

SOLUTIONS IN ACTION

PACK EXPO 2008



*A wrapped product from the
TM Overwrapper*



*Allen-Bradley® CompactLogix™
Programmable Automation Controller*



*Allen-Bradley® Kinetix® 6000
Servo Drive*



The TM Cosmetic/Perfume Overwrapper from Marden Edwards

Booth No. S-3026

Marden Edwards Limited, established for over 40 years, is a world leader in the design and manufacture of wrapping and packaging machine equipment. Over 8,500 overwrapping systems have been manufactured in its factories in the UK and Germany and installed in over 150 countries worldwide.

“We supply machinery into a variety of industries, including confectionary, cosmetic, food, paper, pharmaceuticals, tea and tobacco,” stated Gary Thick, International Sales Manager, Marden Edwards Ltd. “Our customer base varies from start-up individuals through to multi-national corporations.”

At PACK EXPO 2008, the British company is showcasing a **dedicated cosmetic/perfume overwrapper**, belonging to the TM series.

As Mr. Thick explained, “The TM overwrapping machine is designed to provide an extremely high quality of wrap with all parameters relating to seal positioning being under the operator’s control. Changeover from one size to another takes less than 10 minutes and is assisted by the servo motors which meter the film and control the in-feed pusher. This enables the machine timing to be optimized for any given pack size, resulting in highly efficient running.”

The machine was created for high-quality cosmetics overwrapping, which Marden Edwards took particular care in by helping to fulfill this sophisticated requirement.

“We understand the requirement for the extremely high-quality package’s appearance demanded by the perfume and cosmetic manufacturing industries,” Mr. Thick said. “The excellence of the overwrap indicates to consumers the superior quality of the product inside. Therefore, the overwrap is not only required to perform the traditional task of protecting items and indicating whether tampering has taken place, but it should also look attractive and beautiful.”

Solutions in action at Pack Expo 2008

To achieve a perfect “wrapped by hand” appearance, the overwrapper guides the film perfectly in place and only applies heat at discreet points to produce a very tight, accurate wrap with no scratches or imperfections. Marden Edwards’ versatility with cosmetics packaging allows the longitudinal seal to be positioned either on the trailing edge or on the base of the carton, depending on the carton design and marketing needs.

“The TM Series overwrapper is a high-quality, reliable and versatile machine, whose additional value to the customer is the ability to fully adapt to their needs and product requirements,” Mr. Thick underlined. “We selected Rockwell Automation products to build the control of our machine, since we wanted to meet our customers’ specific technical requirements, demanding dedicated technical support and development.”

Rockwell Automation provided the following Allen-Bradley® hardware to achieve a compact machine solution:

- CompactLogix™ Programmable Automation Controller (PAC) with a 4-axis SERCOS® interface module, an EtherNet/IP™ bridge, and I/O modules including a thermocouple unit for heat sealing control in the controller
- Three axis of Kinetix® 6000 servo drives with the Safe-Off option, connected to MPL-Series motors
- Three axis of PowerFlex® 4 drives
- PanelView Plus™ 1000 operator interface

Marden Edwards also opted for a complete Allen-Bradley safety solution from Rockwell Automation, using Guardmaster® relays and switches, and low voltage control components.

“Rockwell Automation components are used for an entire solution on the TM series machine,” Mr. Thick explained. “In our opinion, Rockwell Automation is synonymous with high-quality service and support. It is undoubtedly a brand leader in automation and using its components allowed us to achieve several benefits: we saved and streamlined design time, we reduced our programming efforts, lowering our costs and being able to increase flexibility for future changes on our compact machines.”

For more information, contact:

Marden Edwards Limited
2 Nimrod Way
Ferndown Ind Est.
Wimborne
Dorset
BH21 7SH
UK

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www.rockwellautomation.com

Power, Control and Information Solutions Headquarters

Americas: Rockwell Automation, 1201 South Second Street, Milwaukee, WI 53204 USA, Tel: (1) 414.382.2000, Fax: (1) 414.382.4444

Europe/Middle East/Africa: Rockwell Automation, Vorstlaan/Boulevard du Souverain 36, 1170 Brussels, Belgium, Tel: (32) 2 663 0600, Fax: (32) 2 663 0640

Asia Pacific: Rockwell Automation, Level 14, Core F, Cyberport 3, 100 Cyberport Road, Hong Kong, Tel: (852) 2887 4788, Fax: (852) 2508 1846