

# Case Study Quaker Oats

Quaker Oats remains loyal to ROVEMA's efficient Bag-in-Box system



## Keeping existing machines in production for the long term.

Since 1990 Quaker Oats has been packaging six different Cruesli cereal products for the European market with ROVEMA machines. A Bag-in-Box line acquired in 2005, consisting of two Vertical Form, Fill and Seal machines and a Horizontal Cartoner, has now been extensively modernized. The conversion of the existing machine was necessary – Quaker Oats must continue to rely firmly on the availability of the machine and its compatibility with interfaces.



After 15 years of production in 3-shift operation, this safety was no longer completely guaranteed, due to change of the operating personnel and the limited spare parts supply or discontinued components by ROVEMA suppliers.



Passion for packaging



# However, the decision was preceded by a clear commitment to the Bag-in-Box packaging solution.



**ROVEMA project manager Dik Stam:**  
**“Of course it is fun to update a system that you have looked after for such a long time! However, the successful realization of such a modernization depends also very much on the personnel on the customer side. All details have to be thought through and taken into account.”**

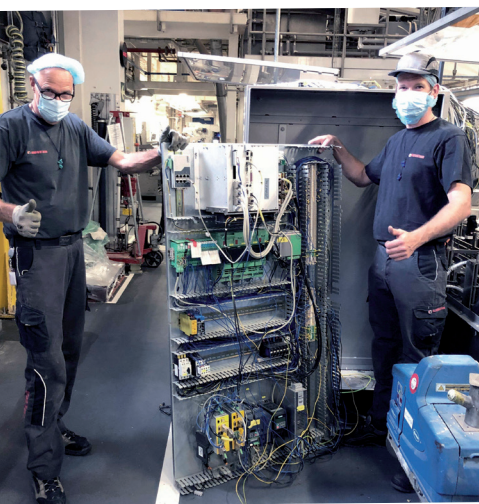
Cereals can be packaged in a variety of ways, including modern composite packaging materials. For Quaker Oats, one of Europe’s best-known cereal producers, packaging is a key marketing tool – not only product protection and transport optimization, but also advertising space, e.g. for recipes, is crucial. With the strong interest of consumers in sustainable solutions, a further, very decisive factor was added: Is the packaging sustainable?

Do consumers understand and accept the chosen packaging form?

ROVEMA experts from the Netherlands and Germany, which scheduled a total of two weeks for the modernization work. The condition was that the production on the other Quaker Oats lines had to take place during the night shift, so that ROVEMA could carry out their work during the day shift.

Jacob Bruil: “We are very satisfied with the result of the conversion and are of course especially pleased that ROVEMA has completely kept to the schedule. In addition, the availability of the team and the handling of minor reworking was to our complete satisfaction.

**Since August of this year, the machine has been back in production and fully convincing with an efficiency of 95%**



Quaker Oats saw clear recycling advantages in the classic Bag-in-Box solution. “The separation of plastic and cardboard in a Bag-in-Box solution is intuitive and understood by most consumers. Of course, the positive consumer perception of cardboard also played a role in our decision”, says Jacob Bruil, SR Maintenance Manager at Quaker Oats.

The summer of 2020 was therefore the right time for the comprehensive conversion. An interdisciplinary project team consisting of project manager, production management and electronics experts from the customer’s side worked out a project plan together with

The supply of spare parts for existing machines, partly over decades, is firmly anchored in the ROVEMA DNA. Mato Blazevic, manager for ROVEMA spare parts and services says: “Sometimes we receive requests for spare parts for over 50 year old machines. That makes us proud and mechanically we can serve almost all enquiries. Electronically things look different, of course. There have been many innovations and developments in the last years, which make it difficult to deliver parts and provide long-term support. The innovation intervals in the electronics industry are becoming shorter and shorter, this is precisely why we offer our customers comprehensive advice on machine control updates.”

We would like to thank Quaker Oats for their trust and look forward to continued cooperation!

Filling Bag-in-Box

