

# Family-Owned Bakery Chooses Flow Wrapping to Modernize Their Packaging Process

A family-owned bakery, established in 1958, has been successfully operating with a focus on traditional bread-making techniques. Using mainly handmade processes and wood fired ovens, they have stayed true to their roots while experiencing steady business growth. However, this growth brought challenges in adapting to modern packaging demands while maintaining the essence of their handcrafted products.

## Challenge

- Increased sales volume strained the ability to maintain core success factors, particularly in packaging.
- Needed to meet modern distribution packaging requirements while preserving the unique character of their products.
- Initially tried pre-made bag packaging, which soon became insufficient for their growing business volume.

## Solution

- Invested in a flexible and effective flow wrapping machine, specifically the RGDMAPE VR5 model, chosen for its ability to handle delicate, trayless products, ensuring both safe handling and efficient packaging speed.
- Selected attractive packaging materials that enhanced the artisanal appearance of their products.

## Impact

- Significantly improved packaging performance, increasing output while reducing manpower requirements.
- Successfully managed to package products without trays, reducing packaging material costs and enhancing the handmade feel.
- Maintained the artisanal quality of the bakery products.



**Increased**  
packaging efficiency



**Reduced**  
labour requirements



**Improved**  
product presentation

