

petfoodpro

Technology & Marketing 1/23

The smallest things
make a big difference

Industrial weighing and inspection

technologies even pets can trust



Ingredients: Natural Water Binder, Hydrolyzed Yeast, Antioxidants, Probiotics

Processing: Weighing and Inspection, Gentle Drying, Automation, Line Efficiency

Packaging: Turn-Key Solutions, Labelling Challenges, Simply Unique

Marketing: Milk for Dogs, Zoomark, Interzoo 2024, Preview to interpack



Pet Food Cutting Solutions

As the #1 European and Global Leader in Food Cutting Technology, successful processors depend on Urschel's expertise to deliver optimal cutting solutions for all types of pet food ingredients.

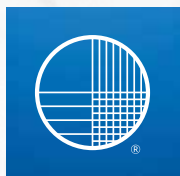
Urschel cutting equipment delivers a full spectrum of size reduction capabilities.

Explore dicing, slicing, or pureeing to achieve your processing goals.

NEW



NEW



#1 Best selling provider of industrial cutting machinery throughout the world.

URSCHEL®

The Global Leader in Food Cutting Technology

Set up a free test-cut of your product.

www.urschel.com

Positive Packaging is for Happy Families

I sometimes receive sample packages for dogs, cats, occasionally smaller animals. The contents are very well presented, attractive and probably very tasty. This week, a particularly pretty carton arrived and was welcomed. With a personal note from the company's founder, the milk shake for cats who don't drink enough, including added nutrition for current needs, the Catlabs product was an excellent example of a well-thought out package.

Packaging is an important topic in pet food. Pet parents are very selective about what they feed their families and the manufacturers are equally selective about the resources they choose. Packaging systems are designed to protect, preserve and present their contents in the best way possible, ensuring that consumers receive products exactly as the manufacturer intended.

Packaging is an never-ending topic, starting with materials and accessories to help bring goods from here to there. These include paper and cardboard packing, jars, bottles and caps, labelling, marking and identification technology, printing and finishing. Packaging also

means wrapping and palletizing, logistics and other services. Food is packed to protect it, make it look attractive and stand-out on the shelf, and to help it safely reach its final destination before being consumed.

The paradigm shift in packaging has brought up questions of greater sustainability, a growing e-commerce landscape, also in pet food, and an increase in digitalisation. Automation is everywhere. Food manufacturers are looking for guidance to clarify and raise awareness about legal and consumer developments in this sector. Some of the packaging equipment shows have an educational platform to underline this.

There is a move away from plastic, back to paper, but even that is a simplistic viewpoint. By investing in recycling technologies at full scale we can increase resource efficiency and help to close the loop in the transition to a circular economy.

Of course, reducing and saving resources can be achieved in many ways. One of these is the 'No Waste' idea. This is characterised by the avoidance of product



Ian D. Healey, Editor-in-Chief

waste, packaging waste and operational waste and involving the whole team of a company's organisation from shop floor to the management and executive levels.

Sustainable and innovative solutions are topical at the moment and saving resources really does make a difference. At the end of the day, if the product has arrived safely where it is supposed to be – and given pleasure to the recipient when it gets there – then the package has done its job.

Sincerely



Issue 1 March 2023

New trends in pet food production are forcing manufacturers to be flexible whilst complying with regulations, directives and sustaining supply. With its broad product portfolio of weighing and inspection solutions, Minebea Intec offers manufacturers the right solution for future-proofing their business.

Our Cover story starts on page 6

Cover: © Minebea Intec

Ingredients

- 10 **Natural Solution With High Water Binding Properties**
- 11 Hydrolyzed Yeast with Unmatched Protein Digestibility Kinetics
- 13 Microalgae for Enhanced Animal Nutrition
- 14 More Than \$30 Million State-of-the-Art Production Facility in Spain to Meet Growing Demand for Probiotics



AquaBind LF is a unique product consisting of high-quality flour derived from golden linseed which has been carefully de-oiled and finely ground. No enzymes, micro-organisms, solvents, carriers, processing aids or bleaching are used. This makes the ingredient completely natural and sustainable, as it derives from side streams of food production, giving further value to products which would otherwise be wasted. **See page 10.**

Processing

- 6 **What do Pet Food Producers Need for Efficient Production?**
- 18 **Gentle and Reliable Drying of Pet Food**
- 20 Automation Solutions for Petfood Production at the interpack
- 22 The Solution is Automation
- 26 Innovate Autosampler is Product of the Year at Applied Microbiology International Awards
- 28 New Animal Feed Innovations for the Asia Market



Pet food should be dried in a gentle and energy-saving way using a drying method that has been used successfully in the human food industry for many years. Benefits for the user include the retention of flavors, valuable vitamins and other ingredients as well as an appealing appearance. Government subsidies are meanwhile available in support of this low temperature heat pump assisted drying method. **More details on page 18.**

Departments

- 3 Editorial
- 15 Marketing
- 42 Impressum

Events

- 38 Trends and Specialization in the Pet Market
- 40 Interzoo – Meeting the Petfood Industry Face-to-face
- 42 Calender of Events

Packaging

- 30 **Turn-Key Packaging Solutions for Wet and Dry Foods**
- 34 Pet Food Labelling in the Fur Baby Age Faces New Challenges
- 36 Simply Unique - Interpack



Pets are part of the family, so it is as important to take care of their food as we do with our own. CAMA's state-of-the-art packaging systems have been designed to protect, preserve and present their contents in the best way possible, ensuring that consumers receive products exactly as the manufacturer intended. The company's experience has helped them build a comprehensive portfolio. **The article is on page 30.**



Your Recipe. Automated to Perfection.

Food-focused. Global resources that deliver.

Whether it's storing, sifting, metering, weighing or transferring, Shick Esteve is your complete ingredient automation systems provider.



BULK



MINORS



FLOUR RECLAIM



LIQUIDS



CONTROLS



COMPONENTS



SITE SERVICES



VISIT US AT INTERPACK IN
HALL 04 / BOOTH 4C23

shickesteve.com/fr | +33 (0)2 48 66 60 60

What do Pet Food Producers Need for Efficient Production?

The pet population boomed across many continents during COVID-19 lockdowns as many of us spent our working days at home. Combine this with a population that's increasingly knowledgeable about food and ingredients and we find ourselves in a position whereby pet owners are demanding more from their pet food.

Ensuring products are safe and contamination-free has always been the most important premise for the pet food industry. However, new trends in pet food production are forcing manufacturers to be flexible whilst complying with regulations, directives and sustaining supply. With its broad product portfolio of weighing and inspection solutions, Minebea Intec offers manufacturers the right solution for future-proofing their business.



"The reliable X-ray inspection system Dymond reliably detects foreign objects. At the same time, the system helps to check important quality attributes, such as mass, filling levels, completeness and integrity."

Pet food has long ceased to be merely a source of food for pets, but often reflects the lifestyle of their owners. Nowadays, pets are a member of the family and pet owners often have the same demands on their pet food as they do on their own diet. New topics such as sustainability or organic products, for example, are playing an increasingly important role in pet food. Such new products are initially produced in smaller batches. To achieve this, the machines used in the production line must be flexible and allow changes even after the initial installation.

The variety of pet food also requires production lines to be increasingly flexible with products taking such varied formats; dry (kibble), wet

(canned and sachets), semi moist, fresh, dehydrated, freeze-dried and raw-infused food, treats and chews. Slight variations in moisture within a product can be a common cause of high reject levels due to an increased level of conductivity in the pet food when wet – so called product effect is an issue the metal detectors of Minebea Intec can cope with.

The global volume for the pet food industry has shown a steady increase since 2014 and is expected to show a volume growth of 5.3% in 2023. In 2018 there were 471 million dogs and 373 million cats kept as pets worldwide. This huge and ever-growing pet population is also reflected in the increasing turnover of pet food producers.

But how do producers ensure that they can meet the changing demands of the market?

Flexibility in production - solutions from Minebea Intec

Minebea Intec, one of the internationally leading manufacturers of industrial weighing and inspection technologies, has long-standing relationships with many of the pet food producers. Therefore, the requirements and complexities of these businesses are well known and understood.

"We can offer manufacturers and producers of pet food flexible, high-performance and highly bespoke solutions for every required process step," says Matthias Rehren, Global Sales

WE MAKE PET FOOD TASTE GREAT.™

AFB partners with pet food companies to provide palatant solutions that meet performance, attribute, and economic objectives.

**PETFOOD
FORUM**

BOOTH 1300

Contact your AFB account manager to discuss your unique palatant needs.



AFB
International®

[AFBInternational.com](https://www.AFBInternational.com)

©2022 AFB International



The metal detector Vistus® Pipeline detects and removes metal contaminants in pumped viscous or liquid products.

Manager Key Account and OEM business. "Our portfolio includes systems for all areas: Load cells and platform scales for use in incoming goods, for intermediate storage of raw materials, for the actual production process as well as dynamic weighing and inspection products for packaging and final quality check. Our solutions are thus optimally designed for the needs of the industry from incoming goods to despatch". Rehren names the dynamic checkweighers Flexus® and Synus® both of which are equipped with electromagnetic force compensated load cells for most accurate weighing. This high-resolution technology ensures high throughput of up to 600 pieces per minute. Both systems can be easily integrated into existing production environments. Changing line configurations and rapid product changes are handled quickly and easily.

Especially for the pet food industry, they offer easy inspection as well as simple and safe cleaning.

He also names the Vistus® C metal detector and the SPC@Enterprise software (for statistical process control and recognition of optimization potential) as products that exactly meet the requirements of the industry. Minebea Intec offers its products in a variety of configurations, some of which can be adapted even after initial installation.

Meeting the highest demands for foreign object detection

Over time many new quality systems have been introduced to pet food production such as HACCP, BRC, IFS etc. Many of these systems are the same as those used for human food production. Metal detectors as well as X-ray inspection equipment such as the Dymond series are used at several critical control points in pet food production to exclude contamination by foreign bodies made of metal, stones, plastic or other materials. This starts even before processing, where the basic ingredients are examined for possible contamination. During later processing steps, such as mixing the ingredients, product contamination can be caused by rubbing from containers or machines and finally, packaging is also checked by inspection solutions.

Established pet food manufacturers rely on the Vistus® metal detection systems from Minebea Intec to ensure raw material and ready-made products are non-metal-contaminated, no matter whether they are inspected in the packaging line or one step before, in the food processing. For readily packed products, the Vistus® can either be mounted on existing

and technically suitable conveyors or integrated as stand-alone system. For non-packed products, the Vistus® can alternatively be used as a free-fall unit, checking the products at the time of filling. Integration is not complicated and special product guiding pipes are available as part of the Minebea Intec supply. In the food processing stage, the use of Vistus® is popular as being a part of a pipeline system. Like the free-fall application, integration is not complicated and special product guiding pipes are available. All Vistus® metal detectors are based on high quality components supporting a wide frequency range for maximum detection performance and reliability. Dialogs tailored to different user groups ensure maximum ease of use.

At the end of the production chain, the manufacturer's versatile X-ray inspection systems are suitable not only for the final detection of foreign objects but also for checking for completeness or fill level. The inspection solutions detect foreign objects regardless of the type of packaging. After all, as with people, defective products and the associated recall campaigns can cause severe damage to the company's image and financial losses. To avoid this, metal detectors and inspection devices are used which can be individually designed to meet legal requirements and production needs.

Precise weighing eliminates product give-away

In addition to the foreign object check, the checkweighers and load cells from Minebea Intec are ideal for maintaining the exact quantities of components in each recipe. When weighing packages

Individual cans can be rejected at high speed by the Flexus® checkweigher if they do not meet matched requirements.





The Checkweigher Flexus® Multilane from Minebea Intec provides precise weighing results and high throughputs of up to 600 pieces per minute.

containing individual products such as pet food chunks, the best-seller from Minebea Intec, the Synus® checkweigher, will ensure that each individual pack contains the correct quantity of product and that it complies with the regulations for average weight control by weighing 100% of the production.

If space in the production line is limited, the use of the CoSynus® device is recommended - a combined solution consisting of the Synus® checkweigher and the Vistus® metal detector: here, the user controls and configures two machines via a common interface, which is both clear and time saving.

The new range of Vision systems by Minebea Intec including the VisioPointer® provide a substantial quality check to give producers complete peace of mind. The multiple uses and configurations of this system include both top, bottom and side cameras which enables packs and products to be checked from any side. The intuitive user interface and intelligent use of data enable operators to ensure the best possible product quality, reduce downtimes and waste, and therefore optimise production. As a plug-and-play solution, the VisioPointer® enables thorough quality control for any food manufacturer and is easy to implement, operate and maintain. Common uses are label checking, both for content and position, identification of seal contaminations and further packaging details.

Meeting customer expectations

The pressures on pet food manufacturers to meet increasing demands from pet owners requires not only flexibility in machinery but also reduced waste, higher efficiency, automation and reliability. Proven customer success stories from within the industry exemplify how Minebea Intec solutions enable producers to keep up with supply whilst achieving these business goals. One of the most recent customer projects reduced huge amounts of overfill - up to five tonnes a day. The customer had discovered through random sampling that many of the pet food cans produced were overfilled. To reduce this overfill, the customer's goal was to reduce the weight of each pet food can by 3g by weighing each can and using the statistics to control the can fillers.

The customer was already using Minebea Intec's Combics® bench scale linked to SPC@Enterprise software. The data from this system showed that the high overfill rate, combined with the high cost of the ingredients, necessitated the introduction of an automated weight control system.

In response to the customer's requirements, Minebea Intec recommended a high speed Flexus® series checkweigher which, by checking the weight of each can, eliminates the need for random sampling and reduces overfill to an absolute minimum. A bespoke two-lane system was built, with the lanes aligned with the existing line's infeed conveyors. For the post-weighing process, Minebea Intec supplied a system that returns all cans to one line.

The new checkweigher weighs 12.5 cans per second, rejects underfill, controls the can fillers and is linked to the same SPC@Enterprise process control system, which compares the previous and new processes and the amount of product saved by the new checkweigher.

This is just one of many success stories that Minebea Intec can report worldwide. Thanks to around 150 years of experience, customers can rely on tailor-made solutions that lead to the highest product quality and consumer safety. 🐾



VisioPointer®: Free-standing unit with built-in conveyor belt and reject system

For more information
www.minebea-intec.com

Natural Solution With High Water Binding Properties

Using ingredients with thickening and emulsifying properties is fundamental to obtain appealing wet pet food. Due to the current market trends, there is an increasing need to find natural, clean label and sustainable alternatives to E-numbers ingredients. AquaBind LF can be a perfect solution.

Wet pet food formulations usually contain thickening, emulsifying or binding agents to ensure that the product has a proper meat emulsion, a consistent texture and enough thickness. This allows all the different ingredients to not separate from each other and leads to obtaining an appealing sauce. On the contrary, when ingredients such as these are not added, wet pet food can often be unattractive or unpleasant to eat for many pets.

Usually, the main binding agents added to wet pet food are xanthan gum, guar gum, locust bean gum, carrageenan and some starch sources (i.e. potato starch).

However, the use of E-number ingredients is becoming controversial. Many pet owners do not like them because they are not always natural and do not fit into clean label pet food.

Therefore, the current pet food market trends and customer interests have increased the demands to find natural, sustainable and clean label alternatives to these functional ingredients.

Barentz Animal Nutrition has developed AquaBind LF as a natural, functional and cost-efficient solution to replace E-numbers in wet pet food.

AquaBind LF is a unique product consisting of high-quality flour derived from golden linseed which has been carefully de-oiled and finely ground.



Photo: Adobe Stock_92133069

The peculiarity of this ingredient is its unique production process. No enzymes, microorganisms, solvents, carriers, processing aids or bleaching are used. This makes AquaBind LF both completely natural and sustainable, as it derives from side streams of food production, giving further value to products which would otherwise be wasted. Moreover, the product is guaranteed ETO free, gluten free and GMO free.

Because of its composition, AquaBind LF is rich in fiber and vegetable protein and is characterized by a strong cold and warm swelling effect, in addition to its emulsification properties. It has a very high water (1:12) and oil (1:3) binding capacity and, being heat stable, it maintains its properties and functionality even after the sterilization process.

meat emulsion and to improve the viscosity and thickness of the sauce. The main applications of this solution are cans, pouches, paté, but also semi-moist, paste and liquid treats, and even pet food liquid toppers. Of course, this product is feasible to clean label, natural, vegetarian/vegan and gluten free diets.

Depending on the viscosity and thickness requested in the final application, AquaBind LF can be added in different dosages (usually between 0,5 and 4%) and even combined with other functional products (i.e. modified starch) to obtain the requested properties. The technical team at Barentz is specialized in finding the best application of AquaBind LF for every pet food product.



Compared to xanthan gum, guar gum and locust bean gum, AquaBind LF has less cost-in-use and offers the same function. This is why it can replace these classic ingredients in wet pet food, helping to create a proper

For more information
www.barentz.com/animal-nutrition/pet-food

Hydrolyzed Yeast with Unmatched Protein Digestibility Kinetics

In 2022, Lallemand Animal Nutrition introduced to the market YELA PROSECURE, a specifically designed hydrolyzed yeast. YELA PROSECURE was developed to offer highly digestible and functional nutrients that support digestive care while contributing to the petfood protein balance and palatability.

Recent research confirm that this feed ingredient offers great potential as a functional protein source thanks to its superior kinetics of protein digestibility, when compared to other protein sources.

Why look at protein absorption kinetics?

Protein digestibility of feed materials is important information for nutritionists, but it does not include timing of absorption in the gut.

The kinetics of protein absorption should be considered, too. This allows nutritionists to properly assess the quality of the protein source. Many properties and functionalities of proteins are related to their absorption kinetics.

The kinetics of protein absorption helps categorize the protein fraction according to its speed of absorption.

Four categories can be defined as **flash**, **fast**, **slow** and **resistant** along the digestive tract (Figure 1/next page).

Supplying animals with flash and fast digestible protein sources rich in free amino acids and small peptides will help them absorb and use those nutrients easily. This is particularly of interest when applied to the diets of puppies and



kittens, or to a certain specialty petfood (i.e. hypoallergenic diet) where rapid and complete digestibility is highly desirable.

A source of highly digestible and quickly absorbed proteins

YELA PROSECURE's kinetics of protein absorption has been analyzed with the Boisen method (Figure 2). YELA PROSECURE's protein digestibility starts at 77% at the beginning of the intestinal phase (right after the stomach) and increases to 94% after 48 hours.

Are you Looking for...



- ✓ Expertise in **Oils** and **Maritime Specialities?**
- ✓ high-quality Ingredients for **Oil Mixtures** and **Private Label?**
- ✓ **Natural Colorants** and **Flavorings?**
- ✓ Ingredients with **sustainable benefit?**



lamotte-oils.de

Moreover, YELA PROSECURE is close to its maximum in vitro digestibility after three hours of intestinal digestion. This means that 90.5% of the protein content of YELA PROSECURE has flash and fast digestibility kinetics. The proteins from YELA PROSECURE are, therefore, highly bioavailable for the animals.

A superior kinetic of absorption compared to other feed materials

Based on the same method, five feed materials were assessed for protein digestibility and kinetics of absorption: soybean meal, fish meal, potato protein concentrate, whole-cell inactivated yeast, and the hydrolyzed yeast YELA PROSECURE (Figure 3).

When compared to these feed materials, YELA PROSECURE shows interesting kinetics of protein digestibility. One direct result of that is a negligible amount of non-digested protein reaching the lower gut.

These properties are linked to the well-controlled hydrolysis process involved in the production of YELA PROSECURE, which makes the yeast protein highly available and quickly absorbed. This is of particular interest for juniors and during challenging periods, at a time when nutritionists are looking for highly digestible protein sources with quick kinetics of protein absorption, which supply free primary and secondary amino acids.

Benefits in palatability

Some free amino acids are also involved in the mechanism of taste and eating behavior including feed intake, therefore playing a role in food palatability.

In a trial conducted in the Netherlands with 40 adult medium size dogs, The consumption of the YPS diet (1% YELA PROSECURE in coating) was significantly higher ($P=0.054$) than the Control diet (1% premium digest in coating). 🐾

For more information
www.lallemand-animalnutrition.com

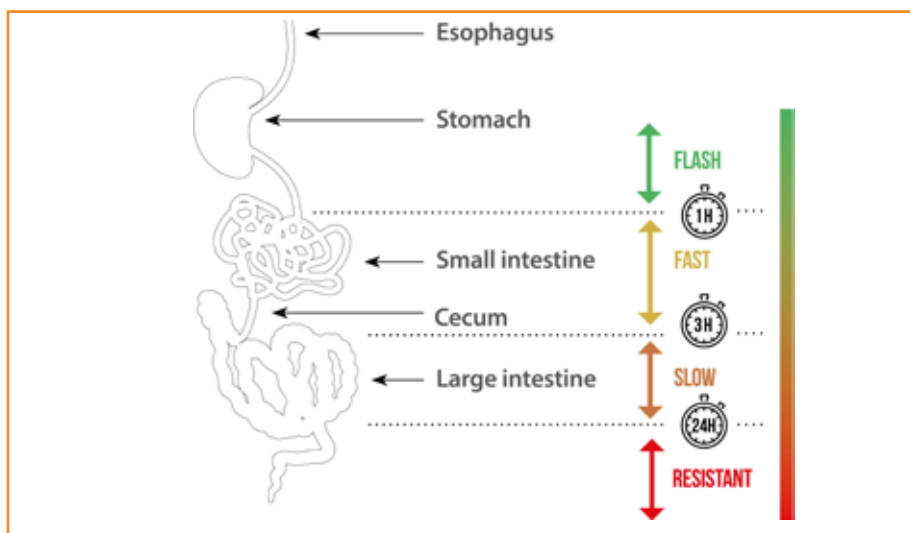


Figure 1. Kinetics of protein absorption: key parameters for protein functionalities

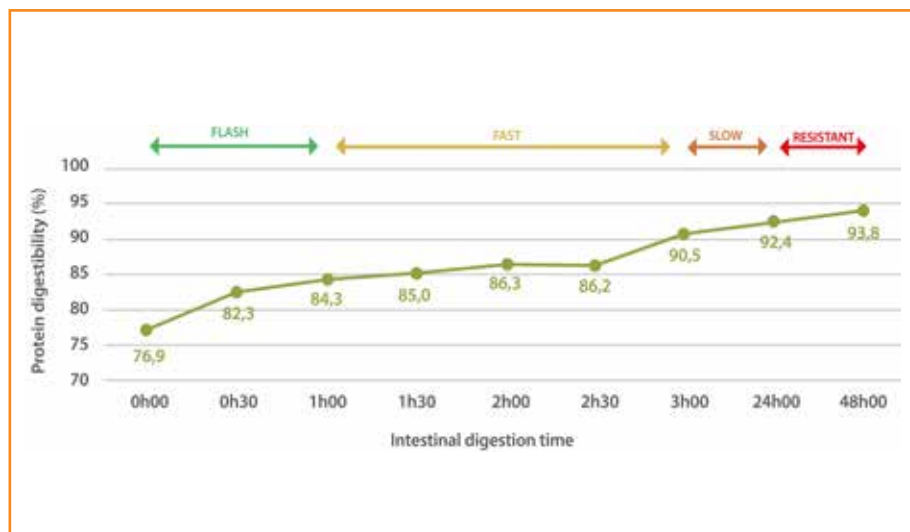


Figure 2. YELA PROSECURE: kinetics of protein digestibility (Lallemand Animal Nutrition, Internal data, 2022)

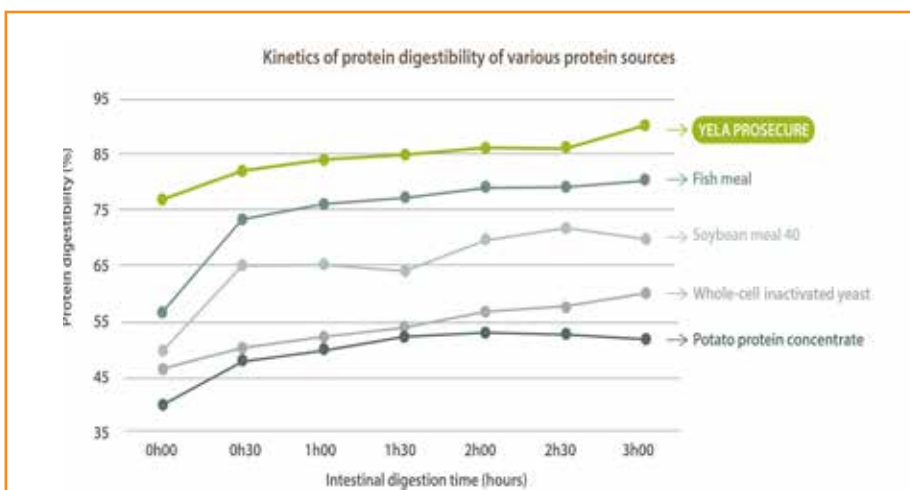


Figure 3. Kinetics of protein digestibility of various protein sources (Lallemand Animal Nutrition, Internal data, 2022)

Microalgae for Enhanced Animal Nutrition

AstaReal launches premium feed-grade product NOVASTA® EB15 in the European market

AstaReal, the global pioneer in natural astaxanthin production and related research, has added to its portfolio of feed-grade products with its latest release NOVASTA® EB15. By providing natural astaxanthin for animal nutrition in encapsulated form, the launch opens up further possibilities for health-promoting feed applications.



Photo: Clara Bastian/Stock

AstaReal NOVASTA® EB15 is a complementary product to NOVASTA® biomass designed to enhance animal health and well-being with natural astaxanthin, one of nature's most powerful antioxidants. NOVASTA® EB15 is pure algal flour, derived from microalgae *Haematococcus pluvialis* that in addition to natural astaxanthin contains valuable proteins, carbohydrates and essential fatty acids, as well as other carotenoids including lutein, beta-carotene, and canthaxanthin. This algal meal is encapsulated in fully hydrogenated rapeseed oil and consequently has improved stability. Encapsulation protects the power of astaxanthin even in challenging production processes such as for soft chews, pellets and other open formulations, which are more likely to be exposed to air.

NOVASTA® EB15 is suitable for pets such as cats or dogs, as well as livestock,

competitive animals like racehorses, and in aquaculture, and can be added or mixed into feed. Natural astaxanthin has various health-promoting properties.

Healing power of nature

The effects of astaxanthin on animals' health and wellbeing are impressive. Astaxanthin is known to support the survival of animals in harsh environmental conditions. Furthermore, scientific studies show that it aids immune defence, eye health, mobility, animal fertility and much more. For instance, in dogs, astaxanthin has been shown to significantly help with muscle recovery and improve inflammatory eye conditions. Other studies have proved its beneficial effects on livestock, where it helps to achieve greater yields e.g. by improving egg production in hens. Natural astaxanthin also benefits animals in competitive sports, for example, by lessening muscle fatigue in racehorses.

Peter Ahlm, Marketing & Sales Manager at AstaReal, says: "When it comes to aquaculture, agricultural farming and domestic pets, consumers are increasingly aware about their choice of animal feed and the impact it has on the well-being of animals. We at AstaReal hope to offer a key ingredient to the animal health market. That's why we are excited to add a promising new product to our NOVASTA® range short after its first launch." 🐾

For more information
www.astareal.se/astaxanthin-for-pets/#astra-block_600059cb76a01

\$30 Million State-of-the-Art Production Facility in Spain to Meet Growing Demand for Probiotics Now Open

ADM, one of the world's leaders in science-backed nutrition solutions, recently announced that it has opened a new production facility in Valencia, Spain to help meet rising global demand for probiotics, postbiotics and other products that support health and well-being.

The production facility represents an investment north of \$30 million and a more than five-fold increase in ADM's production capacity, increasing it to 50 metric tons per year. The facility will allow ADM to supply growing markets for probiotics and postbiotics in the U.S., Asia-Pacific and Europe. ADM expects its customer base will more than triple over the next five years as more people recognize the links between the gut microbiome and many aspects of health and look for products tailored to their specific needs.

The facility, the world's first to produce both probiotics and postbiotics at the same site, will help the company fulfill its expansion strategy in the health and

well-being sector. ADM is on its way to realizing its ambition to increase health and wellness revenue from over \$500 million in 2022 to \$2 billion within 10 years.

"Health and well-being is one of the three enduring trends powering Our growth strategy: Consumers are increasingly aware of the role their gut microbiome can play in their everyday lives, and they're seeking nutrition solutions that are backed up by science-based research," said Mark Lotsch, president, Global Health & Wellness. "ADM is a leader in meeting this growing global demand, and we're continuing to invest in the cutting edge of health and nutrition," he said.

The site will produce ADM's award-winning probiotic BPL1™* and the heat-treated BPL1™ postbiotic, as well as other ADM proprietary



Photo: ADM

strains, supplying a broad range of customers. It will also be able to support further growth in ADM's UK-leading Bio-Kult brand of products.

The new facility is located close to ADM's pioneering research and development center in the University of Valencia Scientific Park, where ADM scientists undertake activity including next-generation genome sequencing and early-stage testing of new bacterial strains.

Market research estimates that the probiotic supplements retail market could surge to \$10.4 billion by 2027 from about \$8.3 billion in 2022¹. That growth is being driven by rising demand for science-based probiotic formulas that are used in dietary supplements, and also dairy products, food, healthy snacks and beverages, as well as pet and animal well-being products. 🐾

*BPL1® is a trademark registered for Biopolis S.L. in the EU and other countries.

¹Euromonitor – Passport Data 2023

About ADM

ADM unlocks the power of nature to enrich the quality of life. We're a premier global human and animal nutrition company, delivering solutions today with an eye to the future. We're blazing new trails in health and well-being as our scientists develop groundbreaking products to support healthier living. We're a cutting-edge innovator leading the way to a new future of plant-based consumer and industrial solutions to

replace petroleum-based products. We're an unmatched agricultural supply chain manager and processor, providing food security by connecting local needs with global capabilities. And we're a leader in sustainability, scaling across entire value chains to help decarbonize our industry and safeguard our planet. From the seed of the idea to the outcome of the solution, we give customers an edge in solving the nutritional and sustainability challenges of today and tomorrow.

For more information
www.adm.com

Is Milk Good for Dogs?

Here's why it might not be the best for your furry friend

By Dr. Ashwani Kumar Singh & Dr. Kumar Manglam Yadav*

Dairy products can have great benefits for humans. They're rich in vitamin D and calcium, which can help keep your teeth and bones nice and strong. It is full of benefits for humans, but, when it comes to their four-legged counterparts, is there a similar answer to the question: Can our beloved pooches have milk, too?

After all, your furry friends drink their mother's milk, but when it comes to dairy substitutes, it is a big Noooo. Milk is not toxic to your furry friends, meaning your four - legged friend can have a lick! Most dogs love dairy products, meaning that milk and other milk-based products remain popular additions to canine diets. But, it's not recommended that they drink it regularly, and the reasons might surprise you.

Is milk safe for little Putzi ...

Does your four - legged furry friend give you those hard-to-resist eyes while you are indulging in a glass of milk? But as you take another sip, you might wonder "can my furry friend drink milk?"

Milk contains a sugar called lactose that requires an enzyme for proper digestion known as lactase. A newborn puppy that's nursing produces a lot of lactase, which allows it to break down lactose, a sugar found in milk. That's why puppies can drink their mother's milk easily with no side effects, like an upset stomach.

As puppies become weaned, and are no longer dependent on their mother's milk, they will produce less lactase in their digestion system, and, in fact, that's why they become lactose intolerant. The lactose in milk is blamed for diarrhea, vomiting, loss of appetite, bloating, flatulence, and other symptoms associated with lactose intolerance.

Is milk safe for adult Furry ...

Canine companions love dairy products. They relish dairy items. Milk is a safe treat in small quantities. A few tablespoons of

milk on an occasional basis can be a nice reward for your four - legged friend. But, you should probably hold off on offering your pooch an entire bowl in one sitting. Though drinking milk is not toxic to your furry friend, it may produce a lot of significant problems. Many dogs are lactose intolerant to some degree, which means they have a difficult time digesting dairy products.

Your furry friend can't tell you when they're unwell, so it's important to keep an eye on their behavior to recognize the signs of discomfort. You may check for the following signs for tracing the health of your pooches...

- 🐾 Loose stools
- 🐾 Bloating
- 🐾 Vomiting
- 🐾 Abdominal Pain
- 🐾 Diarrhea
- 🐾 Flatulence
- 🐾 Cramping
- 🐾 Dehydration
- 🐾 Lethargy
- 🐾 Lack of appetite

Sometimes, lactose intolerance is confused with a dairy allergy in pets. It refers to the inability to tolerate the proteins in milk and can be far more serious. Dogs with dairy allergies may display signs such as:

- 🐾 Red, inflamed skin
- 🐾 Itchiness and scratching
- 🐾 Hives
- 🐾 Facial swelling



Leiber YeaFi® – Brewers' yeast bound to functional fibres!

- | dietetic and prebiotic active ingredients
- | supports digestion
- | promotes skin and coat quality
- | technological advantages

Available with different fibre carriers like spent grain, DDGS or apple pomace.

Visit our website:
leibergmbh.de



 **Leiber**
Excellence in Yeast

Innovation in a Time of Crisis:

Can We Future-Proof the Food System?

IFT FIRST Registration Is Now Open!



**Be FIRST to
Save Your Seat!**



IFT : first
ANNUAL EVENT AND EXPO

July 16-19, 2023

McCormick Place, Chicago, IL



Register today at iftevent.org.

- 🐾 Difficulty breathing
- 🐾 Licking their paws
- 🐾 Hair loss

Because of the high fat content of most dairy products, especially whole milk, consumption can lead to pancreatitis for your dog, which is a highly serious condition.



What about eating ice-creams

...

Your furry friends love frozen dairy treats like you, but frozen dairy treats may not love them back. Ice cream made with cow's milk is likely to be high in lactose, also sweetened with sugar, high in fat, and artificially flavored. This may be toxic to your furry friends, so always check the ingredients list; some contain xylitol, maltodextrin, polydextrose, sorbitol, which is seriously toxic to your furry friends.

You could prepare a healthier alternative like freezing plain yogurt in ice cube trays you may also add fresh fruit, peanut butter, or other sugar-free flavorings before freezing along with wooden sticks for holding the treats for your furry friends.

What to do if my furry friend consumes milk ...

While the occasional lick of your ice cream cone or lap from your mug should not be a big deal unless your dog is allergic, you should avoid allowing your pet to indulge in large amounts of milk and other dairy products. If your dog gets its paws on a large helping of milk, monitor for signs of abdominal distress. Gastric upset will generally occur within about twelve hours after your furry friend consumes milk but can last for much longer, so prepare for frequent trips outside so your poor pup can relieve himself.

If you notice these signs of lactose intolerance, or a change in behavior possibly caused by dairy's adverse effects, call your vet right away. 🐾

The Authors

*Completed his Bachelor of Veterinary Science & Animal Husbandry from Rajasthan University of Veterinary and Animal Science, Bikaner. The Authors run a pet clinic in Kanpur & Lucknow and actively engage in creating awareness among pet owners regarding the welfare of pets and also compiling pet wellness articles in various magazines and newspapers.

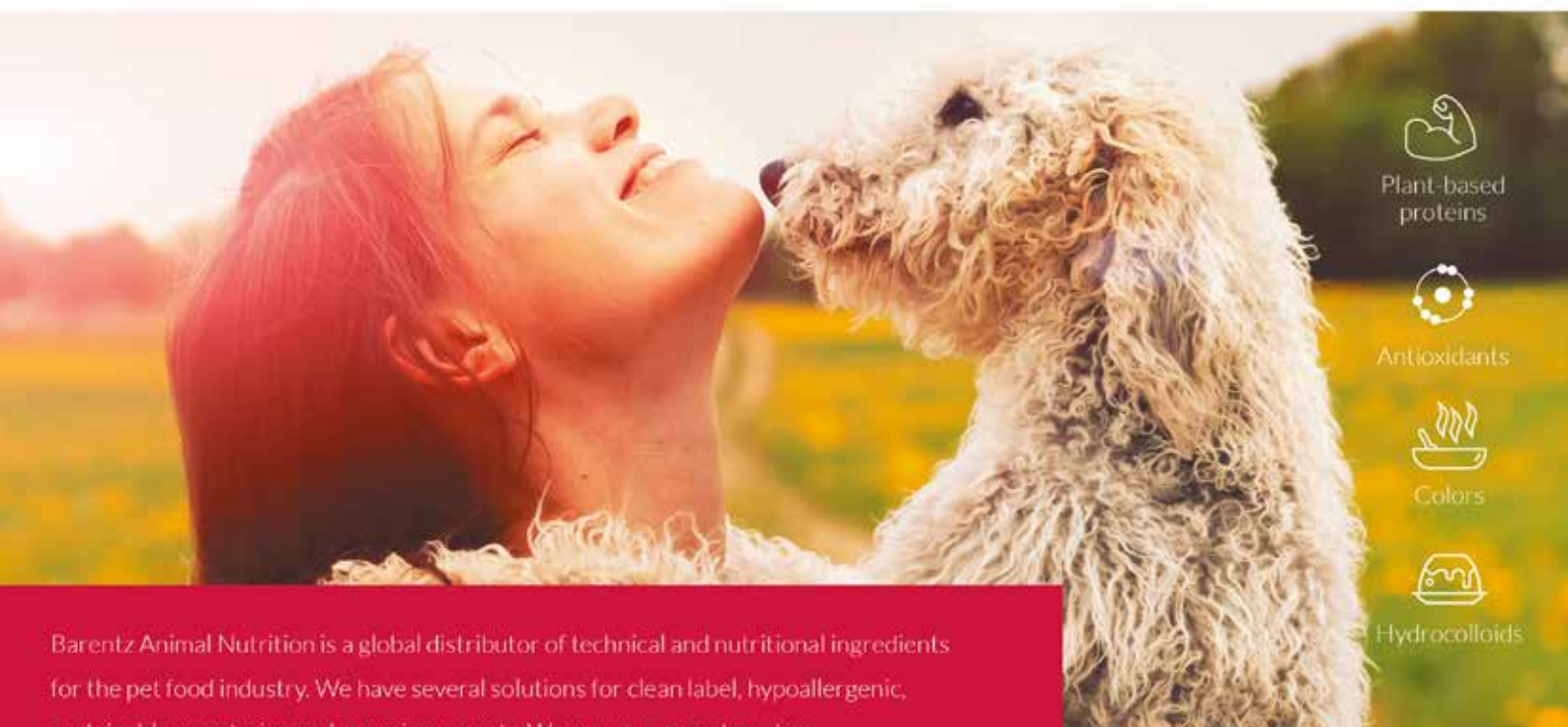
The article is reproduced with permission from Creature Companions magazine in India.

For more information

www.creature-companions.in

Barentz.
Always a better solution

Zoomark 2023
Welcome to our booth Hall 30 - D80



Plant-based proteins



Antioxidants



Colors



Hydrocolloids

Barentz Animal Nutrition is a global distributor of technical and nutritional ingredients for the pet food industry. We have several solutions for clean label, hypoallergenic, sustainable, vegetarian and organic concepts. We are your one-stop-shop.

www.barentz.com/animal-nutrition

Gentle and Reliable Drying of Pet Food

Pet food is dried in a gentle and likewise energy-saving way using a drying method that has been employed successfully in the human food industry for several years. Benefits for the user include the retention of flavors, valuable vitamins and other ingredients as well as an appealing appearance, to name but a few. Government subsidies are meanwhile available in support of this low temperature heat pump assisted drying method.

The German drying system manufacturer Harter developed the so-called heat pump based condensation drying method more than 30 year back and has meanwhile installed over 2,000 drying systems in various sectors of industry. Companies in the food sector, too, have detected the benefits of this method for their purposes. So, Harter has also realized many successful food or pet food projects.

The big success of this low temperature process is based on its physically alternative approach. Drying is accomplished using extremely dry and thus unsaturated air passed over or through the product to be dried. This dry air is an excellent means of absorbing any humidity present. Subsequently, the air is cooled – the humidity condenses to form water – reheated and returned to the drying chamber. For drying to be effective, the way of routing the air is essential. It is only by passing the air precisely to the point(s) where it is supposed to be that good and uniform drying results may be obtained. The drying temperature may be selected between 20 °C and 75 °C, as appropriate to the specific product or



Figure 1: Versatile – Chamber dryers and compact dryers are suitable for processing bulk material and products placed in single layer alike. Low temperatures are used to ensure gentle drying.

process. If sterilization is desired Harter may integrate an optional 110 °C high temperature process step. A cooling step may also be provided if required for the specific process. The drying time depends on the residual humidity desired or required. For packaged food, where the wet package needs

to be dried, the drying time is often restricted to a few minutes to meet the specified process cycle time. For direct food drying, the drying time is often longer and as needed to obtain the residual humidity of the product.

Special systems and standard dryers

Condensation drying is suitable for both batch and continuous processes. For food drying, Harter has brought to the market a special batch dryer with a multifunctional trolley. Its smaller cousin, a compact dryer, is perfectly suited for laboratory or product development purposes. A special feature of these two dryers is that they may be loaded with trays or baskets of various sizes and designs. This way, products may be dried in single layer or in bulk up to 175 mm high. The trolley or drying chamber may be



Figure 2: Pet food must be dried to obtain the specified residual humidity while stand-up pouches require one hundred percent drying. Both requirements are fulfilled by Harter systems and their reproducible processes.

modified, with little manual effort, to be ready for the individual application. Harter's know-how also extends to building special systems because the innovation-minded and highly specialized company has taken up the cause of meeting any drying challenge.

Exhaust-air-free and eligible for Government support

Harter's system is fully self-contained energetically. It goes without saying that this has a very positive effect on the appearance and the flavor of the pet foods. The exact impact on the specific product is assessed by drying tests run in Harter's in-house pilot plant station. This way, the prospective user will get a pretty good idea of the potential of condensation drying for their product. This procedure provides a solid basis for determining all process parameters and for the later design of the dryer. If their product is non-transportable the prospective buyer may obtain a drying system on loan to run tests at their site.

Exhaust-air-free drying in an air-wise self-contained system, however, implies even more benefits. Users will appreciate the freedom from any impact of the climate or the seasons.

Also, production areas will not be affected by humidity and exhaust air emitted by the dryer. Humans, materials and machinery are all spared from such adverse effects.

Moreover, the heat pump integrated in each dryer is so efficient that Harter dryers were classified as future technology eligible for grants by the German, Austrian and Swiss governments in 2017. Some customers have already enjoyed such grants in support of their choice of an efficient and gentle drying system.

Application example – dog food: uniform drying

An internationally operating company based in Southern Germany has specialized in producing dog food including organic dog food. High quality processes are required to manufacture high quality products. Ambient air drying of the extruded dog food was no longer considered up to the times. Drying results were anything but uniform and, thus, unsatisfactory. They contacted Harter,

and together it was decided to run extensive tests with a chamber dryer at the customer's premises. These tests were also used to determine the process parameters and the size of the chamber dryer. Harter readily met the customer's desire to use their existing trolleys and adapted the drying system accordingly.

The dryer installed is a chamber dryer including six chambers in a row. Trolleys holding the trays of dog food are inserted at the same time. Each batch comprising some 1,500 kg of dog food is dried to a residual humidity of seven percent. Appropriate air routing ensures absolutely uniform drying. The drying time is between 20 and 40 hours as required for the specific product. The drying temperature is about 50°C. The rated power of the dryer in production operation is 34 kWh approx. An application for government subsidy was made for this project. 40 percent of the cost incurred for this investment was borne by the government. Energy savings compared with the obsolete system amounted to 71 percent, carbon savings were about 71 percent as well.

Application example – cat food: high gas savings

A long-established company from Austria wished to decommission their conventional energy-intensive ovens for drying cat food and to optimize their process at the same time.

Extensive testing in Harter's pilot plant station and in a test dryer at the customer's premises demonstrated that heat pump based condensation drying would be an excellent choice for this purpose. The drying system finally installed is a continuous belt dryer.

To save space, the length of the belt was split in five, and the resulting five belts were arranged one above the other. The cat food is now dried to obtain a residual humidity of about four to eight percent

within a total time of 60 minutes. The drying temperature is about 75°C.

The fifth belt features a 90°C zone for sterilization. The throughput is 2,000 kg/h maximum. The rated power of the system in production operation is about 130 kWh. The customer states that their investment largely reduced their gas consumption. So, the cat food producer is more than content with their reproducible and energy-saving drying process and the excellent drying quality obtained. 🐾



Figure 3: Heat pump based condensation drying may be used for any batch or continuous process. This technology is energy-saving enough to be eligible for government grant funding.

For more information
www.harter-gmbh.de

Automation Solutions for Petfood Production at the interpack



Handtmann will be presenting integrative solutions for petfood production from product preparation and processing all the way through to packaging at the interpack in Hall 5, Stand C38. All process solutions are modular and flexible to configure. Live demonstrations will include fully automated solutions for formed products and sausages as well as dosed products. These modern processing methods will be supported by a large number of smart digital solutions (HDS) that have been developed in-house by Handtmann and specifically adapted to these processes. The reliable synchronization of multiple integrated processing steps is ensured by the monitor control in Handtmann vacuum fillers. It controls, monitors and links complex systems. Cross-process automation is thus made possible, from product preparation with mixing and ultra-fine grinding to processing with portioning, dosing, forming or co-extrusion to a wide range of product handling options such as collating, gripping, feeding and depositing the

interpack
May 4-10
Dusseldorf Messe
Hall 5 Stand C38

products into the respective packaging solution. Handtmann solutions therefore guarantee absolute process reliability in combination with packaging machines, such as thermo-forming machines or Multivac tray sealers. The integration of the new WS 910 weighing system advanced edition provides additional process monitoring and control of complex lines. It assumes the checking, monitoring and weight control of production as well as the ejection of over- and underweight portions after processing. It significantly reduces giveaway and rework, resulting in savings in packaging, resources and handling.

Handtmann snack production



Handtmann WS 910 advanced weighing system integrated in overall petfood production processes

The fully automatic sausage production from filling to collating and depositing the sausages into trays, including weighing system and the digital HLC Handtmann Line Control will be demonstrated on the stand. A fully automated, accurate-to-gram dosing process including packaging solution will be demonstrated on the basis of the DS 552 depositing system with up to 24 lanes. Visitors to the fair will witness the production of formed products including portioning and forming process and transfer with depositing into trays on a line solution featuring the FS 525 forming system. All production solutions on the Handtmann stand are interlinked via the HCU, the Handtmann 4.0 solution, and interested parties can experience smart petfood production live and obtain

detailed information at the Handtmann Digital Solutions info point. Multivac, Handtmann's strategic partner, will be exhibiting a fully automated dosing system on the stand and in the open-air area near Hall 4, featuring a Multivac thermo-forming machine. 🐾

Handtmann FS 510 pet food chunks



Photos: Handtmann

For more information
www.handtmann.com/food

CLEXTAL

Your customers deserve premium products for their pets.

Clextral designs high quality pet food extrusion equipment. Our flexible production lines offer the latest generation of precision equipment, from preconditioning through drying and coating, in a range of capacities. You'll get the throughput you need with many options to customize products to your specific requirements.

We do not leave quality to chance.

clextral.com

The Solution is Automation

Hardly any other industry is under such cost pressure as the food industry. As if that were not enough, the shortage of qualified skilled workers is adding to the challenges facing companies. Stäubli will be providing one possible answer to this at Interpack in May: customized robotic solutions for food safety in primary and secondary packaging.



Photos: Stäubli

At Singer & Sohn, the Stäubli HE six-axis robot guides the trays with the treats into the stripping station. Left: one of two docking stations for the transport carts with the trays.



The stripped treats are taken off via conveyor belts, collected in boxes and fed to the final packaging.

Thanks to decades of experience in the food industry, Stäubli Robotics knows exactly what producers and end customers want. They are looking for hygienic design solutions with high performance, which at the same

time requires flexibility and safety. Dynamics and precision - factors that all robot solutions from Stäubli today reliably master - are only one side of the coin. What counts at least as much is compliance with the strictest hygiene

specifications, especially of course in contact with open food.

Dirk Burhenne, Business Development Manager Food at Stäubli Robotics, knows the special requirements in this industry: "Ultra-fast robots in wash-down hygienic design with the lowest possible particle emissions are in demand. In addition, the machines must not cause any contamination of the food, which requires the use of food compatible lubricants of class NSF H1 - without restricting the dynamic values, of course."

About Stäubli

Stäubli is a global provider of mechatronics solutions with four dedicated activities: Electrical Connectors, Fluid Connectors, Robotics and Textile. We are an international group operating in 29 countries and represented in 50 countries on 4 continents. Our global workforce of over 5,700 employees is committed to maintaining a collaborative relationship with customers in nearly every industry to provide comprehensive solutions and long-term support. Originally founded in 1892 as a small workshop in Horgen/Zurich, CH, Stäubli is today an international group with headquarters in Pfäffikon, Switzerland.

About Stäubli Robotics

Stäubli Robotics is a leading global player in robotics, consistently delivering engineering as effective and reliable as our service and support. A complete solutions provider for digitally networked production, Stäubli offers a broad range of 4- and 6-axis robots including robotic arms designed specifically for sensitive environments, autonomous mobile robots, driver-less transport systems (AGVs) and cobots for human-robot collaboration.

Automation solutions for pet food production

Hygiene requirements are also high in pet food production - although not quite as pronounced as in food production. Singer & Sohn, a machine manufacturer specializing in the food industry, has developed a fully automated plant with a pet food manufacturer. How was Stäubli able to support here? A food grade six-axis robot in a wet room design scrapes fresh treats off the sheet metal after the drying process and then feeds them

back into the transport trolley. Why did the plant manufacturer choose a Stäubli TX200 HE? Christian Singer answers: "The robot works with high positioning accuracy, the kinematics are extremely stiff, and the HE design is absolutely resistant to the intensive cleaning processes that frequently occur."

Since project implementation, the system has been running stably and highly efficiently. Every day, more than 8,000 sheets with more than 20 tons of pet food are processed automatically.

Food grade robots for aseptic production

At Interpack booth C37 in Hall 15, Stäubli will be presenting its HE series for precisely these applications. HE stands for Humid Environment and identifies all robots that are specially modified for use under liquid exposure, i.e. also for wash-down cleaning processes.

All robots in this class are fully enclosed and designed to IP67 protection when using a positive pressure unit. The wrist of the machine is waterproof. Especially helpful: the vertical cable feed-through, splash-proof under the foot.

Best of all, all Stäubli automation solutions are now available in the food-grade version. This includes the SCARA robots of the TS2 series, which are particularly well suited for packaging processes thanks to their impressive dynamics.

Interpack demo cell makes performance visible

At Interpack, the manufacturer will demonstrate what Stäubli robots can do in practice with a demo cell in which four- and six-axis robots work hand in hand. A TX2-60 six-axis robot takes over the cutting processes for portioning meat and cheese products, while primary

packaging is performed by a super-fast TS2-60 SCARA.

With its presence at the trade fair, Stäubli underlines its expertise in the realization of hygienic design solutions where high performance, flexibility and safety are paramount. 🐾



For more information
www.staubli.com



RELIABILITY! NO SECRET – JUST VEMAG!

Safety and reliability are top priorities for pet owners when it comes to their beloved animals. The increasing demand for premium quality, high flexibility and limitless reliability is constantly presenting petfood producers with new challenges!

Whether wet food in cups, cans, jars and thermoformed packaging or clipped products, such as dog sausage and fresh petfood filled to the exact gram, or snacks, such as filled and unfilled chews, treats, sticks or stripes: VEMAG offers reliable solutions with flexible machine systems!

VEMAG: Boundless Passion for YOUR Solution!

www.vemag.de · e-mail@vemag.de



Creature Companion®
P R E S E N T S



13th



India International Pet Trade Fair

Gateway to Indian Pet Industry

5th & 6th
August 2023

**Hall No. 7,
Pragati Maidan,
New Delhi**



4th
Aquagic
The Magic of Aquarium

LARGEST EXHIBITION ON AQUARIUMS

+91-8800329258 | 7827892179 | info@iiptf.in | www.iiptf.in

Follow us on



The KS Petfood Arena - A New Virtual Experience

Karl Schnell offer solutions – not just a product!



Photo: Karl Schnell

For 75 years, KARL SCHNELL has been synonymous worldwide for innovative products from Germany. The experts in Petfood process technology now bring you an all new virtual experience.

A whole world of processing possibilities to find the best solution for your production needs can now be discovered.

The basis of all the work is a cooperation in partnership.

The product portfolio is almost completely developed, designed and built in-house. Complex systems are created from individual machines - depending on the task at hand - that can process and manufacture a wide variety of petfood products. The modular design

and the flexible combination options of the individual modules guarantee smooth, ergonomic work and reliable process flow.

So far, the specialists have installed thousands of integrated systems for a clientele that includes both small companies and global corporations and is active in a wide range of industries.

Now Karl Schnell can support clients in an even better way to help to find a solution for your individual needs.

With the new PETFOOD ARENA you can walk through a user friendly environment and explore tailor-made applications, learn about state-of-the-art

process flow and see how we can inspire and support you to make your best product ever.



For more information
www.karlschnell.com

DO YOU KNOW HOW YOU CAN SAVE UP TO 75% ENERGY WHEN DRYING PET FOOD? WE DO.

+GENTLE +PROCESS-SAFE +EXHAUST-FREE +GOVERNMENT-SUBSIDISED

HARTER
drying solutions

HARTER GmbH | +49 (0) 83 83 / 92 23-0 | info@harter-gmbh.de | harter-gmbh.de

Innovate Autosampler is Product of the Year at Applied Microbiology International Awards

The Innovate Autosampler III from Hygiena® has been named Product of the Year at the Applied Microbiology International Awards in a glittering ceremony in London.

Organized by Applied Microbiology International, the awards celebrate the brightest minds in the field and promote the research, groups, projects, products and individuals who are shaping the future of applied microbiology.

The Product of the Year Award was presented to food safety testing leader Hygiena for its product, the Innovate Autosampler III. A walk-away automatic system used to expedite product sampling efficiency, the Innovate Autosampler III offers a fully digital interface intuitive for the operator and

ready for future generations of software, with industry 4.0 components that provide increased safety and operational efficiency, giving real-time feedback about system operations.

Described as the next generation of product quality automation, the Innovate Autosampler III is purpose-built for Hygiena's Innovate Microbial Screening system. The machine is capable of sampling up to 2,000 samples per hour and can handle any format of sample cartons, while onboard homogenization reduces the time required in the Innovate System to increase laboratory efficiency.

Its high-capacity components enable the system to run without interruption, enabling the users to 'walk away' and focus on more important activities.

Hygiena is a global leader in rapid diagnostic tests, providing solutions that are reliable, easy to use and accurate, backed by industry-leading customer service and support. The company is headquartered in Camarillo, California with numerous offices and customer application centers in the Americas, Europe, Africa, Asia, and Australia and also partners with more than 180 distributors in more than 100 countries worldwide.

Hygiena's mission is to develop, produce and provide best-in-class One Health diagnostics solutions from farm to fork to its global customer base and is one of the few organizations in the world to uniquely focus on food, beverage and pet food safety throughout the value chain.

The award winning Innovative Autosampler III



Photos: Hygiena

Hygiena's molecular rapid tests and analysis tools for food and beverage safety, veterinary diagnostics, and environmental monitoring help prevent illness, save lives, and contribute to making the world a safer place. As the global leaders in rapid diagnostic tests, the company provides solutions that are reliable, easy to use and accurate, backed by industry-leading customer service and support. 🐾

For more information
www.hygiena.com



Martin Easter (left), CSO, Hygiena, accepting award

>ingredient automation >extrusion >feeders >process controls >complete systems

COPERION'S ZSK Mv PLUS. LEADING-EDGE TECHNOLOGY FOR PET FOOD EXTRUSION.

- + Very gentle product handling for maximum quality
- + Hygienic design: open base frame, stainless steel
- + Less downtimes due to fast, efficient cleaning
- + Optimal accessibility
- + Screw speed up to 1800 rpm



PetFood Forum
 Kansas City, MO/USA
May 1-3, 2023

Stop by our booths to learn how the new partnership between Coperion and Shick Esteve can benefit your pet food processing needs.

Booths 1219 and 1106

Two New Animal Feed Innovations for the Asia Market Increase Throughput and Processing Line Efficiencies

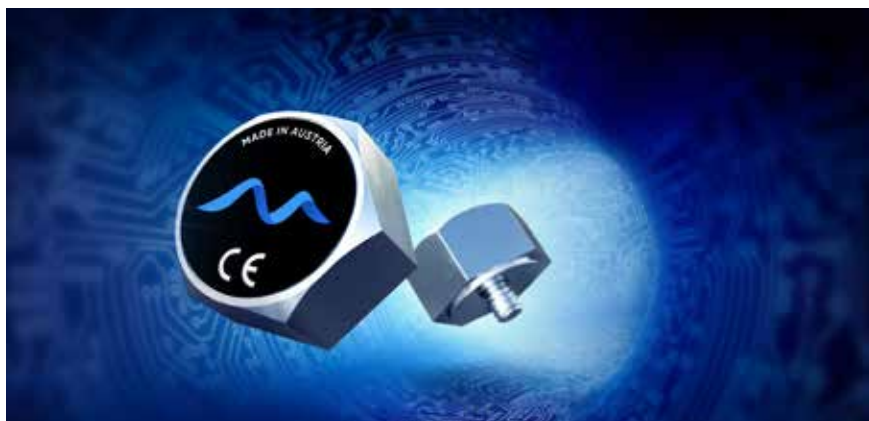


Photo: Andritz

ANDRITZ recently introduced two groundbreaking innovations for the animal feed market. ANDRITZ experts demonstrated how the company's advanced technologies ensure that manufacturers in the region can remain competitive, increase productivity, reduce waste, and maintain the highest levels of quality.

Introducing the 3-Roll Assembly Upgrade for the Paladin 2000, and Metris Vibe – a groundbreaking, integrated solution for condition monitoring:

- The 3-Roll Automatic Roll Adjustment system for the Paladin 2000 pellet mill enables different distances to be set between the die and the rolls. It gives feed manufacturers the ability to select the perfect distance between roll and die for different recipes on a single pellet mill, ensuring a higher-quality and more stable product, including a broader range of by-products.

Also, to support the efficiency of the 3-roll automatic roll adjustment system, operators have the additional advantages of having roll slip control, quick die change, and increased motor power available as options.

Tangible operating and process benefits are what customers can expect to see,

including improved pellet quality, increased capacity and improved power utilization with an assembly that is durable, versatile and simple to operate.

- Metris Vibe is a wireless vibration and temperature sensor that can monitor the health status of mechanical equipment regardless of the original manufacturer. Durable and wireless, the sensor works in all rough environments and delivers lower operating costs through predictive maintenance as well as increased uptime, reduced maintenance, higher production reliability, and improved safety.

The Vibe sensor measures the vibration and temperature input of key equipment, analyzing corresponding data points and comparing them with the extensive vibration data contained in the diagnostic database.

Its predictive capabilities not only minimize the risk of a catastrophic failure, operator injuries and high equipment repair costs, they also deliver increased productivity by minimizing unplanned production stoppages, thus maximizing availability and delivering uptime advantages.

Proactive advice and alerts are provided through the sensor's powerful operating program via mobile app or web browser

– anytime and anywhere. Securely integrated independently of customers' IT systems, this helps on-site maintenance teams identify the root cause of a problem quickly and enables inspections and maintenance to be focused and performed according to specific conditions before a more severe problem develops.

In addition, ANDRITZ Feed & Biofuel experts are available for complementary presentations to provide further insight to customers.

"At ANDRITZ we understand the needs of our customers in the Asia-Pacific region, and as such are here to support across projects of all sizes, including complete plant solutions," comments KP Angamuthu, Regional Director, APAC.

"Having an accountable partner that can deliver solutions and provide ongoing support is key, and we have continued to optimize processes and drive innovations that will enable customers to achieve the safest, most cost-effective production. Working with ANDRITZ delivers significant benefits across plant solutions requirements, based on the exact specifications at the lowest possible total cost of ownership. We are here to listen, to share ideas and experiences, and to demonstrate that, with the industry's most trusted services, we are there for our customers at all times." 🐾

For more information
www.andritz.com



GET TO MARKET SMARTER AND GET TO MARKET FASTER!



FAWEMA HDG WOLF



WALDNER

ANDRITZ



OPEM
green



FTNON

CLEVERTECH
MADE IN ITALY

KARL SCHNELL  PARTNER TO THE FOOD INDUSTRY

 REICH



Download our brochure

PETFOOD[®]
FORUM

Kansas City - USA
01-03 May 2023
Booth 1738

Email: info@petfoodcompetencenet.com

WWW.PETFOODCOMPETENCENET.COM

Turn-Key Packaging Solutions for Wet and Dry Foods

interpack

**May 4-10
Dusseldorf Messe**

Hall 13 Stand A33



Photos: CAMA GROUP

Today's demands on petfood are constantly growing. Consumers are very selective about what they feed their families and the manufacturers of this food are equally selective about the resources they choose. This refers to both raw materials and ingredients sourced and also especially the packaging. For over 40 years the Italian CAMA Group has been an international leader in the design, engineering and production of high technology secondary packaging systems. The company offers completely integrated packaging lines – from primary packages up to final packaging ready for palletizing – and serves the food, non-food and petfood industries. CAMA's machines deliver better, faster, more focussed packaging solutions, with easy-to-undertake format changes, that enable customers to increase throughput, adapt quickly, shorten time to market and slash downtime.

Ian Healey visited CAMA's new plant in Molteno, Northern Italy, to look more closely at the specific packaging equipment for petfood. He met with Cristian Sala, Executive Sales Manager, and Paola Frascini, Marketing Manager, and found that CAMA has been meeting these packaging demands with their client-specific, tailor-made, modular packaging systems for wet and dry petfood, such as cans, cups, bags, pouches and trays. CAMA has grown considerably in the past few years and has invested strongly to develop state-of-the-art packaging solutions which will help realize the needs of the industry in the present and immediate future.

Every product is important

Pets are part of the family, so it is as important to take care of their food as we do with our own. CAMA's state-of-the-art packaging systems have been designed to protect, preserve and present their contents in the best way possible, ensuring that consumers receive products exactly as the manufacturer intended. The company's experience from multiple vertical industries and countless demanding applications has helped them build a comprehensive portfolio comprising all packaging machine formats. There is no need to compromise, just to choose

a concept, style, speed, throughput, size and flavor mix that matches your packaging vision and client's needs.

Modern high-speed electronic and electromechanical control solutions are married to full integrated in-house developed robotics to deliver tailor-made performance from modular machine platforms that can easily grow as needs grow. Premium technology, cabinet-free frameworks and hygienic design principals are coupled to an easy-to-follow visual machine management systems, backed by extensive immersive technology and remote-access capabilities. CAMA is ready for any packaging challenge.

Flexibility & adaptability: Essential features in modern machines

Pet food is one example of a market that has witnessed an explosion in consumer choice; a choice which is compounded by demands from many of the vendors too. This wide array of variability places a lot of pressure on manufacturing and packaging operations, hence the need for wide-ranging flexibility and easy, low downtime adaptability.

With these needs in mind, CAMA Group was approached by the pet food division of a large multinational lifestyle brand. One of its pet food plants in the USA had recognized the advantages that an automated approach would deliver in



relation to the secondary packaging of dental sticks for dogs.

The customer already had a couple of CAMA lines, but nothing in relation to automated cartoning or secondary packaging. Manual packaging operations were widespread. CAMA solutions were chosen so the company could reduce its reliance on an unstable transient manual workforce and instead employ workers in areas where they could add more value.

The initial two-line solution comprises a CL Series cartoner equipped with a delta robot loading system to collect the products in different variations, which in every case is highly tailored to a customer's unique requirements, while also delivering flexibility for future format variations. In parallel is an AV series RSC case erector and both lines feed into an IT series case loader. The CL series continuous motion cartoning machines have been developed for the packing of flowwraps, pouches, bags, thermoformed trays, bars, blisters jars cups and more. These machines can be equipped with an air-blast opening device to ensure the most efficient carton opening at high speed.

They can also be combined with different loading apparatuses according to different product characteristics and production requirements. Carton closing is achieved by hot-melt or tuck-in. The AV Series offers medium- and high-speed RSC cases forming with a positive case drive and bottom case closing with self-adhesive tape or glue. Finally, the IT Series Delta robot loading units are equipped with single or double vertical racetracks

to group and load products into boxes and small cases. CAMA's dynamic box phasing device ensures gentle package handling combined with fast product loading.

In operation the cartoning machines receive the pouches containing the dental sticks bottom side leading from a downstream third-party bagging machine. The products are then nested in two layers with one pouch being oriented at 180° to the other (to optimize packaging volume). These two-layer arrays are then sideloaded into opened cartons, before the carton is hot-melt sealed and rotated by 90° and fed into the case loading system, where they are grouped and finally packed into cases erected by the case former. Once sealed, the completed cases are then passed to a palletizer.

In operation, the filled pouches can be sent down a separate conveyor, within the framework of the cartoner - a so-called by-pass solution - and then loaded individually into the cases.

CAMA's wide range of packaging machines use different robot technologies, for example in carton packaging, wrap-around packs for secondary packaging, sleeves, bottles, jars, cans and small packs. One element of demanding packaging lines around the world can be seen in the shape of CAMA's best-selling FW Case Packer. Capable of packaging corrugated cases at the rate of 25 per minute, the FW series has proved to be a real workhorse across multiple industries.



Cristian Sala, Executive Sales Manager

Wet petfood in mixed pack pouches

A typical request from the pet food industry would be to help increase demand for shelf-ready packs with different flavors. In this case CAMA is technically at the forefront in supply such solutions due to its extensive know-how in integrating packaging machines with 2-axis robots and Delta vision robots. Tailor-made systems go beyond copy and paste solutions, since CAMA's motto is find the customer's needs and to meet them.

In an example with up to four different flavors, CAMA designed a system which could handle up to 680 pouches of wet pet food (per minute?). Handling pouches is not easy because product tends to move to the bottom if they stand too long, which deforms the pouch and necessitates a larger secondary pack,



wasting material and space. To avoid this, CAMA's technology always handles pouches laying flat, from de-nesting from crates or trays to loading in the carton box. The pouches arrive in plastic trays and are sorted by CAMA's Triaflex Delta vision robots, picked and placed according to flavor into three flap boxes, closed and delivered to a wraparound machine to be grouped and loaded into corrugated wraparound cases. This highly efficient project proves CAMA's capability to exceed the expectations of petfood manufacturers.



Top loading high-speed line

CAMA also has a huge expertise and a proven track record packing larger pillow or doy-pack bags of pet food. In the last 20 years, CAMA has successfully supplied multiple lines to major petfood companies all over the world. The most recent improvement concerned increasing the capability on these lines with added speed in order to reduce the cost of a single product on the market. Lines are now able to pack bags of 200g up to 1500g with speeds of up to 150 bags/min. Maximum uptime is achieved through quick changeovers from one size to another, performed directly by the line operators. Bags are loaded into cases or display boxes starting from flat blanks and closed by adhesive tape, hot-melt or cold glue. This efficient packaging solution is flexible and customized according to each customer's needs. Bags can be loaded flat into plain cases for optimized logistics or loaded standing into cases with shelf-ready features for subsequent supermarket shelf display.

Fully robotized monoblock loading system

One of CAMA's latest lines belongs to their new Break-Through Generation

(BTG) and delivers maximum flexibility with the highest equipment performance. This solution has been specifically engineered for one of the largest private label petfood producers in Europe and packs 600 aluminum trays per minute of 300g each. The products arrive in four lanes and are packed into cardboard trays (with or without a lid) to satisfy the high demands of the private label customers. The ALU-trays are counted in each of the two loading units in two lanes by a starwheel. The trays are then collated into a multiple pocket conveyor and loaded into boxes by a special gripper-type pick up head, which guarantees a zero defect marking of the packs. The robotic pick-up head includes a special detector system that enables the automatic ejection of boxes with missing products from the loading unit. The line is capable of packing different box sizes and up to 10 formats, as well as being able to handle multi-flavor products. Depending on production needs, another important benefit offered by this line is the possibility to glue together 2 or 3 carton trays with different flavors, applying one single common lid. The lidding is

carried out by a 2-axis robotic lifting head. Depending upon customer specifications, the boxes can be then delivered to a FW model wrap-around case packer, to pack products in a wrap-around case or a two-piece display case for a perfect shelf-ready package.

Highlights at interpack 2023

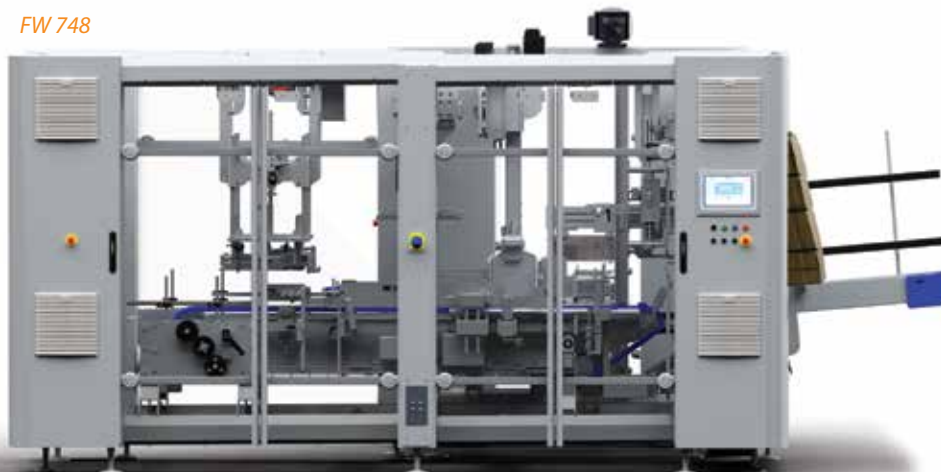
CAMA is doing everything bigger at this year's interpack event from May 4th to 10th in Düsseldorf, Germany. Central to the company's 500m2 stand is a turnkey robotized naked chocolate packaging line, developed for a leading North American confectionery brand.

Even with just a quarter of the full 1,500 ppm line on the stand, visitors will get a real appreciation of the perfect partnership between advanced mechanical design and a modern high-tech digital automation infrastructure: the resulting solution being capable of handling 14 different packaging formats, with rapid changeover between them.

Specialists will also be on hand to highlight the things you can't see, such as: the machine's full Industry 4.0 architecture; extremely quick RFID-managed part changeovers; comprehensive augmented reality (AR) capabilities, for training, operation, maintenance & spares; and a line-supervision and data-collection system for machine learning, artificial intelligence (AI) and analytics.

Alongside CAMA's digital capabilities, it will also showcase its real-world specialties, with a huge array of packaging styles, types and materials from industries across the entire food,

FW 748



Pet Food Competence Network

The CAMA Group is one of the founding members of the Pet Food Competence Network. This group of companies brings together class-leading raw material and formulation companies, processing experts, and global "smart" machine suppliers, who can provide solutions for every step of the pet food value chain – from raw materials to shrink-wrapped pallets.

Each company brings its own domain expertise and extensive industry R&D and experience, and merges them into a complete, tightly integrated production solution, which can be trialled, scaled, and fully connected to match an end user's precise requirements.

The Network has been created to get greenfield plants operational, make revenue far quicker than typical projects, and to give brownfield plants the ability to exploit the capabilities of new technologies, to boost efficiency, speed, throughput, and data capabilities. The companies involved read like who's who of industry leading suppliers. The Network comprises MIAVIT, JRS, JBT FTNON, Reich, Andritz, Waldner, CAMA Group, OPEM, The Packaging Group, Clevertex, and KARL SCHNELL, several of whom have already been featured in PetFood PRO. Other articles are pending.

Wim Kruikemeijer, Senior Co-ordinator at the Pet Food Competence Network explains: "Many of these companies

already work together across the globe, not just in pet food, but in other, equally demanding industries, so there is already a high level of mutual trust and understanding. This level of integration is also present on a technological level as cross-company Industry 4.0 data architectures and smart-machine."

The Network is a graphic example of "the whole being greater than the sum of its parts." Advanced technology, unrivalled application knowledge and deep, historical industry knowledge will combine and amplify to allow customers to get to market "smarter" and faster!

beverage, home & health and petfood sectors. All shapes, all sizes, all counts, all flavors and all volumes. CAMA can be found in Hall 13, Stand A33 in Düsseldorf.

Sustainability is the driving force for the future

No portrait of a packaging company is complete without a look into the paradigm shift which balances commercial and consumer practices. Packaging technology and sustainable materials are playing an ever-growing role in reducing emissions and waste. CAMA Group is a world leader in this and understands through its own experience, engineering and expertise how to help manufacturing companies transition from manual to automatic processing and the way to more sustainable packaging. CAMA passes on its ability to adapt to constantly changing market needs, using new concepts and new materials in machines built with the efficiency, sustainability and flexibility of its end-user in mind. 🐾

For more information
www.camagroup.com

PERFECT FOR PETFOOD

The cutters, grinders and mixer grinders
from K+G Wetter:

Efficient technology for the production of petfood.

More hygiene, more shelf life, more quality.



www.kgwetter.de

K+G WETTER

Pet Food Labelling in the Fur Baby Age Faces New Challenges

by Sue Ellison, joint owner of OPM Group

From fur babies to feathered friends, more families than ever now include a pet - and these animals have been pampered like never before. It's a recipe that makes pet food an incredibly high growth market. Until very recently, the trends around the pet care industry were very clear, but pet packaging converters and brands will rightly question what the future holds for them as the cost-of-living crisis begins to bite.

The rise of pet humanization

One of many unforeseen effects of the pandemic is the way it accelerated existing trends. According to research from JWT Intelligence, a key trend driving the pet care boom was millennials choosing to have pets before - or instead of - babies. Around 70% of millennials own a pet, and nearly 90% of single pet owners (and 91% of pet owners in relationships) view their pets as their children.

As sustained periods of lockdown left millions of people, regardless of demographic, with limited social contact, many turned to pets to fill the hole in their lives. This has led to a spike in adoptions of cats and dogs.

This trend kickstarted a sort of 'feedback loop' in the market. Millennials - and their substantial buying power - demanded premium products. Brands obliged, which began to attract non-millennial pet owners wishing to treat their fur babies. This, in turn, created further demand for premium pet care products, and so on.

A cost-of-living challenge

Servicing this trend has always been a somewhat difficult - if rewarding - balancing act, with price being a particular pain point. The supply chain is still stretched thin following the pandemic, which is driving price increases for raw materials. Previously, this was less of an issue, as consumers were willing to pay more for pet food they considered to be luxury or premium, so passing on these costs was more palatable. However, the cost-of-living crisis has complicated the picture - at least in the short term.

A recent RSPCA study in the UK found that 78% of pet owners were worried about rampant inflation and felt that a potential recession would affect the quality of life of their animals. Converters must respond to this, creating packaging that looks and feels premium, performs well on-shelf and in transit, and is ethically produced - and they must do all that as affordably and quickly as possible to minimize costs that are passed onto consumers.

Enhancing finishing techniques, promoting quality

As consumer concerns grow, they are only going to become more discerning about what they spend their money on.

This may be the case across every sector, but it does mean that in terms of aesthetics, creating a more premium pet food label using low cost but highly effective techniques like foiling, embossing, and tactile varnishes, counts now more than ever. These techniques



are particularly useful on labels for exotic, avian, and fish food products, where the often vivid colours of the animals can be captured with a similarly vibrant label.

For dogs and cats, most modern solutions use flexible packaging. This can also be enhanced using glossy laminates, foil material, and attractive colors using the UV flexo print process.

The quality of label and packaging solutions is also under fresh scrutiny as consumers look for the best value for money from their purchases. Creating a strong first impression with premium packaging that demands attention as it sits on the shelf is a job you can only entrust to the most specialist labelling partners. For flexible solutions, this means maintaining uniform seals across all packs is key to avoiding ragged, uneven top edges.



Photos: IMR International

Quality packaging is durable and high-performance, enhancing and reinforcing brand messaging. Durability is key to projecting this premium feel as it reduces the risk of labels peeling or flexible pouches bursting. To ensure the material construction of all labels meets the required standard, pet food brands can employ 100% electronic inspection systems to check their entire output. These systems offer improved reliability when compared to 100% manual inspection routines which, despite their name, only detect around 80% of defects.

This process must also be supported by stress testing packs to check the sealing temperature of a flexible solution's heat seal, its bond strength, and so on.

This is crucial in the modern market, which sees many pet owners turning to prepared meal plans shipped directly to their doors. These meal packs must cope with a punishing supply chain that can involve being partially or fully cooked, frozen, or shipped through several warehouses before they land on a consumer's doorstep. Packs and labels must be of a uniformly high quality to cope with this journey – an 80% detection rate is simply not enough.

Functionality in packaging and labels

Quality packaging can do more than simply inform consumers about the brand identity and nutritional content of your products. It is integral to protecting and preserving the contents within.

Peel-and-reseal labels and reclosable pouches are examples of innovations in human-grade food packaging successfully crossing over into the pet food space. The pandemic placed a heightened emphasis on hygiene and produce freshness. Now, as consumers seek increased value from every purchase, the ability to reduce food waste is likely to play a big part in any purchasing decision.

Combine this with the continued booming popularity of raw food (BARF) diets, and it is clear the ability to reseal an open pack of pet food has never been more desirable for consumers.

Few things are certain as the global marketplace continues to navigate unprecedented challenges. One of

the few certainties is that providing packaging that not only looks and feels premium but also informs consumers and protects pets, should be top of the agenda for converters and brands. Labelling that over-delivers in every area has never been more important. 🐾

For more information
www.opmgroupp.co.uk



**ARE YOU READY
TO BET THAT
OUR CARTONING
MACHINES RUN
FASTER THAN
YOUR PET?**



cama Pet Food

Cama Group is a leading supplier of advanced secondary packaging systems in the pet food, continuously investing in innovative solutions. www.camagroup.com - sales@camagroup.com



interpack
PROCESSING & PACKAGING

Düsseldorf – Germany
04-10 May
Booth 13 – A33

Simply Unique – interpack is Ready and Waiting to Go

The countdown has started and we are all looking forward to the greatest and most international industry meeting of the processing and packaging sector. For petfood there is plenty to look forward to!

No other industry trade fair can compare when it comes to representing the global packaging market in its entire variety and scope. The interpack in May this year will again offer the packaging and related process industry the biggest international overview of the market, thereby more than earning its motto "simply unique".

Around 2,700 companies from around the world will meet in Düsseldorf from 4 -10 May, 2023, to present cutting edge technologies and packaging trends from along the entire value chain, demonstrate chances for growth and respond to the challenges of the industry.

They will show the latest developments when it comes to sustainability, processing and packaging technology for a better life, or efficient production processes that are less resource intensive. Around 2,700 key players and newcomers from all over the world are using interpack as a stage to present their premières, and celebrate the long-awaited reunion of the global packaging industry.

Food, beverages, non-food and industrial goods

The food sector is among the most favored target groups of visitors to interpack, and this shows in the breadth of their presentation. The global demand for packaged foods is increasing. In saturated markets with strong incomes, conscious consumption and consumer behavior also shifts towards sustainability, regional produce, organic food or fair trade, and this includes packaging. Like the current challenges posed by energy management and conservation of resources, this causes a process of transformation within the sector.

Packaging materials and packaging

In Halls 7 and 7a, 8a, 9 and 10 of interpack is where visitors can view at least a third of all exhibitors with all their materials

and their finished packaging products. This presentation, which is not only for users, of packaging, packaging materials and packaging aids is already the largest packaging trade fair in the world. This also makes interpack unique. Here is where all packaging materials are represented and there is an especially high number of innovations in the field of sustainability and conservation of resources, for example in using new materials, sustainable raw materials, or increasing the amount of recyclates used in packaging.

Sustainable material innovations

Much is happening on the market for packaging, packaging material and packaging aids. Visitors can expect many novelties, for example at Metsä Board in Hall 8a. The company specializes in the development of light cardboard and recyclable barrier cardboard. "With our products and services, we can reduce the carbon footprint of packaging throughout the value chain, from optimal material selection, packaging design, 3D simulation and enhance recyclability and production efficiency. We have a clear roadmap to move to 100% fossil free products and production by the end of 2030," is how VP Communications Marjo Halonen describes the focus of the company.

Packaging systems by SCHÜTZ are used a million times every day the world over. At interpack, the company presents novel products like the Green Layer series, which aids customers in minimizing their carbon footprint. "For Schütz, for our global team and for our internationally active customers, interpack is the world's largest and most important platform for communication and information. We will present novel products which are ideal for a circular economy and optimize the supply chain of our customers both economically and ecologically," says CEO Roland Straßburger, vice president of interpack.

ProAmpac Flexibles with creative solutions for the area of flexible packaging. "ProAmpac is thrilled to be back at interpack as this trade show allows us to meet with a wide range of brands worldwide. We are eager to discuss ProAmpac's approach to sustainable packaging solutions and how we can collaborate with customers on even more innovative flexible packaging solutions," says Ali McNulty, Market Manager Europe.

Starlinger offers machines for producing woven plastic sacks, as well as systems for recycling plastics, extruding and refining PET. "At interpack 2023, we are for the first time presenting our new sack tailoring system alongside our most recent product developments in the area of woven sacks. Our focus is on circular economy, production that uses resources responsibly, and on energy efficiency," says Angelika Huemer, Managing partner Starlinger & Co, with regard to participation in the trade fair.

Labelling, marking, finishing

How to mark products, safely, efficiently and in an intelligent manner, is what visitors can learn, for example, at Bluhm Systeme in Hall 8b. Here and in Hall 8a, the spotlight is on packaging as a medium of information. "This year, the marking world of interpack is concentrated within one-and-a-half of all the 18 trade fair Halls. We are already looking forward to many talks with our customers, to the impressive design for our booth and the many new products. 300 m² offer us enough space for a close-up presentation of our highlights" says Andreas Koch, Sales Director at Bluhm Systeme.

"We are delighted that with interpack, the largest leading trade fair is happening again this year – and right on our doorstep," says Matthias Rauen, Sales Director of Langguth GmbH, which is also represented in Hall 8b. "With our labelling machines, we want to meet the modern demands

of the production world with regards to more efficient machines, higher degrees of automation as well as the service demands made of production systems, like OEE data recording or predictive maintenance."

Exciting specials at interpack open up new perspectives

From packaging world stars and newcomers to roving reporters, food rescuers and the co-packer scene, to unique women and the movers and shakers of today and tomorrow: Visitors can look forward to many exciting special features at interpack.

"We are diving deep into the most important topics in the processing and packaging industry," said Thomas Dohse, Director of interpack. "We are putting tomorrow's opportunities and challenges on the agenda. That is why we have redesigned our supporting programme. We look forward to numerous voices from experts as well as ground-breaking innovations and projects."

Focus on packaging innovations

Like no other trade fair, interpack stands for major product launches, technological

news and packaging innovations. These will be highlighted again this year through award ceremonies.

The "WorldStar Packaging Awards" 2023, which will be presented by the World Packaging Organisation, WPO, at interpack, will be of particular appeal. The "PackTheFuture Award" of the German IK Industrievereinigung Kunststoffverpackungen and its French partner ELIPSO will also be handed out during interpack. The award honors innovative and sustainable packaging solutions made of plastic

SAVE FOOD Highlight Route

Around 30 exhibitors at interpack are also members of the SAVE FOOD Initiative, which since 2011 has been dedicated to fighting the global loss and waste of food. The "SAVE FOOD Highlight Route" offers visitors an insight into new technologies that help reduce food losses and increase product safety. The SAVE FOOD booth in the North Entrance Area will also provide information about the initiative and show initial results of the joint study with Istanbul Bahçeşehir University (BAU) on



the production of bio-based packaging materials from food waste or food by-products. For more information on the fight against food loss and waste, the "Product Safety" theme day on May 9 in the "Spotlight talks & trends" lecture forum is a valuable place to start.

All in all, the interpack is raring to go. The exhibitors will be presenting packaging and processing technology for tomorrow. Visitors will find information on all aspects of trending topics of the industry. Start planning your visit, now to get the most from your trip. To meet up with the Dr. Harnisch team, please let us know a convenient time. We are looking forward to May in Düsseldorf.

For more information
www.interpack.com



THE SMART WAY OF PET FOOD PACKAGING.

The TSCA automatic sealing/clipping machine processes moderately priced flat roll stock film fully automatically into a clipped and filled tube. The ideal and cost-effective way to package your pet food.



In comparison to cans or trays clip-pak® costs are 30% less and packaging waste at the consumer end is reduced to a minimum.

clip-pak® benefits:

- Low packaging material cost
- Low upstream transport & storage cost
- Sustainable package due to low waste volume and minimized use of material



Automatic adjustment of clip pressure and displacer

Automatic monitoring of clip and die (RFID)

For chubs in the calibre range of 18 to 160 mm

Up to 200 cycles per minute in continuous mode

Processes all commonly used flat film rolls up to 3.000 metres length.

poly-clip®
SYSTEM

Trends and Specialization in the Pet Market

Zoomark is a launch pad for new ideas and knowledge

How is the market for pet products evolving in large-scale retail? Supermarket chains are investing in the sector, expanding their product assortment and increasing their dedicated pet stores. But that's not all. There is also growing interest in innovation and customer relations.

This is what emerged during the recent webinar organized by Zoomark, the international B2B show for pet food and pet care, entitled "Large-scale retail: ever more specialized. The new pet product assortment strategies in manufacturing and distribution".

The second event in the programme leading up to Zoomark (on in BolognaFiere from 15th to 17th May) took stock of developments in pet product assortment in the large-scale retail sector, bringing together the representatives of the new pet stores being opened by supermarket chains, and manufacturers and distributors of pet food and pet accessories.

All the speakers agreed on Zoomark's key role, as a unique opportunity to present and introduce new products to the market, meet clients and exchange useful information for communicating with consumers.

Pascale Sonvico, the event's Sales and Show Manager, confirmed this and underlined the record numbers already achieved by Zoomark's 20th edition – 850 exhibitors, 7 halls, 62,000 square meters of exhibition space. She also highlighted the show's focus on new products, with the Pet Vision area. Here, visitors to the show will find more than 500 innovative products – which can be previewed on the event's website – structured to offer key insights into the trends that will shape the market in the coming months and years.

"Made in Italy", "Free-From" and "Rich-in"

Samanta Correale, Senior Manager in Business Intelligence for GS1 Italy, analyzed the trends in pet food in her presentation entitled "What the labels say".

Three main themes emerged among the pet food products on display in supermarket chains: "Made in Italy", "free-from" and "rich-in". Italian-made products are the most dynamic trend, up 17.7% in the last year (486 products fall into this category). The second biggest rise is that of "free-from" products (+2.8%, with 1,557 products), followed by "rich-in" (+1%, with 1,774 products). The study results by GS1 Italy's Osservatorio Immagino on consumer spending in Italy, are available on request.

Customer Relations

Product assortment and expertise are the key to engaging with pet owners. The two representatives of supermarket-owned pet stores who took part in the webinar – Vincenzo Francioso, Manager of the Conad PetStores, and Marco Tombolesi, Category Manager of Animali Che Passione (Gruppo Selex) – were in agreement.

As Francioso explained, "the Conad PetStore stand out for specialization and innovation. And when it comes to illustrating and promoting the innovations in our stores, where there is direct contact with customers, our personnel's communication skills are crucial."

"Communicating with customers and nurturing that relationship, as well as monitoring their level of satisfaction, are essential factors in the Animali che Passione stores too", confirmed Tombolesi.



ZOOMARK
INTERNATIONAL

"We offer innovations to pet owners who want the best for their pets, be it food or non-food products".

Opportunities for pet food and accessories in the supermarket pet stores

Pet product companies respond rapidly to the demand for innovative products from the supermarket pet stores, and often anticipate it.

"In food, not only are we looking at new products, we are also constantly innovating, improving what is already on the shelves," explained Edoardo Lano, Sales Director of Morando Spa. "The growing interest in pet products across the board is driving the use of new ingredients, as in the case of superfoods (aloe, pineapple, turmeric, goji berries, rose hips)". The tendency to adopt formulas and ingredients used in products for humans continues, but, as Lano explained, "for Morando, humanization is fine, but the focus must always be on providing nutritional properties and ingredients specifically tailored to the needs of pets".

The specialized stores in the large-scale retail sector also represent an opportunity for accessories, offering greater scope to showcase the variety and quality of the products compared to those on sale in supermarkets and hypermarkets, where food products are to the fore.



Photos: Zoomark

Dan Franco, President of Rinaldo Franco Spa, endorsed this, highlighting that "the growing attention from these brands represents an opportunity for accessories: until now 90% of products were distributed in the specialized retail channel (with the sole exception of litter products). This results in more scope to present new products, tying in with the trend for humanization. Just think of the

accessories made from reclaimed and sustainable materials, very strong trends when it comes to making purchases for pets".

Ready for the show experience

For more inspiration and to get a feel for the pet market of the future, head to Zoomark, which has been launching and anticipating new trends for 20 editions,

offering valuable opportunities to interact with international professionals, as well as a packed programme of educational events, for a Show Experience that throws the focus on innovation.

For more information
www.zoomark.it



ZOOMARK
INTERNATIONAL

THE SHOW
EXPERIENCE

15.5 → 17.5 • 2023
BOLOGNA FIERE - ITALY

Visit us @ Interzoo
hall 1 / 1-127

An event by:  **Bologna Fiere**
bolognafiere.it

Certified Trade Fair:



SHOW OFFICE
+39 333 1412279/342 8490033
info@zoomark.it
zoomark.it

Interzoo – Meeting the Petfood Industry Face-to-face

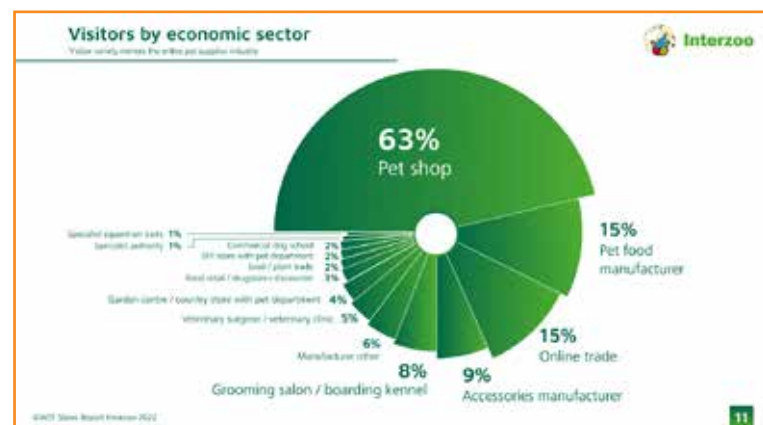
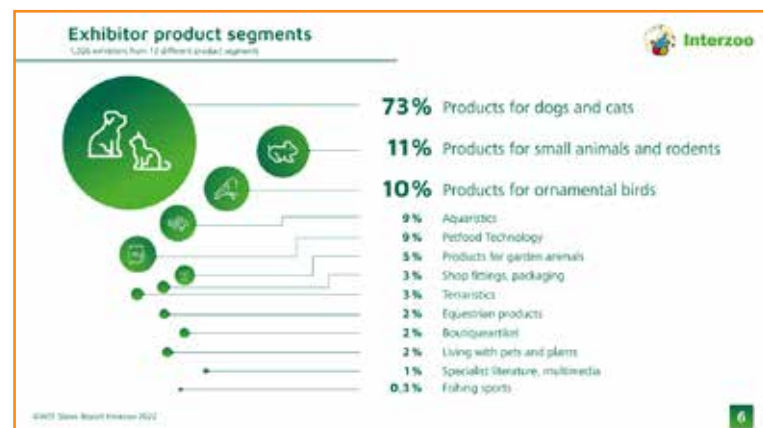
For Interzoo 2024, the petfood industry will continue to play a major role during the world's leading exhibition in Nuremberg from May 7-10, 2024. Moreover: The new "Interzoo Get Started Pavilion" offers additional international opportunities for business at the Petfood Forum.

The opening of exhibitor registration on March 15th has been highly anticipated by the industry as first registration numbers clearly indicate. The petfood industry is preparing to present their products and innovations at the next edition of Interzoo. To give the world of petfood and pet supplies the perfect setting to meet, exchange information and do business the 38th Interzoo will offer a compact and dense layout thanks to new planning of the 14 exhibition halls: 1, 2, 3, 3A, 3C, 4, 4A, 5, 6, 7, 7A, 8, 9 and 10.0.

"Both long-term Interzoo exhibitors and new companies have signalled great interest in Interzoo 2024. We are therefore delighted to once again offer a comprehensive, global and innovative market platform to the international pet industry with upcoming Interzoo 2024," states Dr. Rowena Arzt, Head of Exhibitions at Interzoo organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) who affirms the great importance of petfood with regard to both exhibitors and trade visitors.

In fact, the three leading product segments of the 1.326 exhibitors at Interzoo 2022 – products for dogs and cats, for small animals and rodents and for ornamental birds – were to a big part comprised by petfood products. The segment of petfood technology followed close by on 5th place of the ranking. The visitor interest showed an increasing interest in petfood with particularly the segment of petfood technology rising to the second place of all 13 product segments.

This is also visible in the supporting programme of Interzoo. "Last year, Petfood Forum Europe was very successfully collocated with Interzoo for the very first time. Based on this success, we have expanded our cooperation with Watt Global Media by offering a new service





Interzoo 2024

to the petfood community: The Interzoo Get Started Pavilion at Petfood Forum in Kansas City, Ms in May 2023", concludes Arzt.

And in 2024 Petfood Forum Europe will once again be held on 6 May, one day prior to Interzoo. Furthermore, Interzoo is working on a comprehensive programme for start-ups – following the success of the fresh ideas stage at the last edition.

Further information

The Get Started Pavilion at Petfood Forum in May 2023 supports expanding companies from within the petfood industry in increasing their international reach. More information is available at www.interzoo.pavilion.com



For more information
www.interzoo.com

*Dr. Rowena Arzt, Head of Exhibitions
at Interzoo organizer WZF*



Upcoming Events

May 1-3, 2023

Petfood Forum

Kansas City, Missouri, USA

www.petfoodforumevents.com

October 3-5, 2023

VICTAM LatAm 2023

Sao Paulo, Brasil

www.victamlatam.com

May 4-10, 2023

interpack 2023

Düsseldorf, Germany

www.interpack.com

March 19-24, 2024

Anuga FoodTec 2024

Cologne, Germany

www.anugafoodtec.com

May 15-17, 2023

Zoomark International 2023

Bologna, Italy

www.zoomark.it

May 7-10, 2024

Interzoo 2024

Nuremberg, Germany

www.interzoo.com

June 3-5, 2023

VICTAM International 2023

Utrecht, the Netherlands

www.victamlatam.com

May 3-8, 2025

IFFA Frankfurt

Frankfurt, Germany

www.iffa.messefrankfurt.com

Preview May 2023

Vitamins, Proteins, Plant Extracts
Mixing & Weighing, Cooking
Pouches, Labelling, Trays

... and lots more!



Impressum

ISSN 2628-5851

Publishing Company:

Dr. Harnisch Publications

Eschenstraße 25

90441 Nuremberg, Germany

Tel: +49-(0)-911-2018-0

Fax: +49-(0)-911-2018-100

E-mail: food@harnisch.com

Internet: www.petfoodpro-mag.com

www.harnisch.com

Editor-in-Chief: Ian Healey

Tel: +49-(0)-911-2018-215

E-mail: ihealey@harnisch.com

Publisher: Benno Keller

International Communications:

Edouard Costemend, Gabriele Fahlbusch,

Steve Max, Britta Steinberg

Editorial Team:

Pamela Almenara Cabrera, Sabine Straka,

Bruno Bozic, Sabrina Maasberg

Digital: Britta Steinberg

Graphic Designer: Pamela Almenara Cabrera, Sabine Krauss

Technical Manager: Armin König

Advertising: Sabrina Maasberg

Tel: +49-(0)-911-2018-245

E-mail: maasberg@harnisch.com

Subscriptions: Marta Bletek-Gonzalez

Subscription Information:

Qualified Readers, executives in the food industry, are put on the

mailing list free of charge. Regular delivery by subscription only.

Annual subscription 2022 (4 issues) – € 44 (Domestic)/€ 52

(Abroad)

Printed by:

Printed by Schleunungdruck GmbH, Markttheidenfeld, Germany



Adobe # 136789004

Copyright©2023

by Dr. Harnisch Verlag, Nuremberg, Germany



+49 (0) 911 2018-100
or E-mail: food@harnisch.com

1. Additional questions

1.4. I wish to receive future issues of PetFoodPRO: ☐ Yes ☐ No

2.2. Regarding following advertisements (Title and page N°): _____

It is prolonged automatically for one year unless it is cancelled 6 weeks before expiry.

☐ Charge my credit card: ☐ Euro-Card ☐ Visa ☐ AMEX

valid until: _____

Date: _____ Signature: _____



The Future Awaits

Built on partnership and innovation, Wenger is providing more opportunities for client success.

For almost a century, Wenger has delivered extrusion-based innovations to our partners. We've worked alongside you to develop new processing solutions and better products, providing our industry-leading expertise and ongoing support every step of the way.

We don't plan on stopping any time soon.

Wenger's global food processing family is growing, and we look forward to the exciting opportunities that lie ahead. We will continue to deliver even more innovations and technologies to benefit companies that share our vision of tomorrow.



Wenger.com