



WREPPIES GIVE
FOODINCENTIVES AN IMPULSE

Band seals Rolls & Bites

With the innovative and sustainable packaging concept, Branding by Banding, Bandall and Specialist Printer Max. Aarts are providing various environmentally friendly packaging solutions. Always aimed to reduce packaging material and waste.



Under the brand WreppieS, FoodIncentives produces tortilla wraps for the aviation industry, among other things. Because of the Corona pandemic, they have expanded their market and product range to retail. The WreppieS Rolls & Bites require packaging with a sealing label. Bandall and Specialist Printer Max. Aarts provided a solution with a well-designed pre-printed band.

In February last year, cancellations from the air travel industry came flooding in at FoodIncentives. Due to the COVID-19 pandemic, all orders were cancelled. The company based in Soesterberg, the Netherlands, assembled various snack and lunch boxes for multiple airline companies and all of a sudden, everything came to a standstill. Like many other companies, they switched to supplying hygiene products. We started assembling hygiene boxes for hotels, including face masks and gloves. However, this was not enough to compensate the loss of turnover, which meant that we had to look for alternatives'. Operational Manager Hans Zaagman and Financial Manager Erwin Trapman explain. 'We came up with earlier developments regarding tortilla snacks. They were not popular at the time, but due to growing demand from retail for luxury snacks with caterer quality, all of a sudden, they were hot.'

Rolling and folding

After market research, FoodIncentives started with the WreppieS Rolls & Bites series late December last year. A range of rolled up snacks including tortillas, savoury filled pancakes, and Turkish pizzas. The filling varies from chicken or beef with different vegetables and sauces to vegetarian variations with egg and cheese. Even sweet wraps are included with mango, apple, or banana are available. The WreppieS Rolls & Bites are packed in trays and were originally provided with the usual white paper labels used for the aviation industry. They thought there was room for improvement. 'We were looking for a solution that would give our products an nice appearance as well as seal the packaging. This is because the plastic trays contain a click closure that is easy to open. Since, in retail, consumers shouldn't be able to open the packaging while in the shop, the band provided an ideal solution for this. A beautiful, four-colour band from Specialist Printer Max.

'A BAND PREVENTS PACKAGING FROM BEING OPENED IN STORE'

Aarts presents our products well and at the same time prevents customers from opening the packaging in store.'

Manual assembly

Assembling the WreppieS is currently still done by hand. Factory employees coat the tortillas or pancakes with sauce and cheese, provide them with the desired ingredients, roll them up, and pack them in plastic trays. The only thing

WreppieS Pancake Rolls & Bites originated from the idea to create an innovative and distinguishing tapas dish on the basis of the pancake. By combining the pancake with different and diverse flavours, a delicious savoury bite is created.



The WreppieS Rolls & Bites series consists of a range of rolled up snacks including tortillas, savoury filled pancakes and Turkish pizzas.



Financial Manager Erwin Trapman: 'At peak times, we processed 24,000 sandwiches in eight hours for the aviation industry, each day. With WreppieS we can achieve these high numbers as well. It is a matter of organizing, arranging enough hands and having the required knowledge.'



The product information is located just over the edge, on the sloping side section, placed in such a way that the cashier does not have to turn the packaging around or tilt it.

that is partially automated, is the application of the printed band from Specialist Printer Max. Aarts. A Bandall Stand Alone banding machine was acquired for this purpose, which bands the WreppieS trays of 28, 48, and 75 mm wide. 'The banding machine was delivered quickly and set up and operational within one day', Erwin says. 'Adjusting the machine is fairly easy. First, you make sure that you align the text properly. To do this, you use a ruler with an electronic eye.'

Flavour specific

FoodIncentives has pre-printed bands available for the different product lines. In addition to the four-colour print, on which the snack product is clearly visible, the bands contain an empty text box where a Novexx thermo transfer printer is able to print the different flavours. For the pancakes series, this varies from serrano ham, to pulled chicken or salmon. As a result, the company is not required to keep different bands in stock for each different flavour. In addition,

the transfer printer also provides the band with the best before date, batch code, and bar code. FoodIncentives deliberately chose to place this information on the sloping part on the side. 'The cashier does not have to turn or tilt the product', Hans explains. 'He or she can simply move the packaging over the scanner. This prevents shaking and turning, which could result in the product looking less appealing.'

Future

Erwin and Hans think that the large volumes or orders from the aviation industry won't return. 'Where we used to send 30 pallets a week, we now send 30 boxes at most. Fortunately, we have been able to develop a successful new product line with WreppieS Rolls & Bites. The delicacy shelves in the supermarket are very popular. Our richly filled pancakes, tortillas, and Turkish pizzas are doing very well. The well-designed and printed band certainly contributes to that. We noticed this when switching from

the white label to the printed band.' Finally, Hans said: 'We still have plenty of ideas for new snacks. If these are successful as well, we will have to automate and expand further. In a year's time, everything could look totally different.'

This article was created in cooperation with Specialist Printer Max. Aarts and Bandall.

