



THE CROWN FOR FRESHNESS

PRESS RELEASE

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REPORT: PRODUCTION OF READY-TO-EAT SALADS FOR SALE IN VENDING MACHINES CAUSES SPECIAL REQUIREMENTS FOR THE PACKAGING SOLUTION

The growing attractiveness of contactless shopping increases processing volumes and requires space-saving packaging

Lisa Zapf, managing director of Zalato-mat GmbH, fills vending machines at 11 locations in the Palatinate with seasonal fresh products such as washed, packaged lettuce from the family-run farm. The increasing popularity of contactless and regional shopping now made it necessary to purchase a salad spin-dryer and packaging solution to supplement the existing KRONEN washing machine in order to meet the growing demand.

Lisa Zapf has been operating the vending machines, whose number has grown steadily in recent years, as a new, supplementary sales channel since 2016. Customers can purchase various fresh products from the machines around the clock, e.g. seasonal vegetables, ready-to-eat salads and juices as well as food from cooperating regional suppliers. In order to be able to stock the vending machines with sufficient quantities of freshly harvested, washed and packaged lettuce, Lisa Zapf was looking for a solution to efficiently process the lettuce from her own cultivation - which would allow the shortest possible time between harvest and sale. The family business has been using a GEWA washing machine for 12 years to wash various products and especially the various salad varieties. Since August the washing machine is supplemented by a KS-7 PLUS salad and vegetable spin-dryer and a KWT 16 weighing table and platform with single-head scale, which is combined with a CP 350 PLUS packaging machine.

Before making the purchase decision, the entrepreneur dealt intensively with the packaging machines available on the market, which had to meet two criteria in particular: a small to medium processing capacity is sufficient for the family business. But particularly the production of the most space-saving package sizes for lettuce of 100g, 300g and 500g was important, because the limited sales area of the machines should be used optimally.

At Fruit Logistica in February 2020, she found what she was looking for at the KRONEN stand and together with Heiko Schönbroich, KRONEN Sales Manager for Southern Germany, the packaging solution was adapted to the specific requirements of space-saving packaging. By purchasing the salad spin-dryer and packaging solution, the processing procedures were optimized so that the approx. 300 kg of lettuce can now be processed efficiently. This enables the company to keep the promise of freshness with the shortest possible time between harvest and sale even with increasing sales volumes. In addition, the solution is flexible and can be used for different products such as lettuce, leaf lettuce, spinach or rocket and other products. In addition, further pack sizes can be produced for sale to resellers thanks to the flexible adaptation.

The company replenishes the Zalato-mats daily with fresh products as required, whereby the goods remain in the machine for a maximum of 3 days. As an option for



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contactless shopping for fresh regional products, they are very popular with customers in the region and their attractiveness has increased further in times of Corona. With the KRONEN machines, the family business is now equipped for the thorough and fast processing of the salad products and well prepared for the commissioning of further machines.

About KRONEN GmbH

KRONEN is a family-owned, globally operating producer and supplier of stand-alone and special machines as well as of high-tech processing lines for the Fresh-cut industry. The product range of KRONEN and its partners covers fruit, vegetable and salad processing solutions for preparing, cutting, washing, de-watering, peeling, disinfecting and packaging.

In addition, KRONEN offers technical solutions for sectors such as meat and fish, bakery products, convenience and ready meals, dried and frozen products as well as pet food.

Today, the company based in Kehl at the Rhine in Germany has over 100 employees, representations in more than 80 countries worldwide and delivers its products in over 100 countries around the globe.

With more than 40 years of experience in food technology, KRONEN considers it a major commitment to keep traditional values such as quality awareness, and focuses on a sustainable, holistic approach for the hygienic and safe production of healthy food. KRONEN aims at being a think tank, creating innovative solutions in line with the customers' needs and for their benefits. In close cooperation with industry and research, it ensures a high consulting and planning expertise.

Further information: www.kronen.eu

Contact:

Kira Kröllpfeiffer

Tel. 0049 7854 9646-160

Fax: 0049 7854 9646-5160

Email: kira.kröllpfeiffer@kronen.eu

Esther Müller

Tel. 0049 7854 9646-161

Fax: 0049 7854 9646-5161

Email: esther.mueller@kronen.eu

Pictures by Lisa Zapf / Zalato-mat GmbH:



The CP 350 PLUS packaging machine in the production at Zalato-mat GmbH



The washed salad is packed so the customers can purchase ready-to-eat salad at the vending machines



A Zalato-mat vending machine stocked with fresh regional products as e.g. salad in different package sizes



The vending machines are located at 11 locations in the region around the farm of Zapf



The KS-7 PLUS spin-dryer is used for spin-drying the different salad varieties



The CP 350 packaging machine creates packages of 100g, 300g and 500g of salad