



## Poly-clip System expands office in China

Poly-clip System is expanding its business in China to help maintain its leadership in clip closure systems.

"We've been in China for 20 years, and we have just expanded our office here," said Doris Bregulla, Head of International Marketing for Poly-clip System.

At CIMIE 2014, Poly-clip introduced the FCA 80, an entry-level version of its market-leading line of

double-clippers that offers essential functionality and reliability without the need for extensive practice and training. The simple version has almost no electronics and is easier to operate than Poly-clip's high-end machines. The robust, stainless-steel design takes a range of calibres from 38mm to 160mm, and runs at up to 125 cycles per minute.

Poly-clip, which has an



**Chief China Representative Zhao Xiaojing (centre) explains a loading mechanism to Han Guoqing, Director of the No 2 Design Office at the Internal Trade Engineering and Research Institute (left) and Zhao Huifang, a senior engineer at the Institute.**

installed base of hundreds of machines in China, intends to maintain its reputation for reliability both with the FCA 80 and with its high-end machines. "The high-end machines require more training, they are driven by technology and electronics," remarked

Ms Bregulla.

Poly-clip System is also proud of the safety and efficiency of its clip technology. "Our clip safety coating reduces friction without the need for waxes and oils which may create food safety issues," Ms Bregulla added.

## Schröder relies on butcher-to-butcher relations

Growth in chicken, beef and Western-style pork production is encouraging Schröder's sales in China.

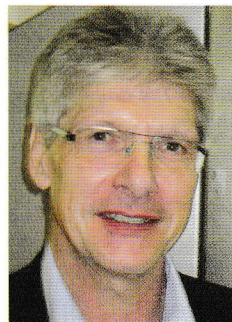
"We ask the customers, not what machine do you want, but what are you trying to do," said CEO Peter Danwerth. By understanding goals, the company understands market trends.

"We are also seeing more Western-style production, reconstructed meat, and requests for machines with bigger diameters that can work on whole muscle hams," noted master butcher Alfred Schmidt, Schröder's Sales Director.

The company has been selling complete lines of injectors, massagers and brine prep systems.

"The IMAX 420eco is our workhorse for start-up companies," said Mr Schmidt. "We've sold many 350s and 420s over the years."

Schröder uses air bag injection, measuring the density of the meat and controlling the force of the injection. Bone stops



**Alfred Schmidt**



**Peter Danwerth**

the needle before it can inject, so there is no excess liquid in the meat, said Mr Danwerth, who holds several patents in the meat processing field.

Schröder is also promoting its massaging system, which uses paddles to transfer energy to the meat and activate proteins. It is faster than tumbling, Mr

Schmidt explained, and results in higher yield at the slicer through better slice cohesion.

"Chinese companies saw slices falling apart, water in

the package," Mr Danwerth added. "They thought it was a slicer problem, but massaging technology solves the problem by properly preparing the meat."

"We have a team of seven master butchers in sales, to help customers understand and use the technology effectively," said Mr Schmidt. "It's not just about the machine, it's about using the machine to obtain results. Butcher-to-butcher ... that is what we do."

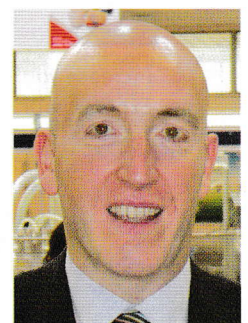
## Larger companies looking for complete solutions

Chinese meat processing companies have become much larger in recent years, and that makes them more likely to buy complete packaging solutions, according to Mikel Kortabitarte, Area Manager for Ulma Packaging.

"We don't have to try to talk them into things," he said. "Due to the size of the companies, ordering a full line is becoming a trend."

Miranda Yeung, a representative for Ulma in China, said Chinese companies "are much richer now. They have the money to invest in quality equipment."

Ulma, which is based in the Basque area of northern Spain, has an extensive distribution system in Southeast Asia. The company provides all the major retail packaging techniques, including thermoforming and modified atmosphere packaging, in integrated and automated packaging lines.



**Mikel Kortabitarte**