



Organized by MD Packaging and Alex E. Jones & Associates, the Mettler Toledo bus had its first-ever Canadian tour in the summer of 2013.

GOING MOBILE

Traveling product inspection technologies road show makes a memorable Canadian summer debut

ANDREW JOSEPH, FEATURES EDITOR
PHOTOS BY COLE GARSIDE

While effective product inspection capabilities are undoubtedly the backbone of any well-executed *HACCP* (*Hazard Analysis Critical Control Points*) or similar quality assurance and product safety strategy, it is still surprising in this day and age how many smaller consumer goods companies still try to get by without having a well-functioning metal detection or X-Ray inspection system in place.

By and large, these are just the sort of companies that leading product inspection systems manufacturer **Mettler-Toledo** has been reaching out to this past summer with its annual cross-continent bus tour showcasing the company's state-of-the-art detection technologies and, notably making its first-ever visit north across the U.S.-Canada border.

Borrowing a page from rock music stars crossing the continent in fully-customized tour buses from one gig to the next, Mettler-Toledo first started taking its show on the road in North America 2003, according to Mettler-Toledo's marketing communica-

tions manager Sarrina Crowley, relating that the large refurbished coach bus is always fully-stocked with the company's latest and most technically-advanced range of equipment that includes state-of-the-art metal detection, X-Ray inspection, checkweighing and related software solutions.

"We would drive the bus all over America, visiting plants directly to give people an opportunity to try out our equipment first-hand by running their own products through the equipment for testing purposes," Crowley told *Canadian Packaging* during the tour's initial stopover earlier this summer in Elmira, Ont. north of Toronto.

"When our bus shows up at a plant for a visit, it becomes a bit of an event," Crowley said during the tour's stopover at the manufacturing facility of the **Tri-Mach Group**, Elmira-based multi-trade, turnkey solution provider specializing in millwrighting, stainless-steel fabrication, custom machining, equipment installations and relocations, process piping, design engineering and electrical services.

"Not only do we get the one or two decision-makers to come and look at the equipment, but we also get many more people in the plant to come out



and see our equipment, so the efficiency is much greater when we do the driving," says Crowley, relating that Mettler-Toledo's tour regularly racks up over 10,000 kilometers a year in the course of making 500 to 550 stops at strategically selected manufacturing facilities.

The addition of the Canadian plant visits this year was facilitated by two companies: **Alex E. Jones & Associates Ltd.** and **MD Packaging**.

Headquartered in Oakville, Ont., Alex E. Jones represents among other segments, leading packaging equipment manufacturers in Canada, with sister-company **Shawpak Systems Ltd.** supplying, installing and servicing the well-respected **Safeline** metal detection systems for the last 20 years.

MD Packaging of Markham, Ont., also an industrial equipment distributor, supplies, installs and services a comprehensive range of Mettler-Toledo equipment throughout Canada, including the popular **Hi-Speed** checkweighing equipment and, more recently, the **CI-Vision** automatic vision inspection systems.

In fact, both Canadian distributors—Alex E. Jones/Shawpak and MD Packaging—took turns sharing the Mettler Toledo bus over the length of its Canadian tour.

"Although this is the first time that the Mettler Toledo bus has visited Canada, Mettler-Toledo and MD Packaging have been linked in one form or another for well over 25 years," says MD Packaging automation specialist Jaime Alboim.



Founded in 1989 by company president Michael Dempster MD Packaging today employs 14 full-time staff and full-time contract sales workers.

With food manufacturers accounting for 70 per cent of its business, and pharmaceutical (20 per cent) and general manufacturing for the remainder, MD Packaging claim to be one of Canada's most progressive supplier of packaging automation technology, according to Alboim, with state-of-the-art equipment supplied by Mettler-Toledo playing a prominent role in the company's ongoing success.

Add it Up

Customers to the bus tour were encouraged to bring their product to the bus and then run it through the functioning machines, so that they can get a better handle on just what it is that Mettler-Toledo's product inspection equipment can do for them.

The tour bus is equipped with eight working stations, situated along the side of the bus interior normally occupied by bench seats, including:

- **Safeline PowerChek Plus 400** X-Ray inspection system;
- **Safeline X3301** X-Ray inspector;
- **Safeline PowerPhasePRO** metal detector;
- **Safeline PowerPhasePRO-Select** metal detector;
- **Safeline Gravity Flow** metal detector;
- **Safeline Pipeline PRO** metal detector;
- **Hi-Speed Cornerstone Beltweigh XS** checkweigher;
- **Hi-Speed Beltweigh XC** checkweigher.

Alboim says the Canadian tour was made worthwhile within the first couple of days, citing one customer who showed up with his product to run through the Mettler-Toledo on-board workstations.

"We found a contaminant in the product that the customer didn't even know was present," he relates. "That's the kind of a positive experience that you just cannot get by watching a video online."

Even more importantly, we were able to do stuff

With knowledgeable staff onboard the bus, customers across Canada received valuable education with real-life demonstration on the virtues of Mettler-Toledo X-Ray and metal detection systems. (Below) An interior view of the Mettler-Toledo bus showcasing product inspection equipment available in Canada through MD Packaging and Alex E. Jones & Associates/Shawpak.



THE NEW HIGH SPEED X65 CONVEYOR SYSTEM

The new generation X65 conveyor helps you lower your Total Cost of Ownership – at the same time as you increase your capacity and flexibility towards new products and processes.

Installation and ramp-up is quick and straightforward, while operation is more energy-efficient and requires less maintenance than today's standard.

What's more, the X65 conveyor is far quieter even at high speeds.

Contact us, to find out exactly what this new value will mean to you and your business, at info.ca@flexlink.com or give us a call at +905-639-6878.

flexlink.com

 **FlexLink®**

A Company of **COESIA** GROUP

FOR MORE INFORMATION CIRCLE 118



Sales and Marketing Manager Krystal Darling and President Michael Hahn of Tri-Mach Group in Elmira hosted the inaugural stop of the Mettler-Toledo Canadian bus tour.

with our product inspection machines that they didn't even know was possible," Alboim enthuses. "This bus tour is a best-case technical sales call."

The *PowerChek Plus 400* uses standard **Rockwell Automation Allen-Bradley** components and many industry-leading features which enable the X-Ray unit to inspect many products and substrates, including metallized film, bagged and cartoned product, cases, cans, plastic containers and unpackaged bulk products.

Launched in the autumn of 2012, the *X3301* family of X-Ray offers the same sensitivity as traditional X-Ray units, but using only about one-fifth of the energy to do so.

Depending on customer requirements, there are also multiple versions of *Safeline's* metal detection technology to suit an expansive application range. The *PowerPhase PRO* rectangular aperture metal detection system is a nice compact-design, highly-sensitive unit, while the new variable-frequency *Select* model offers exceptional detection capabilities for working with products with a high saline or moisture content.

For its part, the *Hi-Speed* line of checkweighers is

offered in a broad variety of sizes and configurations for handling nearly any type of package size or design at high production line speeds, while ensuring high-precision weighing capabilities to provide accurate product distribution and delivery.

Real Deal

"Sure, prospective equipment buyers can scour the Internet and get a lot of excellent information," Alboim allows, "but there is no substitute for having a customer come face-to-face with a machine to see it perform as required—thereby experiencing first-hand the true value of the technology."

Alboim describes the stopover at the Tri-Mach facility in Elmira, the first of three stops that day, as a perfect Canadian launching pad for the Mettler-Toledo traveling road show.

"We've often utilized the design and manufacturing services of Tri-Mach, so we thought they might like to host the first leg of the Mettler-Toledo Canadian tour," Alboim relates.

Not surprisingly, there was no need for a second invitation.



At the Tri-Mach stop, visitors to the bus received professional instruction and got to try out their own product on various Mettler-Toledo X-Ray and metal detection equipment.

"When Jaime first proposed the bus tour to us, welcomed the opportunity to make Tri-Mach Group the first stop," recalls Tri-Mach's sales and marketing manager Krystal Darling.

"We promptly contacted our customers and invited them to come and see the equipment and to try it out themselves to see first-hand if any of the Mettler-Toledo brands can provide a service for them," says Darling, adding that Tri-Mach and MD Packaging have enjoyed a mutually beneficial symbiotic business relationship for well over a year, with product inspection system expertise providing a strong foundation for the companies' affinity for each other.

Located about a 70-minute drive northwest of Toronto, Tri-Mach boasts 28 years of experience in supplying innovative, high-quality turnkey solutions to the food-and-beverage and pharmaceutical industries across Canada.

"Tri-Mach Group's reputation is the key to our success," states Darling. "The name is built on a commitment to food safety, personal service and top-quality manufacturing."

Adds Alboim: "The Mettler-Toledo product inspection demo bus provides a convenient hands-on training opportunity for processors and packagers to gain specific knowledge about how to limit product waste and contamination in their plant."

"It's a win-win situation for everybody, which provides a better way to educate the visitors by letting them see in person what these inspection systems can do for them."

Mettler-Toledo's Crowley full-heartedly agrees: "For Mettler-Toledo, innovation is the key to our success."

"The road tour has always been an extremely favorable undertaking for Mettler-Toledo because people love the convenience of having equipment demonstrated right at their facility, and we are using it this year as an innovative way to continue building on our past success in Canada." 

Appointments

Michael Lafave was appointed to the position of Senior Vice President, Containerboard/Packaging and Recycling for Kruger Inc. earlier this summer. He is responsible for the overall activities of Kruger's 100% recycled linerboard and specialties facility in Montreal (Place Turcot), their corrugated packaging plants in Brampton and LaSalle, and the various recycling operations of the group. He is based in Montreal.

Mr. Lafave has been with Kruger since 1999 and has worked in various roles within Kruger's Publication Papers sector, including Vice President, Newsprint Sales. Since November 2008, Michael held the position of Senior Vice President, Supply Management for Kruger Inc.



Derek Gracias was appointed to the position of General Manager – Packaging Sales, for Kruger Inc. in May 2013. He is responsible for corrugated packaging sales at their facilities located in Brampton, ON, and LaSalle, QC.

Mr. Gracias has been with Kruger since 2009 in the role of Sales Manager. Prior to joining Kruger, he worked in Sales Management, Corporate Sales, Account Management and Customer Service roles within the packaging industry.



For More Information:

Mettler-Toledo Inc.	430
MD Packaging	431
Alex E. Jones & Associates Ltd./Shawpak Systems Ltd.	432
Tri-Mach Group Inc.	433
Rockwell Automation Inc	434

