

Retail Sales POP!

A white-coated, gloved and hatted food handler dumps plastic bins of flavored popcorn into an **ActionPac ME109** located in the window of a small retail store. The plain and coated popcorn is measured into large single serving plastic cones and decorated metal tins of various sizes. After completing this run of popcorn, the food handler easily disconnects the funnel, swapping it out for a smaller size to measure out a variety of candies in varied containers.


Pausing to watch him, a small crowd gathers in front of the store, fascinated by this simple piece of machinery with product flowing thru its funnel. The store's superior

food handling standards are emphasized by the clean appearance of this USDA food grade semi-automatic **ME109**. After



getting a good look at the products and a view of the store interiors the window shoppers are drawn inside to peruse and purchase.

This upscale popcorn retailer, operating in the posh pedestrian Universal Studios City Walk of Southern California, measures out the proper container weight for its products sold in its retail stores as well as for its wholesale and mail order operations.

Many of our customers use **ActionPac** machinery in retail operations. For example, a big box discount retailer features a semi-automatic **ME109** plugged in and operating right in the middle of their retail floor space. They use the **ME109** as a "sales tool" by placing it in the coffee and spice section of its store. The apron wearing equipment operator measures out and bags a large selection of whole bean and ground coffees and teas for placement on the retail shelf and to the customer's specifications. 

WHY RETAILERS WANT THE ActionPac ME109 ON THEIR RETAIL FLOORS

1. The noise attracts attention
2. It provides some show value like the entertainment of watching a pizza maker
3. Demonstration of quality standards such as, use of state of the art machinery, cleanliness and correct measurements
4. Economy of exact measurements for sales of bulk goods



Fabrication Specialist Leads the Way



Superior quality of fabrication, flexibility of components and ease of operation by the end-user is the goal of **Brian Godfrey**, **ActionPac's** Lead Fabrication Specialist. Spotless projects,

welded, buffed and thorough deburring are indicators of his exceptional fabrication standards. "Attention to the seemingly smallest detail of all our custom parts makes sure that all components can integrate with each unit that we build," Brian explains.

Our in-house fabrication department cuts, welds, drills, bends, passivates and otherwise transforms sheet metals into the various components of our machinery. A wide variety of skills using large and small metal working tools are necessary to create the different

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CEO Weighs In

Flexibility and Cooperation for example, are two sides of the same coin. Flexibility or Cooperation? For production protocols there is no need to

choose. If we are designing a system for maximum flexibility of use the actual performance of the equipment requires our cooperation with the customer to ensure its effective use. This is a complicated way of saying that after delivery we expect the customer to need our cooperation to help them understand how to get the most flexibility out of our equipment.



ME1095CVDX2 dual lane system with integrated cleat elevator for running pickled vegetables and frozen pastas in 3 lb portions at 14 to 24 cycles/minute.

ActionPac has many co-packer customers who may have requirements ranging from 1 to 4 jalapenos peppers into a vertical form seal bagger to 15 lbs of powder into an automatically indexed bottle. Some customers even want to weigh these different products on the same machine.

Even though we can make equipment flexible enough for both applications, joint cooperation and communication is required to understand how to get the most out of the flexibility. Otherwise its only potential, the saddest word in the English language.

John
John Dishion 



Control Box for MINI109CX6

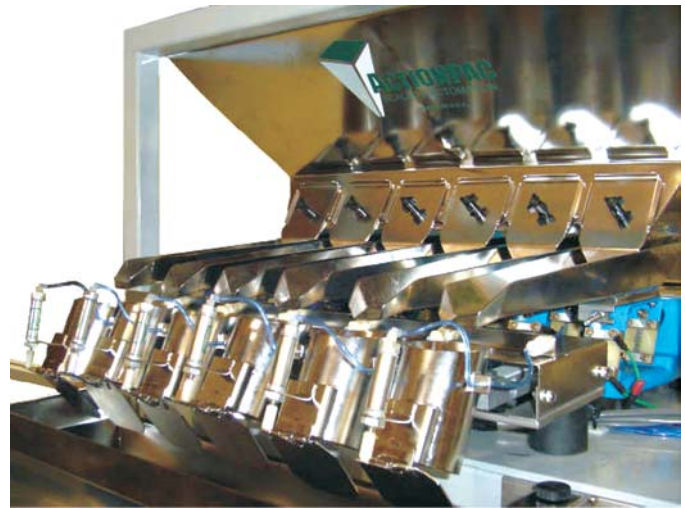
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Projects on the Board

- MAX109CLK** To run large quantities of shelled walnuts into any size/shape box.
- ME1095CSD** To run walnuts or similar size particulates into laminate bags.
- MINI109CX2/B** For weighing, filling and sealing vertical form fitted foil paper bags.
- MINI109CBX3** To bowl count and dispense peppers into plastic jars.
- MAX109CLX2** For weighing and packaging fine powder substances into small laminate bags.
- ME109CSX2** For weighing and packaging cookies into laminate bags.
- ME109K** For weighing and dosing powder substances into small glass vials for laboratory testing.
- MICRO109** Weighing and filling high quality organic vegetation seeds into paper pouches.
- DOSER-C** A custom timed-scale feeding system for granule type products.
- MAX109CLPI** For running mass amounts of shelled walnuts and almonds into burlap bags.
- MAX109CLK** Reconditioned and integrated with a metal detector to run shelled almonds as a secondary product.
- ELEVATOR** A custom built elevator to be integrated into an existing processing line
- MINI109** To weigh and fill ground and whole bean coffee into laminate bags.
- MAX109CLPIX2** Designed and integrated with a large overhead hopper to run almonds through dual distributor lanes into boxes.




MINI109CX6 for spice and rice blending into plastic containers for the Asian market

EQUIPMENT MODEL NUMBER CODES:

S	SPREADER FEEDER
L	LANE GATE
B	BOWL COUNTER - WEIGHT
E	BOWL COUNTER EYE
V	INTEGRATED CLEAT "EL" HOPPER
EP	ESCAPEMENT COUNTER
D	DIMPLED STAINLESS STEEL
I	INDEXER
EL	ELEVATOR
M	MILLIGRAM RESOLUTION
EZ	EZ FLOW HOPPER TO ELEVATOR

Example:

MAX109CSL/EZ/EL/I = standard max single lane with spreader feeder, lane gate, EZ flow hopper, elevator and indexer 

THEME OF THE MONTH **FLEXIBILITY**

1. adjustable to change
2. capable of modification
3. able to bend without breaking

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items making up our equipment.

A dozen custom components are fabricated in house for each piece of machinery we manufacture. The standard components fabricated for even the most basic unit by Brian and his crew include a stand, frame, bucket, funnel, funnel mount, hopper, hopper extension, feeder pan, former, load cell plate, load cell cover, air attachments and lane gate post.

"Everything evolves around the hopper," explains Brian. He's pleased that we are able to offer our customers hoppers that are flexible enough to run from one to six lanes of diverse products depending on the projects requirements. The product flow can be adjusted by the size of the opening on the bottom of the hopper and dividers are sometimes used in the hopper to blend different products into a single container.

The projects most interesting to Brian are also the most challenging. He cites the integrated elevators as providing the best solution for the movement of frozen and other "clumped" products into the hoppers. This particular **ActionPac** exclusive component requires the conveyor to be fabricated right inside the hopper. Precision with the angles that the conveyor must join to the hopper would make these the most complex of items to be fabricated. The result is a system that can save flow problems from grated cheese to wet pasta to fresh cut vegetables.

Our inhouse metal shop fabricates accessories for our units such as conveyors and elevators that are each made up of more than a dozen components. The size and number of the components vary based on the product being processed, the size of the weight, and the container being filled. All this complexity keeps the fabricators mentally engaged with their work and requires a great deal of creative and mechanical skill.

Brian has been employed by **ActionPac** since 2002 and supervises a work group of four metal fabricators. He

enjoys coordinating, instructing and working with the fabrication group to meet the requirements of the most complex projects. He also takes satisfaction with the fabrication group's minimal error rates, speed of production and general cooperation required to get the projects moved through the shop.

Representing **ActionPac** at trade shows has given Brian the opportunity to directly represent our company's engineering capabilities. He has enjoyed working our exhibit booths at several Pack Expo shows. He has learned more

about our markets, our competitors and the packaging industry as a whole and is confident with what ActionPac has to offer and his role here.

Brian's broad experiences combined with an expert attention to detail keep him focused on the units' end-user and still maintain the first quality fabrication standards our customers depend on. 