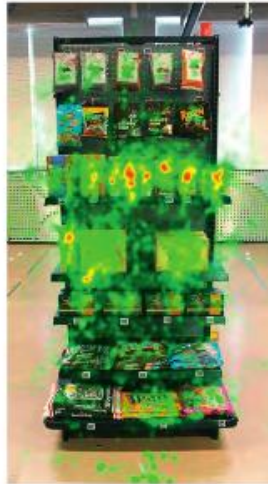


## PROCESSING & PACKAGING



A retail display



The eye-tracking heat map

Photo credit: AHT Group PK

## Meeting chocolate filtration challenges

Contec GmbH Industrieauswertungen is a leading supplier of filtration systems, oil mist separators and level measuring technology. It recently helped chocolate manufacturer Ludwig Weinrich GmbH & Co. KG who wanted to replace the previously used sieve filters (last step before moulding) with a self-cleaning filter system as a police filter before filling the chocolate.

After a very successful trial with a standard AS110K wedge wire filter from contec, the filter was modified for special use. A hinged lid was added for easy opening. The modified filter element with the scraper basket can be removed completely without tools. Through the use of a heating jacket, the filter can now be integrated into the existing tracing system. An integrated magnetic separator located after the filter system ensures a high level of security.

A newly installed differential pressure monitoring line showed a pressure loss of only 0.1 to 0.2 bar.

The self-cleaning wedge wire filter from contec can be used in many different production processes involving viscous food products such as cocoa mass, cocoa butter, juice, syrup, olive oil, dough and pudding. The contec filter is effective for use with different viscosities up to 100,000 mPaS.



Self-cleaning filter system from contec

www.ameft.com

## Foils and laminates signal 'luxury'

New research from Package InSight at Clemson University has highlighted the decisive impact on customers of the foils and laminates on packaging. The study, titled Brand Impact: Delivered through Packaging, presents compelling proof of consumers' preference for luxury chocolate packs that have been foiled or laminated.

The study examined the on-shelf impact of metallic materials by fitting 70 participants – or 'shoppers' – with state-of-the-art eye-tracking glasses that recorded their eye movements while they selected products from a shelf.

From this, researchers were able to analyse the 'non-conscious' signals that informed participants' behaviour and purchasing decisions.

The study found that, for both Belgian and Swiss luxury chocolates, participants' gazes fixated significantly more often – and for significantly longer periods – on foiled and laminated versions of the packs than on versions without metallic treatment.

More importantly, participants were more likely to select and 'purchase' the

metallised packs than their identical but un-metallised counterparts.

A further interview segment of the study then cast light on why participants favoured the foiled and laminated packs, with a consensus emerging that these treatments added a premium feel to the chocolate that was suggestive of higher-quality products. Responses included, 'The foil-stamped version looks more elegant and expressive', and 'It gives it a more premium look and shows their attention to detail.'

'The study provides quantitative data on the impact of foils in delivering brand and shelf impact,' says Richard Burhouse, Commercial Director at API, the study's sponsor. 'It is clear from the results that, applied intelligently, foil can significantly boost the chances of luxury chocolate products in a retail store environment – a finding that could have a great impact on the future of luxury packaging.'

API is a leading manufacturer and distributor of foils, laminates and holographic materials which provide brand enhancement for consumer goods and printed media worldwide.

## PROCESSING & PACKAGING

## Reliable dosing for food safety

Pump supplier LDT Dosiertechnik GmbH has added a Dosatron food line proportional pump to its solutions portfolio. The new Dosatron is specifically designed for use in the food and beverage industries and comes with FDA certification. It delivers highly reliable and accurate dosing even with fluctuations in flows, to ensure homogeneous fluids with the correct amount of chemicals in critical food safety applications.

No need for electrical connections or pressurised air  
The D3FL2N LDT Dosatron food line proportional pump operates using hydro power direct from the water network supply line and does not require an electrical connection.

Its hydraulic motor uses only the water's flow and pressure to run. This makes the unit very flexible and easy to install with no need for an electrical connection or pressurised air pipes.

Designed for straightforward maintenance and simple adjustment

The D3FL2N is a high-accuracy volumetric dosing pump that provides repeatable continuous proportional dosage based on its adjusted dosing rate to within ±3% according to API 675. Its method of operation ensures this accuracy regardless of changes in throughput, pressure fluctuations or piping lengths, says the company. This automatic compensation for changes in flow conditions gives complete peace of mind that dosing levels are being met without the cost and environmental impact of overdosing.

The pump is constructed of FDA-certified materials and is suitable for many food and beverage applications including care and disinfection of piping networks, potable water treatment and odour control. As well as easy installation, the pump is designed for straightforward maintenance and simple adjustment.



The D3FL2N LDT Dosatron food line proportional pump

Photo credit: LDT Dosiertechnik GmbH

## New WP heat recovery system

The industrial baking process requires hundreds of kilowatts of energy. Large-scale bakeries can significantly reduce this enormous consumption with the new WP Industrial Baking heat recovery system. It saves operating costs and is environmentally-friendly.

The recovered energy can be used economically elsewhere in the production process or for building services such as hot water supply or heating.

WP tunnel ovens are even more energy-efficient when they are equipped with the heat recovery system. The heat recovery technology does not affect the baking results.

The WP system is suitable for new installation, and can be integrated into existing systems, structural requirements permitting.



Raising the bar on sugar replacement.  
Natural taste and texture, healthier recipe.

Nowadays, sugar is a hot topic in the industry and consumer households. On a global scale, almost 50% of consumers browses food labels for sugar content. Sugar-rich foods, however, often slip into our diet in the shape of indulgent or convenient treats. BENEQ's ingredients offer new ways to replace sugar and add nutritional benefits without compromising on taste and texture.

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connecting nutrition and health