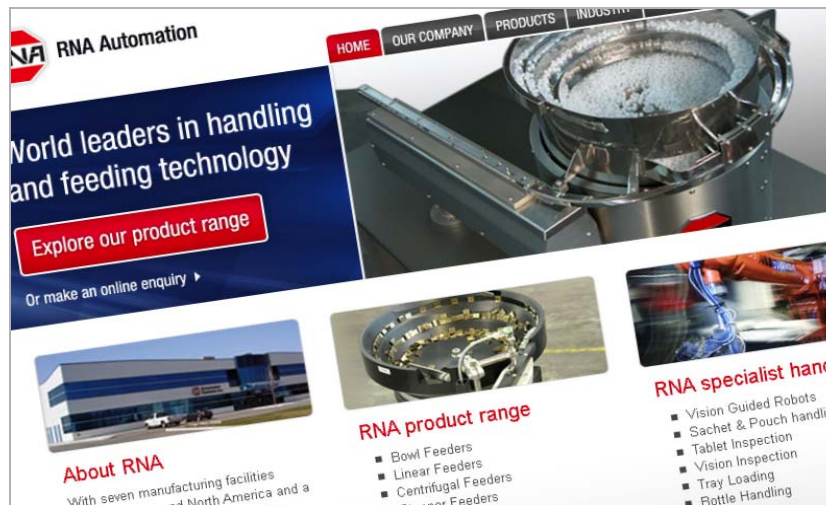
and give RNA a wider audience within the global market.' commented Marketing Executive Ying Zhang.

Recent developments by RNA also include a Facebook business page as part of the RNA e-marketing strategy. The main aim of the Facebook page is to provide a shared community for RNA customers to leave comments, discuss issues and share feedback with RNA team. This is in addition to the existing online tool RNA Extranet Service utilized for file sharing and project management.

'RNA have to give thanks to all who contributed in the RNA website satisfaction survey last year. We believe that the newly enhanced site combined with social network & online communities will broaden the RNA brand to prospective customers and plays a key role in RNAs marketing strategy'

Why not visit our website or new Facebook page and leave us a message.

- [RNA Website](#)
- [RNA Facebook](#)



Welcome to the April issue of RNA newsletter

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#### Forward

If you have friends or colleagues you think would like to receive a copy of e-News, subscribe their name and email address to us via [rna@rna-uk.com](mailto:rna@rna-uk.com)

We will forward them the latest issue and add them to our quarterly distribution list.

## CASE STUDIES

### Fruit bars on the go

Product packaging is a critical item for any food processing company; it is used as a marketing tool and also serves its main function of sealing the product for transportation and shelf life

Traditionally food processing companies have utilised manually loaded wrapping and

sealing machines, especially for flexible packets such as cereal or fruit bars. Manually loaded machines although flexible are labour intensive, slow and costly.

The recent demand and move towards flexible packaging helps towards material savings and the products carbon footprint but

also complicates automated machinery. Flexible packaging in the main is non-uniform and difficult to handle due to its inconsistency

A global leader in the snack food industry approached RNA to develop a system that could accurately and consistently load fruit bars into a process line. The existing machinery was manually loaded by multiple

operators into flighted pockets on an in feed conveyor.

Three types of fruit bars were required to be automatically handled, fruit bars type A (25g), type B (20g), elongated shape type C (5 flavor varieties).



## The Challenge

A major consideration in this application was the nature of products: inconsistent in shape due to the packaging wrapped around a typically soft chewy bar. The challenge was going to be ensuring products were in the correct position for loading onto the customer's indexing conveyors, where each index requires up to 10 products per index. The variants of fruit bars and the proposed loading speed dictated a solution using a minimum of five bowl feed systems. There came with another challenge that was balancing the feed from each bowl feed system and loading the products into flighted pocket two at a time. The edges of the wrapper overlapped and could tangle if not separated by the RNA system. Additionally, the customer required a complete automation-friendly system, with the minimum requirements below:

1. Each feed system to be used independently
2. In the future the system can be used for other products
3. Each feed system can be removed from the main conveyor via pluggable, quick released connection.
4. The in feed conveyor belts to be designed open and accessible from all sides by an operator.

## Solution

With a five bowl feed system, the request was to feed 80 fruit bars per minute total from each bowl to give a machine loading speed of 40 cycles per minute with 2 bars per cycle. Fruit bars are loaded by operators into bulk hopper. They were discharged end to end from the bowl to a transfer conveyor which connected a cross conveyor which queued the fruit bars prior to loading.

An escapement released fruit bars on demand into a side shuttle which pushed them into the customer's bucket. The customer's conveyor indexes and the cycle repeats.

Sensors controlled the flow of products through the system re-circulating over feed and also checking that the fruit bars were separated correctly at all time. The whole system is controlled by a PLC which communicate with the customer's machine PLC.

Fruit bars loading rate and performance rate were dependant on types of product and bucket designs: 5 bowl feeders were required to work with a 5-column bucket

for elongated shape type C, performing at 400 bars per minute, while 3 bowl feeders were required to work with a 3-column bucket for fruit bars type A and type B.

The system is automation-friendly, providing a complete automation solution allowing both high throughput and flexibility. As well as performing fruit bars loading at maximum rates of 400 bars per minute, the system also achieve a high level efficiency. The system offer the customers, not only cost-saving benefits such as labour cost savings and the production speed required, but also additional incremental benefits such as increase in capacity, reduced downtime, improve quality, raised standards of health & safety and better hygiene standard for food products, which deliver an enhanced return on the investment.

### Key features & benefits

#### Fruit bars handling system

- A Flexible and cost effective system
- Each feeding module can be used independently as required
- High level of efficiency and reliability
- High loading speed
- Open operator accessibility during operation

For more case studies go to [www.maaautomation.com/solutions](http://www.maaautomation.com/solutions)

## NEWS

# Distributor announcement

RNA AUTOMATION are pleased to announce PALACE PACKAGING MACHINES as principal agents for RNA Automation in North America.

Benefiting from over one hundred years experience in the parts handling industry, RNA AUTOMATION are renowned for supplying the most robust and reliable equipment in the market place today. RNA have earned a reputation for supplying custom solutions into a varied range of diverse industry sectors.

PALACE PACKAGING are located at Downingtown, PA and have been the market leaders in the North American container

and parts handling industry for over 24 years. Palace have in depth technical knowledge and experience in designing and building feeding and unscrambling systems. PALACE PACKAGING are well placed to strengthen and support the existing North America business and to develop new relationships with users of automation systems.

Stuart Brettell CEO of RNA Automation said "Palace have great experience in our marketplace and will provide high quality support for our customers right across North America".

Stephen Taraschi of Palace Packaging commented, "We are delighted at this association with RNA, which will serve to complement our product range with high quality German engineered equipment".

Contact info of PALACE PACKAGING MACHINES is as follows:

Palace Packaging Machines  
4102 Edges Mill Road,  
Downingtown, PA. 19335-1954  
Tel.: 610-873-7252  
Fax.: 610-873-7384  
Email: [palace@unscramblers.com](mailto:palace@unscramblers.com)  
Website: [www.unscramblers.com](http://www.unscramblers.com)



## RNA Events



MEDTEC Ireland  
22nd & 23rd Sep 2010  
Radisson SAS Hotel, Galway,  
Ireland  
@ Booth 224



Pack Expo 2010  
31 Oct - 3 Nov, 2010  
McCormick Place, Chicago,  
Illinois USA  
@ Booth # N-4604

Visit [RNA website](http://RNA website) for details