Dear Reader

We would like to extend a warm welcome to the first Platform quarterly newsletter.

Over the last 10 years our business has grown significantly and so has the number of people involved. The aim of this Newsletter is to share with everyone what is happening in the Mondini business. Customers, partners, sales representatives, company employees can enjoy and share the work that we all do together for the common benefit, for the next project, for the next sale and to inspire each other to the next industry leading idea.

We at G Mondini believe that ideas are the foundation of our business. The more we share ideas the more we generate so we can continuously bring innovation and new customized ideas to serve the individual needs of our customers.

Over the last 40 years we have been designing, building and successfully installing tray-sealing lines to many different customers all around the world. Our experience covers a huge variety of tray shapes, products, outputs culminating in a phenomenal understanding and capability in choosing the best solution for each customer project. G Mondini have assembled a highly competent and motivated team of people that represent our company values in each single project. We want to share this experience with everyone.

We are proud to say that together we have built an unequalled reputation as the world leader in tray sealing technology recognized by the leading food companies around the world who have chosen us as their preferred supplier.

Over the last few years, even during the financial crisis, we intensified our efforts into innovation of tray sealing technology. Our new TRAVE with the revolutionary PLATFORM concept is in our view the most advanced tray sealer in the world.

Designed with an unrivaled robustness and reliability, the TRAVE satisfies the most stringent food safety and hygiene requirements providing outstanding flexibility without any compromise in efficiency. All our systems will have TRAVE at their core. Our vision is to develop such a variety of packaging formats with the TRAVE Platform to eradicate the reason of a dedicated machine.

This year will be another busy year that has started strongly in sales from all regions. To support our continued growth we are investing significantly into our infrastructure and R&D. A report on our progress will be in the next issue of the PLATFORM.

Our personal thanks to all our sales people for your energy and to our customers for the trust you have in us with the reward of a genuine and open partnership.

In the meantime we wish you a good read of the first PLATFORM newsletter.

Giovanni Mondini
News and Comment

During the last few years we experienced turbulent times driven by the financial crisis of 2008. However, during the second half of 2013 and continuing into 2014 we have seen real improvements.

Projects that have been in the pipeline for long periods are now being realized. Customers are looking carefully into the longer-term security of their investments ensuring they have the flexibility to remain applicable in today’s volatile market.

To meet this clearly expressed need, we conceived, designed and developed our PLATFORM Strategy. With a significant amount of effort and resources the engineering teams at Mondini put this strategy into reality within the new TRAVE tray sealer range. Since its launch it has gained a reputation without equal as the best tray sealer on the market delivering benefits at all levels to our customers. At Interpack we are proud to show the TRAVE at the heart of our systems approach.

As our business has grown over the years, especially in new countries and markets, we have realized the importance the values of the Mondini brand have as a key selling tool. It became clear that we needed to do more to communicate our values and what they represent. How to manage our communication and touch points with customers, distributors and stakeholders is fundamental to achieve our goals.

To support our strategy we are implementing a range of new ideas in how we interact with customers. The Mondini logo will be revamped with a modern appeal. Our new TRAVE range will be linked solidly with the launch of the new PLATFORM logo. We will present a clear set of brand values positioning and communicating the principles of our business that customers expect and trust us to deliver on. All our customer contact points are being revamped to give clear, concise, convenient access to information and products. This Newsletter is the first step in that process and we will be announcing more changes over the coming months.

“It’s unwise to pay too much, but it’s worse to pay too little. When you pay too much, you lose a little money - that’s all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot - it can’t be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.”

John Ruskin

SECURITY
The unique construction of Mondini tray sealers delivers unequalled sealing quality ensuring product integrity throughout the functional life of customer’s products.

EXPERIENCE
Over forty years of experience means we understand the packaging process, what questions to ask, what will work and how to dominate the fine detail that makes the difference.

PERFORMANCE
Driven by the Mondini TRAVE Platform technology the systems approach delivers world leading line speeds without compromise on the pack security and performance.

FLEXIBILITY
Designed with flexibility in mind, the PLATFORM technology includes a host of attributes allowing our tray sealing lines to benefit our customers to be able to quickly respond to changing market needs.
Product News

Vacuum Skin Packing

At our engineering center in Cologne, Italy, we have been focusing on Vacuum skin packaging of fresh foods. Designed for the new TRAVE PLATFORM tray sealer, this technology, developed exclusively by Mondini, is growing significantly in many countries such as the UK, Canada, Netherlands, Russia, Saudi Arabia, Norway, Australia, and Germany. Its success is based on extended shelf life, excellent pack appearance giving easy visual access for the customer.

To support this program we recently held an intensive training program on Vacuum Skin Packaging (VSP) for all sales and marketing people. The training was designed to share our experience and knowledge giving people the tools necessary to ensure they are fully equipped to discuss with customers on all aspects of our technology. During the training we launched several new initiatives based on the PLATFORM concept:

- New vacuum skin process developed in exclusive partnership with Sealed Air “Darfresh® on Tray”.
- New single tool to deliver the complete Mondini skin offer of standard, protruding and super protruding vacuum skin.
- Complete range of Tray Sealers that will give customers a comprehensive choice of investment and performance.

Case Ready

At Mondini we continue working hard consolidating our leading position in the Case Ready fresh meat market. Our systems approach remains highly successful based on our secure technology in machine design, unique mechanical sealing force generator and the simplicity of our tooling’s technology.

Recent success in Australia with a leading retailer and meat supplier is testament to the new TRAVE PLATFORM tray sealing technology. Flexibility and functional robustness were key influences in the decision to invest with Mondini. The ability of TRAVE to deliver multiple packaging options on one tray sealing platform without compromise on performance allowed a variety of packaging formats offering a superior choice to consumers.

Geographical Expansion

Our ambition to extend the Mondini tray-sealing systems offer to any customer, in any application, in any country is a high priority. Emerging countries are demanding new packaging solutions to meet requirements from organized retail. To meet these new challenges we have been busy working to establish a sales structure to achieve our ambitions. In Russia we recruited our own dedicated Mondini sales manager, based in Moscow, working with current distributors and now actively delivering additional sales. We have also set up new distributors in Poland, Romania, Hungary, Saudi Arabia and more to come in 2014.
Product Innovations and Developments

The TRAVE Platform concept is based on a patented idea combining clever innovative thinking with engineering excellence permitting multiple packaging formats on a tray sealer through simple component changes.

Packaging technologies include MAP, Slicepak®, Mirabella®, Vacuum Skin, Protruding Skin, Super Protruding Skin, Darfresh® on Tray, Stretch Lidding, Preformed/cut lids, Hybric 3D cardboard vacuum skin which are all available on the Trave tray sealer with PLATFORM technology.

With all their extensive experience and knowledge the Mondini engineers have instilled into these new tray sealing systems an unrivalled flexibility giving producers and retailers a reliable option to meet the continually changing demands from the market and consumers.

The Trave Platform technology delivers excellence in the following key areas:

1. **Hygiene** - Built to the highest engineering standards to ensure ease of access for deep cleaning and maintenance.

2. **Productivity** - The unique Mondini Mechanical Sealing Force generator and tooling system delivers consistent sealing at high speeds.

3. **Operational Simplicity** - Ease of access for operator to all areas of machine.

4. **Flexibility** - Open space around the tool allows easy and stress free access to all working areas of the machine.

Operational simplicity is exceptional in changing products or tray, especially the ease of moving quickly between packaging technologies.
Sharing our success

In this section of the newsletter we want to share the achievements and success from our sales organizations around the world. To highlight the challenges we had to overcome and the results of our hard work and effort.

These examples are successes that demonstrate our core values and most importantly confirm how we deliver benefits to customers.

Vacuum Skin Packing of Marinated Fresh Chicken

Re invent the range of fresh marinated poultry products of the largest poultry producer in the Middle East region. Their packaging format at the time, vacuum pouch with label, was easily copied by competitors resulting in loss of clear identity in turn losing sales and value to the company.

Create and design a packaging concept that would deliver:
A. Innovative pack appearance to enhance the quality of the marinated fresh whole chicken and cut up parts.
B. Improve efficiency, costs and flexibility by increasing productivity with automation and technology.
C. Deliver improved technical performance and secure shelf life.

Working together assessing a host of packaging technologies the joint project team after numerous trials on various packaging technologies agreed to focus on Vacuum Skin Packaging. Concentrating on creating an innovative tray this new approach met the project objectives and delivered the following benefits:
A. New tray design provided vertical presentation and merchandising visualizing the product quality.
B. Design features of the pack emphasizing label area communication and displaying product.
C. Integrated automated production line with TRAVE 590xl tray sealer with PLATFORM technology increasing capacity by 100% and reducing total pack cost.

This new package was awarded the Best Halal Food 2014 at the prestigious Gulfood Exhibition Dubai in February this year.

What we think or what we know or what we believe is in the end of little consequence. The only thing of consequence is what we do

John Ruskin
High Speed Sauce Line in New Package Format

Market leader Giovanni Rana wanted to launch a range of sauces in a new packaging format to complement their award winning fresh pasta. The project called for a package that captured the company values and philosophy conveying a strong message of quality and value, delivering on technical functionality and appeal to international consumers.

The project objectives were challenging in several areas:
A. Develop new packaging concepts combining different materials.
B. Deliver high production speeds across a range of products using hot and cold fill technology.
C. Achieve flexibility to quickly change products in minimal time and operator involvement without compromise on hygiene or quality.

Working together with the RANA project people G Mondini delivered the new package with:
A. Innovative new crimp seal technology using printed aluminum films at production speeds up to 100ppm bringing a distinctive artisanal pack appearance.
B. Line design and construction exceeding the stringent hygiene standards demanded while achieving the capability to accurately fill hot and cold sauces.
C. Utilizing latest materials technology combined with TRAVE Platform technology to secure pack integrity, shelf life and security to deliver product across Europe.

Darfresh® on Tray for Fresh Beef

Develop a packaging solution to meet the expressed demand from a large retail chain in The Netherlands for quality fresh beef cuts with extended shelf life maximizing in-store availability. Additionally realize their meat supplier philosophy to continually strive for product improvements, reduction in pack cost and to deliver benefits in all areas of the supply chain.

A. Increase production capacity significantly and fit line into restricted factory floor space.
B. Reduce total packaging cost without compromise on production and technical performance of the system.
C. Maintain fresh beef eating qualities securing shelf life as demanded by the retailer.

The TRAVE 590xl Darfresh® on Tray system with PLATFORM technology and Sealed Air range of Darfresh® materials achieved:
A. Increased machine speed up to 40% by combining TRAVE PLATFORM technology with new Darfresh® on tray valve technology.
B. Reduction in top film usage of 40% with new pre cut film system.
C. Improved vacuum skin securing product quality, seal through contamination, pack integrity and extending shelf life achieved by the design of the new Darfresh® on Tray tool.
Deliver a turnkey project integrating external partner line components controlling precisely the high-speed flow of cups whilst filling with coffee powder. Reconfigure the cups into stacks and finally feed into a horizontal flow-pack. The project called for a unique heat seal solution using a pre cut lid applied into the bottom of the cup after accurate dosing of coffee granules.

Build a multi-disciplined team with experience in system integration skills, project management and capable to work within demanding technical parameters:

A. Fill coffee powder into a round cup with a square bottom at speeds of 200ppm.
B. Develop systems to eliminate high levels of static electricity whilst attaining accurate fill of instant coffee powder.
C. Integrate line components effectively to meet strict hygiene procedures, construction of line with simple HMI points.

In spite of strong pressure from another supplier the Mondini offer succeeded because of our engineering capability, experience, know how and project management skills to:

A. Realize an innovative integrated solution delivering a seamless system based on our 40+ years of experience.
B. Achieved the desired speed of 200ppm whilst maintaining the critical seal area completely clear of contamination.
C. Consistently accurately fill at high speed with new technology, dominating the fine engineering detail and working in partnership.

Looking forward to the next issue of the Platform Newsletter.
Please send any comments or feedbacks to Enzo Turla at G. Mondini (enzo_turla@gmondini.com)