

Speed, accuracy, sustainability

Shortly after the conclusion of K 2022 in Düsseldorf, C2 sat down with Claudia Benelli, general manager of Ferrarini & Benelli (Romanengo, Italy), to discuss her company's latest innovations and ideas

C2: Ms Benelli, K 2022 has concluded a few weeks ago. What were your impressions from the event?

Claudia Benelli: Ferrarini & Benelli holds this show in high regard, since K is one of the biggest events we attend. This year we did so with great expectations, because the last K show took place before the pandemic, so we had been waiting a long time to meet customers and visitors in person on an international level. Despite continuing to deal with several issues related to the shortage of raw materials, the skyrocketing increase in prices and the ongoing European conflict, the response was great.

We met over 200 visitors, both old acquaintances and newcomers; for the most part, we've met European customers, the majority being from Italy, Germany and Spain, with a few surprises. In spite of the war, we met a few Ukrainian companies and found they are eager to do business, which makes us hope for the best.

From Asia, we had many visitors from India, Pakistan and Turkey and we noticed a large number of people from the United States as well. The vast majority of visitors enquired about corona treatment, but we noticed many questions about the features of our plasma technology as well.

Overall, we are very happy with the result, including our booth design, which our visitors liked as much as we did!

C2: At your booth, you focused on a new product, the Evo Smart generator. Can you tell us more about that? How was the innovation received by your visitors?

C. Benelli: The Evo Smart is Ferrarini & Benelli's brand new generator, a three-phase digital generator, for every application falling under the umbrella of corona treatment: extrusion, laminating, coating, as well as flexo and gravure printing.

We wanted visitors to see the innovative features of this generator, which offers so much



Ferrarini & Benelli's booth at K 2022



Claudia Benelli

more compared to past models: Evo Smart allows to store events on SD cards for downloading to a PC via USB memory stick and to look up instruction manuals directly from the display.

It can be connected to the FB cloud platform to receive technical assistance with remote monitoring and diagnostics, view the data dashboard in real time and process and download reports of production data. Customers can monitor data from any device, such as smartphones, tablets or laptops.

Ferrarini & Benelli can thus check from Italy the main parameters of the generator installed anywhere in the world and offer online assistance and useful advice to operators, further improving after-sales and tech assistance services.

Additionally, Evo Smart optimises navigation through a touch-screen HMI display, complete with a multilingual system and instruction manuals browsable directly from the display. In addition to the support of our technicians, we provide customers with useful information and immediate advice in different languages. This generator can of course be used with all our treating units, the ones for extrusion and the ones for high speed converting applications that we also presented during the show.

C2: An optically outstanding part of your tradeshow appearance were FerBen's new mascots called Corona and Plasma. What is their purpose?

C. Benelli: Corona and Plasma are two characters we developed and designed to help with the promotion of our products and communication of our vision and mission. They carry the names of the two sectors they represent and have been added to some of our projects, like our new corporate video. They will be in charge of explaining our technology and products in the



One of the company's new mascots: Corona

next upcoming videos. As part of our vision, we always try to add a personal touch and a little creativity to our work. During the exhibition, we noticed people stopping to look at them and asking about them and we are very glad this new "addition to the team" is being appreciated.

We really think of them as our mascots and we are especially proud of the fact that in the field of surface treatment systems nobody else is doing anything remotely similar!

C2: As the mascots show, plasma technology is another mainstay of your company. Which applications do you cater to in this field? What should our readers know about your plasma solutions?

C. Benelli: Atmospheric plasma treatment by Ferrarini & Benelli is designed to treat the surface of small, three-dimensional plastic objects, improve the process of coding and marking on tubes, pipes and cables, or on folder-gluer lines, to optimise the durability of boxes and to improve adhesion of labels. Our system with atmospheric plasma is easy to use and install on the customer's production line and is environmentally friendly, as plasma does not release ozone into the atmosphere.

Its application range is very different from corona treatment, but we have seen an increase in the interest shown in this technology and our R&D team is constantly working on adding more features to the system.

C2: How does FerBen observe the current sustainability debate within the plastics industry overall? Where do you see potentials for creating more sustainability – and how can corona and plasma solutions help?

C. Benelli: Nowadays many of our customers are embarking on a "green path", in an effort to reduce their environmental impact. Ferrarini & Benelli has made the conscious choice to support them and develop customised solutions, fully tailored to their needs. We care and want to play our part.

Firstly, corona treatment allows minimisation of waste and inefficiency. Reinstating corona treatment on printing or coating lines greatly helps with waste reduction. Those companies that are most sensitive to the environment choose to reinstate treatment during the printing or laminating stage of their production, to reduce the deterioration of treatment, which may have occurred over time and may lead to waste of material, often problematic and costly to dispose of.

Secondly, they may use water-based or solvent-free inks in their production processes, which are certainly more eco-friendly compared to solvent-based options, but require higher surface tensions to achieve bonding.

When our customers want to achieve a specific result we adapt our systems accordingly, always getting straight to the point, with speed and accuracy. ■

Image sources: Ferrarini & Benelli

▶ Refining complexity into productivity.

SML's TRIPLEX coating and laminating lines are tailored to manufacture complex composite carton/aluminium packaging in one simple and cost-effective process.

Based on robust mechanical engineering and precise machine control, it can handle thin paper as well as rigid paperboard.

Extrusion lines – engineered to perform





EXTRUSION LINES – ENGINEERED TO PERFORM ▶

www.sml.at