

SOLUTIONS IN ACTION

PACK EXPO 2008



Rollquattro Evolution
F35E 24T/SM HH3 S1/E1 Labeler
from Sidel



Labeling Station



Allen-Bradley® ControlLogix®
Programmable Automation Controller



Booth No. S-2259

Headquartered in the city of Mantova, in Northern Italy, the Labeling Division of **SIDEL SpA** knows very well how to work in partnership with the most important brand leader companies in the beverage and non-beverage industries. The Labeling Division of SIDEL SpA is one of the leading brands in the field of labeling machines, as this Italian company designs and builds several machines to meet various requirements of the labeling market. Its portfolio of rotary labeling machines cover cold glue cut and stack labels, hot melt glue cut and stack labels, pressure sensitive labels, hot melt glue roll-fed labels, and roll-sleeve labels.

Mr. John Pasqua, Labeling Systems Product Manager, Americas, SIDEL SpA, explained, "We are used to joining our forces with the most demanding customers, such as Coca-Cola, Pepsi-Cola, Nestlé, Danone, Cott, Cadbury Schweppes, Tinghsin, Huiyuan, Inbev, SabMiller, Grupo Modelo, Heineken, Carlsberg, Scottish and Newcastle, P&G, Unilever, Colgate-Palmolive, Alberto Culver, Amway, Parmalat, Granarolo, Amcor and Plastipak."

The secret of SIDEL's proficient partnership with these kinds of customers is simply and shortly explained by Mr. Pasqua, "We endeavour to be as close to our customers as possible, supplying the best in-class technologies, the most qualified services and the best support to help minimize their Total Cost of Ownership (TCO)."

In order to keep this relationship working at its best, the Labeling Division of SIDEL SpA decided to embrace the Rockwell Automation Integrated Architecture™ system in order to cover the automation, control and visualization requirements of its machines.

"**The Rollquattro Evolution F35E 24T/SM HH3 S1/E1 Labeler,**" Mr. Pasqua said, "is one of our latest examples of the Rockwell Automation Integrated Architecture system at work. We decided to equip this machine with a complete Rockwell Automation control solution to increase the value of the labeler to North American customers."

On display at PACK EXPO 2008, the Rollquattro Evolution F35E 24T/SM HH3 S1/E1 Labeler is based on a frontal parallel infeed/outfeed conveyor system configuration. Sized approximately 4x4 m, the labeler works at 1,000 BPM, from 1 up to 5 l.

Solutions in action at Pack Expo 2008

"With this linear and modular labeling station," Mr. Pasqua explained, "we provide our customers with the right accessibility for easier maintenance and the opportunity to achieve faster substitution of change parts and modules. We also increased the label tension and improved the stability control, supplying the best quality in glue printing and the lowest glue consumption. Thanks to our Rollquattro Evolution Labeler, customers are now able to save time and minimize production costs. The right label fits onto the right bottle and high precision is obtained in label overlaps closing, thus no wiping system is needed to close the label overlap."

"SIDEL SpA selected a North American electronic solution. We rely on Allen-Bradley® components supplied by Rockwell Automation," as Mr. Pasqua explained, "because we need the best in class solutions and a complete integrated approach to automation and motion control."

For its Rollquattro Labeler, SIDEL SpA selected several Allen-Bradley components from Rockwell Automation: a ControlLogix® programmable automation controller (PAC), Kinetix® 6000 servo drives, MPL-Series motors, PowerFlex® 40P drives, Point I/O™ modules, communications cards, a PanelView™ Plus 1500 operator interface and some low voltage components.

"We decided to purchase almost a complete automation and control solution from Rockwell Automation," Mr. Pasqua said, "as we believed that an automation platform, integrating motion and logic control together with data communication and visualization was the best choice for us and our customers. When we started to select Allen-Bradley components from Rockwell Automation for our machines, it was mainly due to our customer's specifications. But over the years, we discovered the great value resulting from the choice of the highest technology, the best quality, and the most available customer service."

Such an increased level of automation in the machine allows better bottle/label handling and reduces the need for human intervention. As Mr. Pasqua underlined, "We can now offer better labeling efficiency and autonomy, while decreasing line accumulation between machines. That means less handling of the products and less floor space required."

SIDEL SpA received many other benefits, by using Rockwell Automation components in designing and building its labeler.

"We saved design time, reduced programming efforts, minimized installation and start up time, as well as reduced wiring," Mr. Pasqua added. "Furthermore, operation problems were easier to detect, testing and validation were simpler, costs have been lowered and machine flexibility for future changes has been increased. Flexibility is appreciated in faster changeovers from one product to another and the adoption of an advanced automation and control platform from Rockwell Automation highlights its user-friendly design and a lower TCO for customers."

For more information, contact:

John Pasqua
Labeling Systems Product Manager Americas
SIDEL SpA - Industrial Operations - Labeling Division
Z.I. Valdaro, Via Natta 4 46100 Mantova, Italy
Phone: +39 0376 344201
Mob. +39 335 756 7298
Fax: +39 0376 302632
john.pasqua@sidel.com
www.sidel.com

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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