

# CASE STUDY LA MOLISANA

*La Molisana  
in Italy and  
ROVEMA –  
a proven and  
long-term  
partnership.*



## Pasta-gourmet relies on “made in Germany”

**A traditional Italian company trusts the experience of a German packaging company when packing its premium pasta: packREPORT took a look at the long-term partnership between La Molisana S.p.A. and ROVEMA GmbH on-site.**

ROVEMA made it: at present, the German manufacturer is the sole packaging machine supplier for La Molisana. The pasta producer of the region Molise looks back on a history of more than 100 years. In Italy, the well-known brand stands for high-quality pasta products. The plant in Campobasso has become a “lighthouse” for the German packaging machine supplier in the Italian market.

The already intense collaboration is to be expanded further: ROVEMA is very happy about planned further orders from La Molisana, but is particularly delighted about the possibility to show these packaging lines to other interested producers.

## Flexibility is crucial factor.

Within 8 years, La Molisana has changed its brand image and design 5 times. Currently, the company relies on muted front colours and no colours at the package's side. Although the muted design is not easy in terms of packaging technology (neither when looking at the machine nor the packaging material supplier), the company chose this haptically appealing variant.



*La Molisana Rigatoni N°31 in current packaging.*



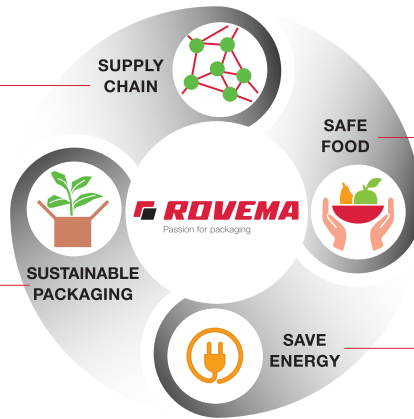
Dr. Flavio Ferro, Chief Operations Officer at La Molisana, soon expects a further, drastic change in design: **“In my opinion, a change to paper packages could be necessary in the near future.** In politics and in the society, plastics are currently being demonized –

and we are following this development with great interest. We cannot ignore this global campaign against plastics, although the usage of paper will require the felling of trees”.

**ROVEMA SUSTAINABILITY**

- Up to 15 % less packaging materials
- Up to 8 % smaller package and transport volumes
- Tight, dust-free packages
- Attractive/compelling POS packaging

- Biodegradable and compostable packaging materials
- Paper as FSC certified packaging material
- Savings in packaging materials through narrow seams and thinner films
- Sealing of biopolymers



- Longer shelf life
- Opening aids and reclosure
- Gentle packaging processes
- Inspected airtight seal

- Green technology:
  - Efficient drives and low-loss transmissions
  - Energy-optimized movements
  - Reduced mass
  - Energy recovery
- Up to 35 % less air and power consumption
- Sealing with up to 25 % less energy

Ferro draws an interesting comparison: similar to the currently high demand of recyclable paper as packaging material on the Italian market, a discussion on local raw materials for the pasta production developed.

“In Italy, various politicians and community groups expressed opposition to the use of Canadian wheat due to its potential glyphosate treatment. Thereupon we experienced an increased demand in Italian wheat.”

To benefit from this development and to serve this consumer wish, La Molisana has enhanced its brand image with the slogan “Grano Italiano”. This emphasis of the grain’s local origin has led to a growth in the domestic market of 13 % within 3 months. “We have to adapt to changes as quickly as possible,” says Ferro. “We have changed our image from white to blue and back to white within a short period of time – because the market demanded it!”

*ROVEMA Sustainability Concept – a broad range of sustainable opportunities.*



**You can count on ROVEMA.**

“We want to standardize our machinery suppliers” announces Ferro “for the future; we will rely on ROVEMA to be our sole partner

for packaging machines. With this standardization, we hope for advantages in spare parts, but also in communication: we only have to talk to a single company!” Dr. Ferro

gladly remembers the beginning of the partnership with ROVEMA: “We purchased the company in 2011, until then it belonged to the regional government in Molise.

Within the production hall, we found a couple of older ROVEMA machines, the only ones able to produce block bottom bags. Since we planned to replace the existing pillow bags with block bottom bags as soon as possible, we got in contact with the Italian ROVEMA subsidiary.” The first planned collaboration was for spare parts.

The grown partnership also results from negative experiences La Molisana made while experiencing significant growth in the domestic as well as in the international markets.

**The ROVEMA systems play an important role for La Molisana when reacting to such short-term transitions.**



*A visit at La Molisana's production site in Campobasso.*

"ROVEMA's reliability was a crucial factor for us", says Ferro. "Of course, we have tried other suppliers for block bottom bags in the 8 years since the acquisition. Today we can confidently say that the reliability of ROVEMA has been higher compared to the other suppliers." At La Molisana, production runs 24/7 around the year. This requires a continuous and reliable production with minimized down-times.

The Italian clients have been very happy about the German headquarter getting in contact and offering technical expertise.

Ferro attaches particular importance on good operator training: "Only well-trained operators can fully utilize a machine's potential. It is also a way to avoid mistakes, which could be very expensive for our company. ROVEMA offers a high-quality service and the collaboration is very smooth."

**Miguel Tortola**, CEO ROVEMA Italia, has been looking after the key customer La Molisana for a year now. The partnership with the premium pasta manufacturer means a lot to him personally as well: his family is of Molise origin and is known by the Ferro family. "We have started our collaboration the right way. Of course, we discuss about machine quality and efficiency, but just as important is the trust between our two companies. Here we feel a real connection! **Today, La Molisana is a key reference for our machines – even for fellow competitors on the Italian pasta market!**"



*A close and trusting collaboration.*

## Tailored solutions.

When planning and engineering new packaging lines, La Molisana trusts ROVEMA's extensive experience: "We cannot always say, what the perfect solution for a specific process looks like", explains Ferro "We trust in the manufacturer's machine expertise to fully understand specific layouts and to find the ideal solution

"One important fact became clear to us at the very beginning", emphasis Ferro. **"After ten years without maintenance, the only packaging machines with high reliability were the ROVEMA machines.** This was a main reason for us to intensify collaboration."



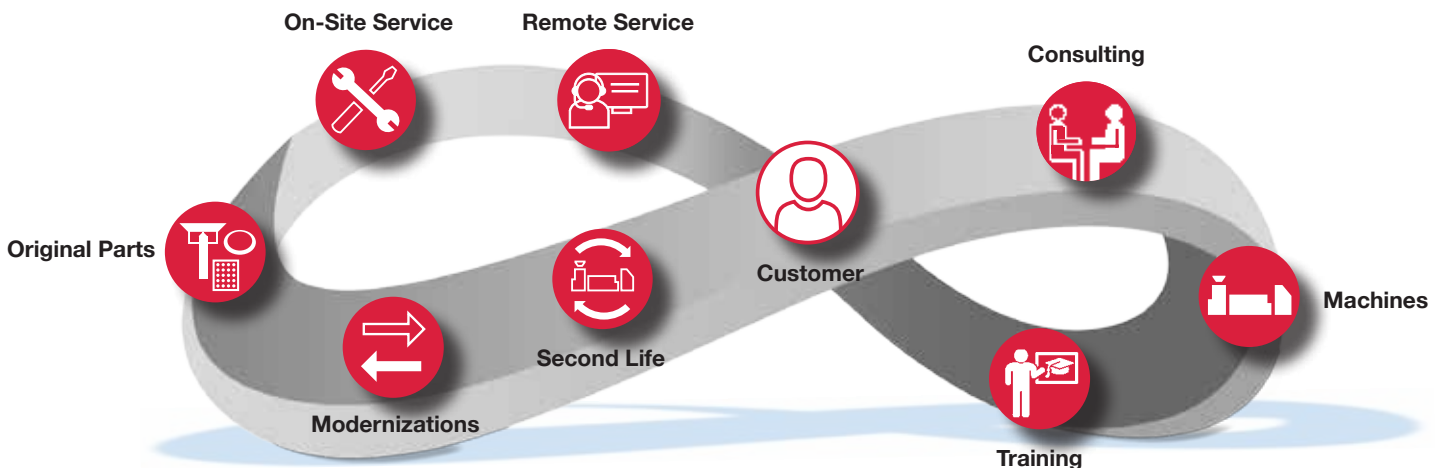
for the specific production environment. Before choosing to buy a packaging line, we define our exact targets. Sometimes, we consciously decide for a solution that counts on reliability instead of speed!"

ROVEMA is very active in the food sector and offers solutions for e.g. biscuits, pasta, sensitive products, powders and flour. Particularly in pasta, there are many different shapes – short and long, thick and thin. "We work for the Italian premium market", emphasizes Ferro. "That is why we have a broad selection of shapes in our portfolio, some are particularly sensitive.



For us it is of high importance that we avoid breakage of pasta during the packaging process." Another field ROVEMA machines have scored highly according to the Italian pasta expert.

### ROVEMA LIFE CYCLE MANAGEMENT



ROVEMA LIFE CYCLE MANAGEMENT – a holistic approach for a long-term partnership.

# Double output rate.

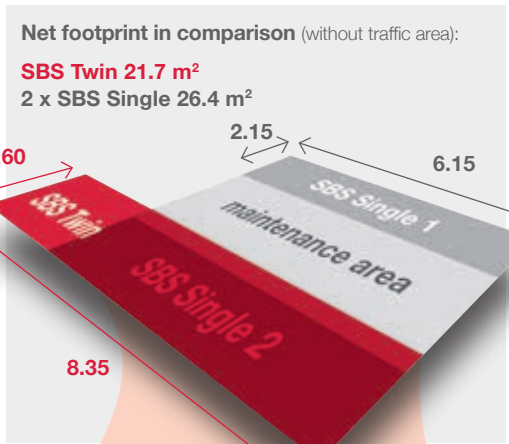
For many years, SBS 250 machines have been run at the Italian pasta manufacturer. This system with a single bagger achieves

an output rate of max. 80 bags/minute. Due to the company's growth, new production capacities had to be established. Again, the Italians went with a SBS 250, this time with a high-speed application consisting of two baggers and a doubled output rate of up to 160 bags/minute.

**In a nutshell:**

- So far, La Molisana worked with a couple of ROVEMA SBS 250 Single with an output rate of max. 80 bags/minute.
- The two new SBS 250 are built as high-speed variant SBS 250 Twin – 2 Form, Fill and Seal machines each and reaching an output rate of up to 160 bags/minute.
- At the moment, the partners are thinking about a further machine project for special pasta products.

One of the main reasons for buying this machine: with only a slightly bigger footprint, twice as many bags can be produced.



**Area efficiency in comparison**

	2 x SBS Single	1 x SBS Twin
Footprint	26.4 m <sup>2</sup>	21.7 m <sup>2</sup>
Bags/m <sup>2</sup>	5.9/min	7.3/min
Production		

\* 19% increased production



ROVEMA SBS 250 Twin – doubled output rate with only 19% larger footprint.



*Natural ingredients, highest quality – noticeable company values at the head quarter in Campobasso.*

With this machine, nearly all heat-sealable packaging materials can be processed – even biodegradable and new packaging materials that could help to reduce plastics during the current environmental discussions. Materials from renewable resources, e.g. paper, are of particular interest at this stage. A conversion allows processing of these materials with an existing machine. The possibility to process traditional mineral oil-based plastic films remains – an investment security for the future.

## Summary.

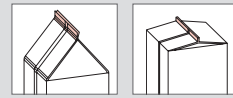
For the premium pasta manufacturer the packaging is of enormous importance. Ferro considers that 75–80 % of his company’s success is based on the package style and design. “Of course, this does not really make us happy since we would prefer to be defined by our product’s quality. Nevertheless, the consumer’s perception is mainly influenced by the packaging.”

ROVEMA firmly relies on its new Italian “lighthouse”. Having the possibility to show running machines on-site in Campobasso to other manufacturers is a key to further success in the important Italian market for ROVEMA.

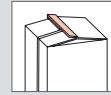
*A successful cooperation: La Molisana and ROVEMA.*



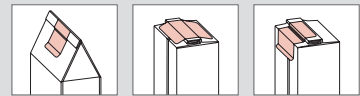
### Highest flexibility in bag design – with the ROVEMA SBS 250



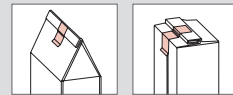
SBS basic forms



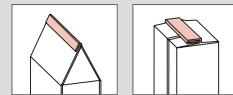
90° folding of the top fin



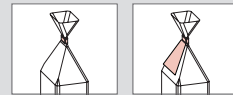
Label as reclosure



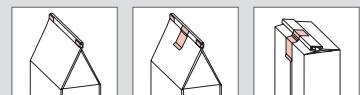
Adhesive tape as reclosure



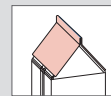
Hot glue



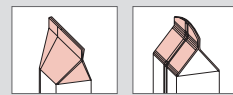
CLIP, also with pendant



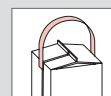
TIN-TIE with fold and press



Cap made from cardboard



Special top shapes



Carry handle



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