

Supporting Rapid Growth with RGDMAPE Machinery

Established in 1990, the client started with a successful fast food restaurant, expanded into multiple proprietary restaurants, and later launched a franchise chain. As the business developed, they decided to produce meat under their brand, supplying restaurants, street food kiosks, supermarket chains, and home distributors of frozen food. With such diverse distribution channels, they faced a need to accommodate various packaging requirements, which was possible thanks to the flexibility and versatility of RGDMAPE flow wrapping machinery.

Challenge

- Need to accommodate the various packaging requirements of different distribution channels.
- Required packaging for frozen hamburgers in one-, two-, and four-unit packs.
- Needed to package mini burgers in large bags of varying weights.
- Sought efficient, automatic packaging of frozen hamburgers in units.

Solution

- Invested in a compact, flexible RGDMAPE VR15 vertical flow wrapping machine, equipped with a simple feeding system and manual weighing to meet diverse packaging needs.
- Utilized an RGDMAPE VR6 horizontal flow wrapping machine, allowing for automatic spacing and loading, capable of packing about 100 packs per minute directly from the cold room.

Impact

- The client successfully adapted to changing market needs and distribution channels with tailored packaging solutions.
- Introducing specialized machinery enhanced packaging efficiency, meeting high-speed demands and diverse packaging requirements.
- These solutions supported the client's continuous growth in the fast food and frozen food industry, maintaining quality and efficiency.



Improved
efficiency



Supported
rapid growth

