



The microflute design is sturdy but lightweight

Can it survive the ride?

Versatility makes carton board a crucial material for packaging, but distribution cycle waste and the risk of unseen flaws have manufacturers concerned. Laine Lister consults the crystal ball.

If you have visited an Aldi supermarket recently, you would have noticed most of the stock still standing in its original packaging.

Known as shelf-ready packaging, it is becoming more common in large supermarkets across Australia.

Carton board is used in packaging everywhere, from cereal boxes and red wine casks to perfume packages.

It is an essential part of packaging and there are good reasons why.

It is a versatile medium, flexible yet strong, and has a surface that allows for promotion, which is particularly relevant to shelf-ready.

With all its benefits in the supply chain, it is important that manufacturers use corrugated carton board to its full potential.

There are documented cases of products distributed in carton board

being damaged resulting in million dollar losses.

If it were possible to ensure that carton board would not lead to spillage in distribution, manufacturers could save in more ways than one.

The cost involved in the loss of pro-

duce can be enormous, however; the cost of packing with boxes that are the wrong dimension, stiffness and bulk also costs manufacturers a hefty sum.

An Australian technology develop-

ment company has developed an innovative piece of equipment to assess a carton board's performance capability for each package.

This device enables the box-maker and packer to accurately measure the unseen, but endemic, damage in the cor-

rugated box making process.

The XQ Innovations designed BQM-1, a small, hand-held, battery-operated device, scans carton samples and provides an assessment of the carton's capa-

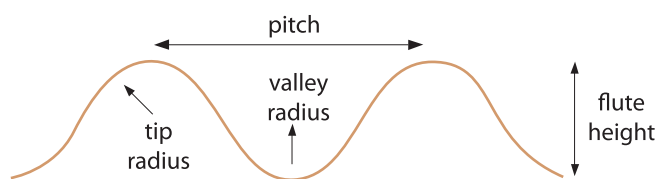
bility to perform. XQ innovations managing director Brian Reiter said that in the manufacturing process, corrugate boxes incur a relatively high degree of damage seen in the crushing or distortion of the flutes.

From an engineering perspective, the flute is the sine curve between the two walls of carton board and can be damaged when being die-cut, printed or transferred by belts.

The carton's ability to withstand a vertical load depends on the strength of the flutes. The damage is rarely seen and the box is thought to be normal, even though it can lead to more than 30% drop in box performance.

This reduces the package's chance of surviving in the supply chain and leads to bulging, bursting and even collapse, and compromises the stability of the pallet.

Flute Profile





Hand-held corrugated board assessments.

Microflute board

As the retail market changes, packaging manufacturers must consider shelf-ready, recyclable, and new materials.

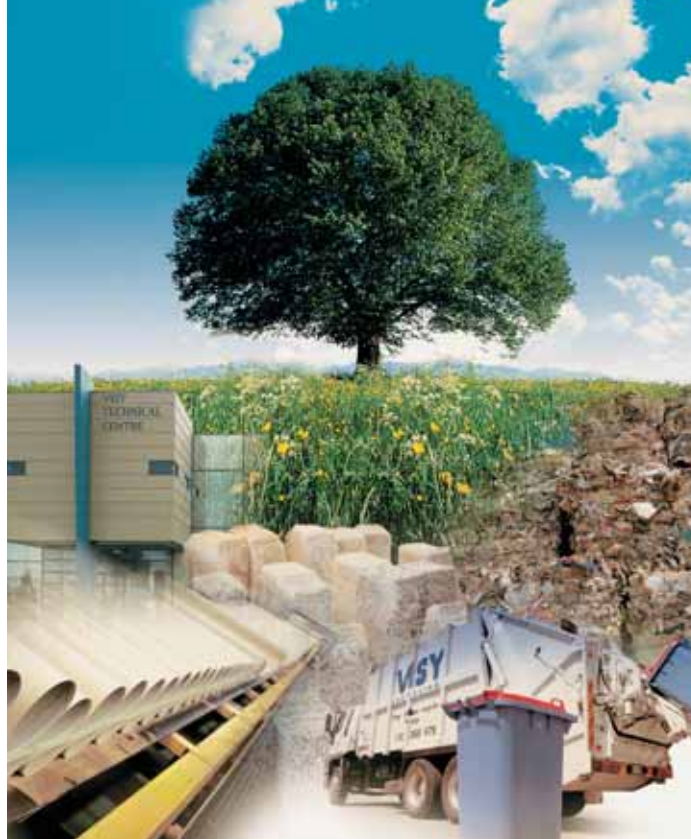
One such board is the microflute from Visy, rapidly moving into the primary packaging segments of food, dairy, frozen and pet food.

Its high strength, light weight, with and ripe promotional surfaces, have proved ideal for shelf ready packaging.

Designers of the future

Carton board remains extremely popular with newcomers to the carton board and packaging world.

The Southern Cross Package Design Awards displayed a host of talent and provided an insight into



the future of the industry.

Winner of the Amcor Cartonboard Australasia Award, Michelle Merrifield of Chisholm Institute, said she

created her winning perfume box design to be more than just a disposable package.

“In a competitive market place, a

carton board

clever package is as important as the product itself and carton board was a perfect medium to create the environmentally aware package and one that complimented the product”, said Merrifield.

People are unaware that carton board has evolved from its grey, speckled ancestor, and can produce high quality print jobs, said Rogerson.

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